

Day 1 (01/09/2011)

Starting the day focused on app development we hear from Asian developers and host technical workshops from Microsoft and Android. Our afternoon is all about Social Media - a lunch-time social media employment workshop, followed practical advice in our social media tool box – then we close bringing development and social together at 16:30 with the Facebook meet-and-great.

0900 Event Chair Welcome & Introduction
Alex Toh, President, Mobile Alliance Singapore

0910 Speed networking – 10 minutes to get to know the people around you



APP DESIGN & CREATION

0920 Developer Panel Discussion: Creating, distributing and monetization of cross platform apps

- What makes a successful app?
- What are the major challenges of creating, distribution and monetising apps for both the Asia regional and international markets?
- What support's needed from app stores, operators & handset providers?
- How can app developers monetise their products?
- What is the future for apps development in Asia?

Narmeet Singh, Solutions Architect, HD Interactive Pte Ltd
Aldric Chang, CEO and Co-Founder, Swagsoft
Sirina Sisombat, Asia Pacific, Sales Manager, Haiku Asia
Charles Tidswell, VP Marketing, Smartroam / ChatTime App

1000 Exciting opportunities with new Windows Phone 7 Mango
This session will provide a walkthrough to Windows Phone 7 development. It will also introduce developers to new APIs available in the up and coming Windows Phone 7 Mango OS which developers can use to build interesting and engaging applications.
Thye Yeow, Bok is an ISV Partner Developer Evangelist at Microsoft

1100 Networking Break

1130 Droid World
The latest in android app development, from beginner basics and understanding the SDK, to introducing a range of partners and their developer guides.
Hosted by: Leong Hean Hong, Code Android

Afternoon Chair:
Damien Cummings, Online and Social Media Director, Dell

SOCIAL MEDIA EMPLOYMENT WORKSHOP

In association with e2i SMWF host two discussion panels about social media and employment

1230 Workshop one: How an online presence can impact your employment prospects
Paul Papadimitriou, VP & Principle Analyst, Constellation Research
Daphne Maia Loo, Social Media Specialist at an Interactive Agency & Blogger
Eric Koh, Co-Founder, JobsCentral

1300 Workshop two: Landing your dream job in social media
Phillip Raskin, Managing Consultant, Text 100 Singapore, Global Public Relations
Nico Abbruzzese, Head of Asia Pacific, Maxus
Jonas De La Ros, Community Manager and Social Media Strategist, Yahoo
Enrique Pinilla, Digital Marketing and Operations Professional, 3M

SOCIAL MEDIA TOOL BOX

1400 Your Social Media Tool Box
Overview of latest social media marketing tools.
As an extension of the exhibitor area the social media hub includes interactive workshops from our leading sponsors and exhibitors. Learn about the latest tools available and how you can implement these into your marketing plan.

1400 Social Media Analytics- Workshop
Erwin Seah, Regional Social Media Consultant, South-East Asia, Brandtology

1430 Facebook Marketing Plan: Understanding the technical aspects of Launching a campaign on Facebook
Yasser Ismail, Head of Business Development, Media Pop

1500 Business Communities 2.0: Emerging trends, key drivers and needs – Enabling social media
Aravinth Kumarasamy, Designation: Founder Director, Sambaash

1530 Hotels.com case study – using a single social campaign to grow social connections across multiple markets
Stephen Hibberd, Director, Tiger Pistol Pty Ltd

1600 Social apps for the mobile-first user
Rajiv Kumar, Founder and CEO, RozckeTalk Inc.



FACEBOOK 'MEET & GREAT' HOSTED BY E27

1630 How to 'Use' Your Users (including Q&A)
Vincent Lauria, Co-founder, Lefora.com

Introduction to Facebook's new regional team and highlights on their future plans for the region
Alexander Kleinberg, Head of Platform Partnerships, Asia-Pacific/Japan, Facebook

1715 Meet & Greet with Facebook Singapore

1800 Close of workshop

Day 2 (02/09/2011)

Who are the hottest new mobile and social start-ups in Asia? We start of the day examining some of them, before moving onto an app developer sessions including a workshop from Samsung. Mobile and social come together as key themes for the day – with the MEF's mobile social media workshop including a keynote from Arsenal FC.

