



DMCKL2025

Digital Marketing Conference Kuala Lumpur

Redefining Digital Engagement

Skill-Lÿft

14 - 15 May 2025
Sunway Putra Hotel, Kuala Lumpur

DMCKL2025

Digital Marketing Conference Kuala Lumpur

CONTENTS

THE OVERVIEW	03
WHAT TO EXPECT	04
WHAT YOU WILL GAIN	04
7 MUST-EXPERIENCE HIGHLIGHTS	05
DMCKL2024 RECAP	06
DMCKL2025 LINEUP	07
ITINERARY	08 - 09
DMCKL2024 AT A GLANCE	10
WHO SHOULD ATTEND?	11
WHAT OUR PAST PARTICIPANTS SAID	11
THE VENUE	12
REGISTRATION FORM	13



THE OVERVIEW

Step into the future of digital marketing at the **Digital Marketing Conference Kuala Lumpur 2025 (DMCKL2025)**! This premier event gathers trailblazing industry leaders, marketing innovators, and forward-thinking professionals under one roof. With the theme "**Redefining Digital Engagement**", DMCKL2025 is set to revolutionize how brands connect with their audiences in a constantly evolving digital world.

Across two electrifying days, immerse yourself in transformative sessions, dynamic keynotes, and interactive workshops. Discover groundbreaking strategies, network with like-minded professionals, and leave equipped with actionable insights to elevate your digital marketing game. This is more than just a conference – it's a movement toward shaping the future of digital engagement!

20
25
3
1
1

Visionary Speakers

Keynote Sessions

Panel Discussions

Interactive Workshop

Fireside Chat

DMCKL2025

Digital Marketing Conference Kuala Lumpur

WHAT TO EXPECT

- An Unparalleled Experience -

Inspiring Keynotes

from global thought leaders and industry pioneers.

Interactive Panel Discussions

exploring the balance between AI and human creativity.

Hands-On Workshop

designed to equip attendees with practical, actionable skills.

Networking Opportunities

to connect with peers, experts, and potential collaborators.

Insights into Future Trends

that will shape the next decade of digital marketing.

WHAT YOU WILL GAIN

- Unlocking Opportunities -

Master the latest **digital engagement trends**.

Boost customer interactions with **AI & data-driven strategies**.

Elevate your marketing with **social commerce & omnichannel** techniques.

Collaborate, innovate, and build **future-ready teams**.

DMCKL2025

Digital Marketing Conference Kuala Lumpur

7 MUST-EXPERIENCE HIGHLIGHTS

Storytelling

Mastering the Art of the Digital Customer Journey

AI & Personalization

The New Era of Digital Marketing

Maximizing Engagement

Unlocking the Power of Personalization Across Channels

Balancing Technology & Humanity

Finding the Perfect Blend of AI and Human Touch

Social Commerce

Transforming Customer Engagement in the Digital Space

Omnichannel Marketing

Creating Seamless and Unified Customer Experiences

Future Trends

Staying Ahead in the Digital Marketing Revolution

DMCKL2025

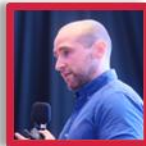
Digital Marketing Conference Kuala Lumpur

DMCKL2024 RECAP

Meet our Past Speakers



Elizabeth Taylor
LinkedIn Top Voice &
Professional Speaker, **Elizabeth Taylor Coaching**



Alan Prendergast
Retail & E-Commerce
Specialist, **Google**



Ariful Islam
Head of Commercial Analytics,
PETRONAS Dagangan Berhad



Jazlan Zakirin
Head of Marketing,
Setel



Bob Low
Marketing Influencer & LinkedIn
Top Voice, **Bob Low Marketing**



Dave Leong Kuan Yew
Founder & CEO,
10X Marketing



Christina Mei Mei Ng
Founder & CEO,
Christy Ng



Ashvin Praveen
Co-Founder & CEO,
Cleve



Ng Keng Zhing
Former Chief Commercial
Officer, **KSK Land**



Mugilan Chitambaram
Former Regional Digital Marketing
Manager, **Valiram**



David Raj
Chief Marketing Officer,
TUI Airline Holidays



Siew Ting Foo
Global Chief Brand Officer &
Head of Insights, **HP**



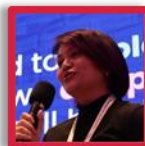
Ki Seok Seo
Chief Marketing Officer,
IKEA



