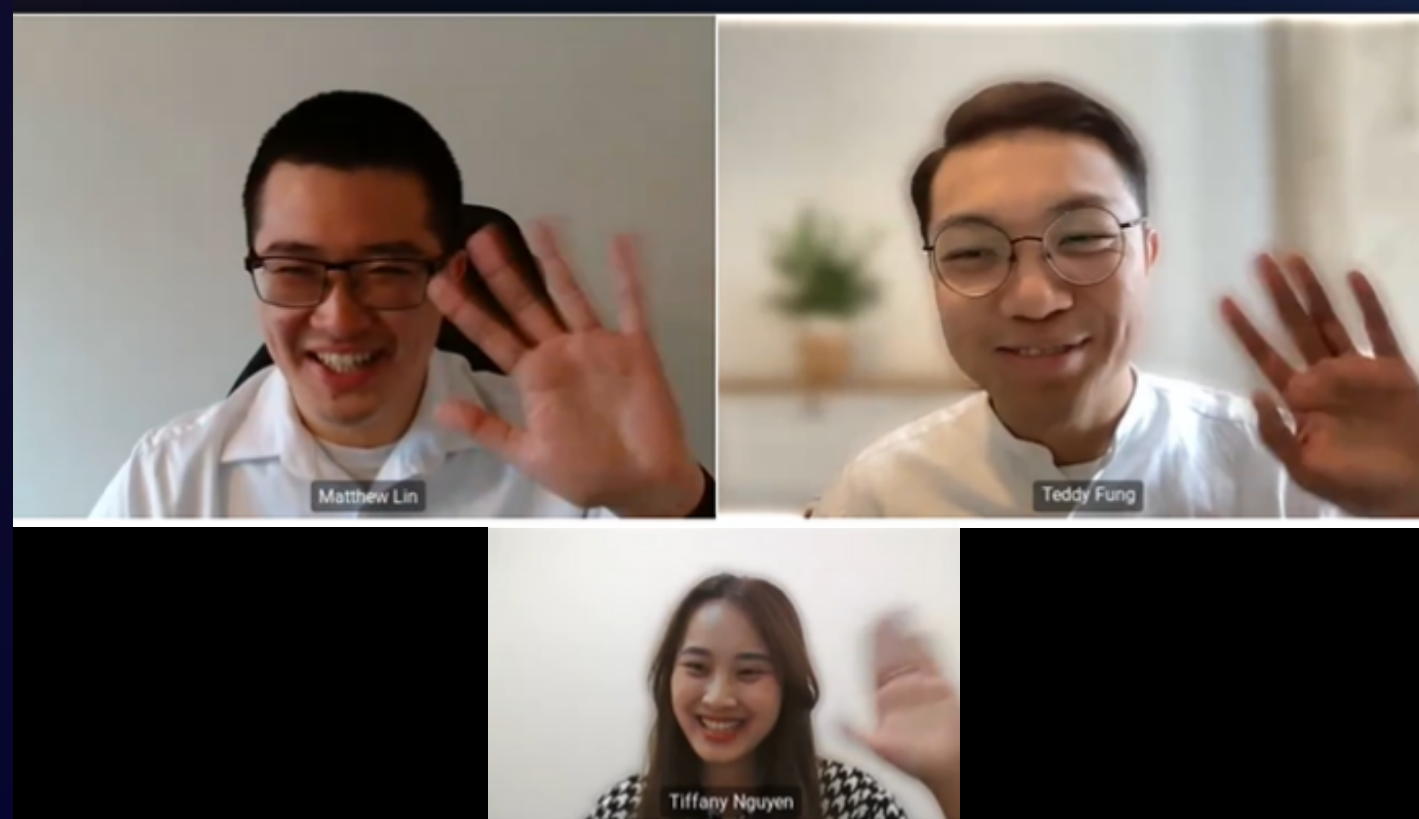


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Panel Discussion | [Omnichannel Marketing] How to Embed Customer Centricity into 360 Marketing Campaigns & Omnichannel Experiences