0910 Morning Chair Welcome & Introduction
Gwendolyn Regina Tan, Co-Founder, SGEntrepreneurs.com

0915 Speed networking – 10 minutes to get to know the people around you

SOCIAL MEDIA START-UPS



0920 Social Media Start-ups
In an interactive session hear from the latest start-ups making waves in the social media space.

- Latest new tools and platforms available
- What these new tools will bring to the social media landscape
- How useful are they? How are they different from what else is available?
- How can they be integrated into your marketing strategy
- The SMWF start-ups will each give an overview of their platform then take questions from the floor and via twitter

Willis Wee, Founder, Penn Olson
Aneace Haddad, Founder, Taggo
Adrian Ng, Director, Codigo Pte Ltd
Hu Yinghan, Director, ApeSnap
Isaac Tay, Co-Founder, Table55



APP DEVELOPER PRESENTATION

1000 Developer Keynote: The story of a successful consumer app
Douglas Gan, Show Nearby

1030 bada 2.0: The Next Wave
The newly released bada 2.0 from Samsung Electronics introduces many new and exciting features for developers and users. In this session, we will be introducing bada 2.0 and it's main features. Enjoy with us the blue ocean that bada has created!

Kamil Grondys, Poland R&D Center-Mobile Concepts (MSD), Samsung Electronics



MEF MOBILE SOCIAL MEDIA & APPS WORKSHOP



1130 Chair's introduction
Colin Miles, MEF Asia Chairman and co-founder i-POP (an InternetQ company)



1140 Keynote Presentation: Global terraces: How Premier League Clubs use Mobile Social Media to engage with fanatical Asian followers
Rupert Daniels, Global Partnerships, Arsenal F.C

1200 How Geo-location can help you monetize your use of social media applications
Conrad Labonte, Head of Network Solutions for Asia Pacific, Andrew Solutions

1220 Harnessing social media and mobile together in the fight against poverty
Farid Maruf, Country Technology Manager, Grameen Foundation

1240 Redefining social connections with mobile
Derek Tan, Head Business Development APAC, Cooliris

1300 Creating compelling facebook pages, using tabs and templates
Jakob Lykkegaard, Co-Founder Pagemodo

1330 Networking Break

1400 Panel: Mobile social commerce & location based services: Integrating m-commerce into your social networking campaigns

- Using the mobile presence of facebook, twitter, linkedin to promote deals, sales and encourage on the move purchases
- Location triggered mobile couponing / deals opportunities for large brands and local businesses – Groupon, Living Social
- Geo-social platforms – what exist, how popular are they and why should the industry be interested?
- Are these social tools going to bring about a mobile commerce revolution!

Moderator: James Lamberti, VP Global Research & Marketing, InMobi
Bernard Leong, Co-founder & CTO, Chalkboard
Gabriel Teo, Director, GreatDeals, Singapore
Foo Tiang Lim, Product Manager, Stream Media
Hoong An Wong, Chief Evangelist Officer, Hungry Go Where

1430 The Mobile Video Phenomenon – Unwrapping the social force, monetizing the opportunity
Ashwin Puri, VP Business Development & Managing Director, SE Asia Vuclip

1450 Leveraging mobile social media to build communities

- Community development: understanding your audience
- Setting targets and aims and driving functionality of a community
- Opportunities that mobile provides in building and developing online communities
- Taking online communities offline

Steven Goh, CEO and co-founder, mig33

1510 Impossible predictions? The near future of Social Networks
Michael de Souza, VP Media, BuzzCity

1530 Global Ad Income from Apps and Games
Ashay Padwal, Co-Founder and CTO / CTO & Director Product, Vserv

1600 Close of workshop