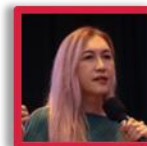
Stella Wong
Founder & CEO,
Brand Soul



Dipashree Das
Head of Partner Growth
Marketing, **Amazon**



Edrina Faizal
Design Specialist,
Canva



Jacqueline Alexis Thng
Chief Experience & Growth Officer,
Prophet

DMCKL2025

Digital Marketing Conference Kuala Lumpur

DMCKL2025 LINEUP

Visionaries of This Year

Chairperson



Ragunath 'Pak Joe' Murthy
Founder & Chief Rainmaker,
ReAlnmaker



Rachel Goh
Zone Head of
Talent Attraction, **Nestlé**



Sameer Hussain
Former Marketing Director -
International Markets,
Smith+Nephew



Crystal Lim
B2B Influencer &
Corporate Storyteller



David Raj
Chief Marketing Officer,
TUI International

Moderator



Elizabeth Taylor
LinkedIn Top Voice & Professional
Speaker, **Elizabeth Taylor Coaching**



Anton Widodo
Social Media Lead, JAPAC,
Palo Alto Networks



Gitanjali Sriram
Group Chief Strategy Officer,
Trapper Group



Piyapoom "Champ" Seechang
Marketing Director - B2B Thailand,
Michelin



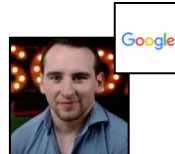
Chanratanak Rong
Assistant Director /
Head of Group Marcoms
Sunway Healthcare Group



Nicholas Leong
Head of Media Relations,
Asia Pacific, **DHL**



Shalini Seneviratne
Marketing Director
Kimberly-Clark



Alan Prendergast
Retail & E-Commerce
Specialist, **Google**



June Boo
Head of Asia Business,
LinkedIn



Meenakshi SP
Former Director - Client &
Advisor Channels Engagement,
Citibank



Evelyn Lee,
Head of Marketing,
Secret Recipe Cakes & Café Group



Prof. Aleks Farseev
Co-Founder & CEO,
SOMIN



Dipashree Das
Head of Partner Growth Marketing,
APAC & ANZ, **Amazon**



Ashvin Praveen
Co-Founder & CEO,
Cleve



Naven Pillai
Regional Marketing Manager,
Zoho Corp

DMCKL2025

Digital Marketing Conference Kuala Lumpur

ITINERARY: DAY ONE

- 08:00 Registration, Refreshments, Networking
- 09:00 Opening Remarks by Chairperson
Ragunath 'Pak Joe' Murthy *Founder & Chief Rainmaker, ReAInmaker*
- 09:10 **Panel Session 1 | Evolution of Digital Engagement in Digital Marketing**
- | | |
|------------|--|
| Moderator | Elizabeth Taylor <i>LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching</i> |
| Panelist 1 | Sameer Hussain <i>Former Marketing Director - International Markets, Smith+Nephew</i> |
| Panelist 2 | Evelyn Lee <i>Head of Marketing, Secret Recipe Cakes & Café Group</i> |
| Panelist 3 | Chanratanak Rong <i>Assistant Director / Head of Group Marcoms, Sunway Healthcare Group</i> |
- 09:50 **Keynote Session 1 | Storytelling - Digital Customer Journey**
Nicholas Leong *Head of Media Relations, Asia Pacific, DHL*
- 10:30 Morning Break, Networking
- 11:00 **Keynote Session 2 | Epicentre of Brand Experience: Where Storytelling Meets Digital Content Highway**
Anton Widodo *Social Media Lead, JAPAC, Palo Alto Networks*
- 11:50 **Keynote Session 3 | How Brand can be Social by Design**
Shalini Seneviratne *Marketing Director, Kimberly-Clark*
- 12:30 Lunch Break, Networking
- 14:00 **Panel Session 2 | Balancing AI and Human Touch in Engaging with Customer**
- | | |
|------------|--|
| Moderator | Elizabeth Taylor <i>LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching</i> |
| Panelist 1 | Piyapoom "Champ" Seechang <i>Marketing Director - B2B Thailand, Michelin</i> |
| Panelist 2 | June Boo <i>Head of Asia Business, LinkedIn Sales Solutions, LinkedIn</i> |
| Panelist 3 | Ashvin Praveen <i>Co-Founder & Chief Executive Officer, Cleve</i> |
- 14:50 **Keynote Session 4 | The Future of GenAI in Marketing Communications**
Prof. Aleks Farseev *Co-Founder & Chief Executive Officer, SOMIN*
- 15:30 Evening Break, Networking
- 16:00 **Keynote Session 5 | Leveraging AI Tools for Personalized Marketing Campaigns**
Alan Prendergast *Retail & E-Commerce Specialist, Google*
- 17:00 End of Day 1

* The organizer maintains the right to amend the content, speakers and schedule as deemed most beneficial for the conference.

DMCKL2025

Digital Marketing Conference Kuala Lumpur

ITINERARY: DAY TWO

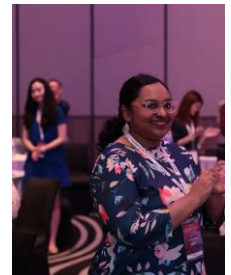
- 08:00 Registration, Refreshments, Networking
- 09:00 **Fireside Chat | The Human Touch in a Digital World**
Dipashree Das *Head of Partner Growth Marketing, APAC & ANZ, Amazon*
Elizabeth Taylor *LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching*
- 09:50 **Keynote Session 6 | Crafting Omnichannel Experiences for the Modern Customer**
Gitanjali Sriram *Group Chief Strategy Officer, Trapper Group*
- 10:30 Morning Break, Networking
- 11:00 **Interactive Workshop | Collaborative Working Session: How to Create Emotionally Engaging Marketing Content**
Elizabeth Taylor *LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching*
- 12:30 Lunch Break, Networking
- 14:00 **Panel Session 3 | Building Loyalty in a Digital Age**
Moderator Elizabeth Taylor *LinkedIn Top Voice & Professional Speaker, Elizabeth Taylor Coaching*
Panelist 1 David Raj *Chief Marketing Officer, TUI International*
Panelist 2 Rachel Goh *Zone Head of Talent Attraction, Nestlé*
Panelist 3 Crystal Lim *B2B Influencer & Corporate Storyteller*
- 14:50 **Keynote Session 7 | Driving ROI with Marketing Automation**
Naven Pillai *Regional Marketing Manager, Zoho Corp*
- 15:30 Evening Break, Networking
- 16:00 **Keynote Session 8 | Future of Work: Reminiscing Challenge Strategy**
Meenakshi SP *Former Director – Client & Advisor Channels Engagement, Citibank*
- 17:00 End of Day 2

** The organizer maintains the right to amend the content, speakers and schedule as deemed most beneficial for the conference.*

DMCKL2025

Digital Marketing Conference Kuala Lumpur

DMCKL2024 AT A GLANCE



DMCKL2025

Digital Marketing Conference Kuala Lumpur

WHO SHOULD ATTEND

DMCKL2025 has been well-prepared and is ideal for marketing professionals including, but not limited to:

- Chief Marketing Officers (CMOs)
- Marketing Directors
- Digital Marketing Managers
- AI Strategists
- Marketing Technology Officers
- Chief Data Officers (CDOs)
- Chief Information Officers (CIOs)
- Brand Managers
- Content Marketing Managers
- Social Media Managers
- E-commerce Managers
- Customer Relationship Managers (CRMs)
- Digital Transformation Officers
- Chief Innovation Officers
- Heads of Advertising
- Analytics Directors
- Sales and Marketing Integration Managers
- Chief Ethics Officers
- Corporate Communication Managers
- Business Development Managers
- Various corporate entities who are directly involved in marketing, technology, data, innovation, and ethical considerations.

WHAT OUR PAST PARTICIPANTS SAID

"A well-organized conference from start to finish – insightful, inspiring, and truly impactful!"

"Excellent event with top industry speakers! The sessions were valuable, engaging, and full of practical insights."

"Everything was on point – great planning, smooth execution, and powerful discussions!"

"Loved the lineup of experts! Looking forward to more sessions like these in the future."

"Networking was a highlight – connecting with like-minded professionals made the experience even better!"

"Couldn't pick just one highlight – everything was equally amazing!"

"Great atmosphere, punctual sessions, and well-thought-out seating arrangements made it a seamless experience."



DMCKL2025

Digital Marketing Conference Kuala Lumpur

THE VENUE

SUNWAY PUTRA HOTEL

Perched in the heart of Malaysia's vibrant capital, the 5-star Sunway Putra Hotel is an iconic venue known for its world-class amenities and luxurious ambiance.

With stunning city views and state-of-the-art facilities, this venue offers an ideal setting for learning, networking, and inspiration.

Conveniently located near public transport and top attractions, attendees can experience both the high-energy conference and the rich culture of Kuala Lumpur.



100 Jalan Putra, 50350 Kuala Lumpur, Malaysia



Skill-Lyft

Empowering Skills, Elevating Careers

Skill Lyft (M) Sdn. Bhd. is a registered Training Provider under Human Resource Development Corporation (HRD Corp).



For more information / enquiries, please contact:

Skill Lyft (M) Sdn. Bhd.
202201042066 (1487763-T)

Level 3, Wisma Suria, Jalan Teknokrat 6, Cyber 5,
63000 Cyberjaya, Selangor, MALAYSIA.



+60 11 3613 4122



hello@skill-lyft.com



www.skill-lyft.com

All information is correct at the time of publication. Published January 2025.

Early Bird Registration RM3,499 / pax
6 Jan – 7 Mar 2025

Regular Registration RM3,899 / pax
8 Mar – 30 Apr 2025

Group Registration RM3,299 / pax
6 Jan – 30 Apr 2025

* Above fees are per delegate & inclusive of 8% SST.
* Group registration is only for 3 delegates and above.
* Maximum HRD Corp claimable amount is RM1,750/pax/day for Employer-Specific Course.*

HRD Corp Claimable Course (SBL-KHAS) Scheme
Employer-Specific Course, No. : 10001514875

2025 Conference Series Registration Form 2-DAY CONFERENCE

Digital Marketing Conference Kuala Lumpur 2025
(DMCKL2025): Redefining Digital Engagement

14 – 15 May 2025
Sunway Putra Hotel, Kuala Lumpur

☐

Please tick (✓) the box if you are applying for HRD Corp grant.

ORGANISATION INFORMATION

Name	
Address	
Postcode	
Email	
Phone	

FASTEST WAY TO REGISTER

- 1 Complete the Workshop Series Registration Form
- 2 Kindly email it to us at registration@skill-lyft.com

PAYMENT METHOD

Online Banking / Bank Transfer

Hong Leong Islamic Bank Berhad

Bank Address : No. 5, Jalan P16, Presint 16, 62150 Putrajaya,
Wilayah Persekutuan Putrajaya, MALAYSIA
Account Name : Skill Lyft (M) Sdn. Bhd.
Account No. : 363-01-08956-6
Swift Code / BIC : HLIBMYKL

TERMS & CONDITIONS

1. Replacement Policy

Delegates may request a replacement at no additional cost, provided Skill-Lyft is notified at least three (3) working days before the event.

2. Cancellation Policy

All cancellations must be submitted in writing via email to Skill-Lyft. The following charges apply based on the time of cancellation:

- More than 15 working days before the event: Full refund with no charges.
- 8 to 14 working days before the event: 50% of the registration fee will be charged.
- Within 7 working days before the event: 100% of the registration fee will be charged.

3. No-Show Policy

Delegates who do not attend the event will be charged the full registration fee.

4. Skill-Lyft's Rights

Skill-Lyft reserves the right to cancel or reschedule events. Delegates will be informed promptly of any changes. Please note that Skill-Lyft will not be responsible for airfare, hotel accommodations, or other travel-related expenses incurred by delegates.

5. HRD Corp Grant

If the approved HRD Corp grant amount is less than the course fee, the company will be invoiced for the difference.

6. Invoice & Payment Policy

All invoices must be settled within 14 days of the invoice date or at least one (1) working day before the event, whichever comes first. Delegates will not be allowed entry to the course if payment has not been received.

7. Data Privacy

Skill-Lyft (M) Sdn Bhd acts as the data controller for this information. Your details will be stored in our database and used to fulfill our legitimate interests in event administration. By registering, you also consent to Skill-Lyft sharing your contact details with event sponsors for the purpose of post-event communication and promotional outreach.

DELEGATE INFORMATION

Please tick (✓) below box if you have more than 3 delegates.

☐ Yes, please refer to the additional copy of this registration form.

Name	
Designation	
Department	
Email	
Mobile No.	
Dietary Concerns:	Vegetarian
Allergies	
Name	
Designation	
Department	
Email	
Mobile No.	
Dietary Concerns:	Vegetarian
Allergies	
Name	
Designation	
Department	
Email	
Mobile No.	
Dietary Concerns:	Vegetarian
Allergies	

AUTHORISATION & INVOICE

Signatory must be authorised to sign on behalf of the organisation.

Name	
Designation	
Email	
Phone	
Signature	
By signing, I hereby acknowledge that I have thoroughly read and fully understand the <u>Terms & Conditions</u> stated in this registration form.	

Invoice should be directed to:

Name	
Designation	
Email	
Phone	

* Skill Lyft (M) Sdn Bhd acts as the data controller for this information.

Your details will be stored in our database and will be used to fulfill our legitimate interests in event administration.

Skill-Lyft
FOR OFFICE USE

Course
Coordinator

Course
Code

CS2501

Date
Received