1. How to design omnichannel customer journeys that are seamless O2O?

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- Mauro Figueiredo**
Director, MarTech & Center of Excellence
Techcombank (TCB)
- Hanh Mai**
Head of Marketing & Trade Marketing Vietnam
Anheuser-Busch InBev
- ThaiHa Hoang Bui**
Head of Marketing
Orient Commercial Bank (OCB)
- Kenny Le**

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15+ Speakers

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Topics Covered

MarTech Trends

Marketing Innovation

Customer Data

Omnichannel Marketing

Personalisation

Social Media Marketing

200+ Attendees

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Fireside Chat | [Marketing Innovation] Revolutionising Customer Engagement with Generative AI Systems

1. What do you think GenAI now adds to the table, and how?

Dr. Ming-yu Robert Chen
Vice President, Engineering
Appier

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Appier and GenAI - Supercharge Your Marketing Strategy with Generative AI
Appier's Ultimate Guide to Understanding, Analyzing & Optimizing the Customer Journey
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Poll Response
is your organization currently using marketing tools

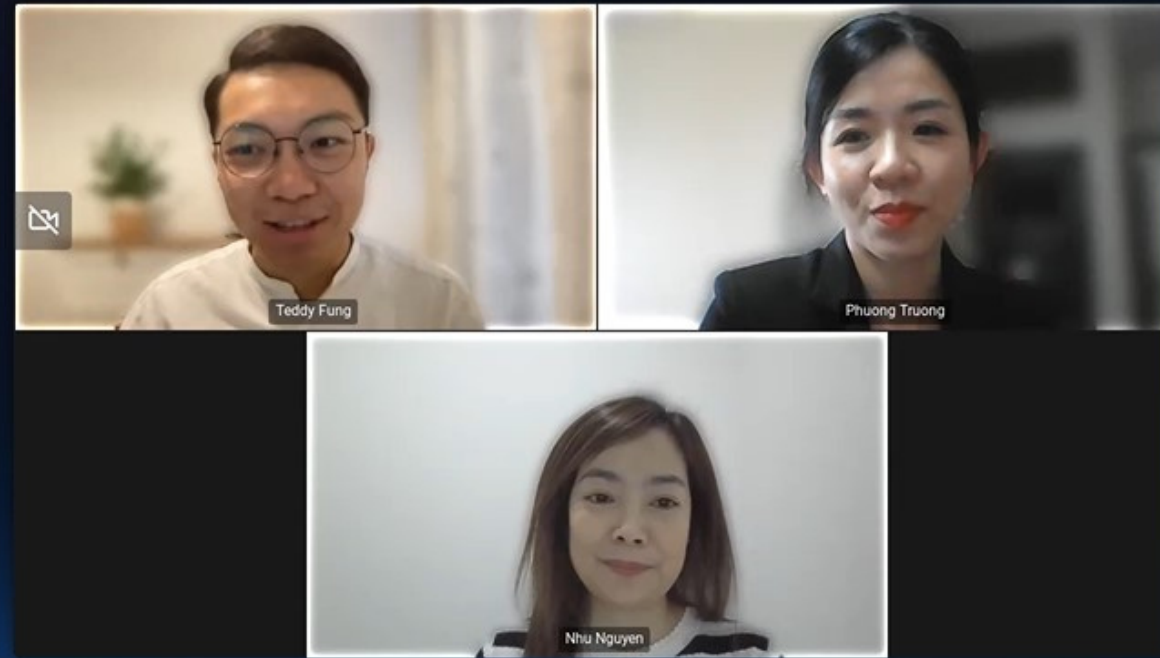
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Slides
Fireside Chat | [MarTech Trends] Innovating and Thriving in Marketing Transformation

NHU PHI NGUYEN
Director, Marketing & Communications, Global Marketing
Schneider Electric

LAN PHUONG TRUONG
Head of Marketing
Pinetree Securities (Hanwha Investment & Securities)

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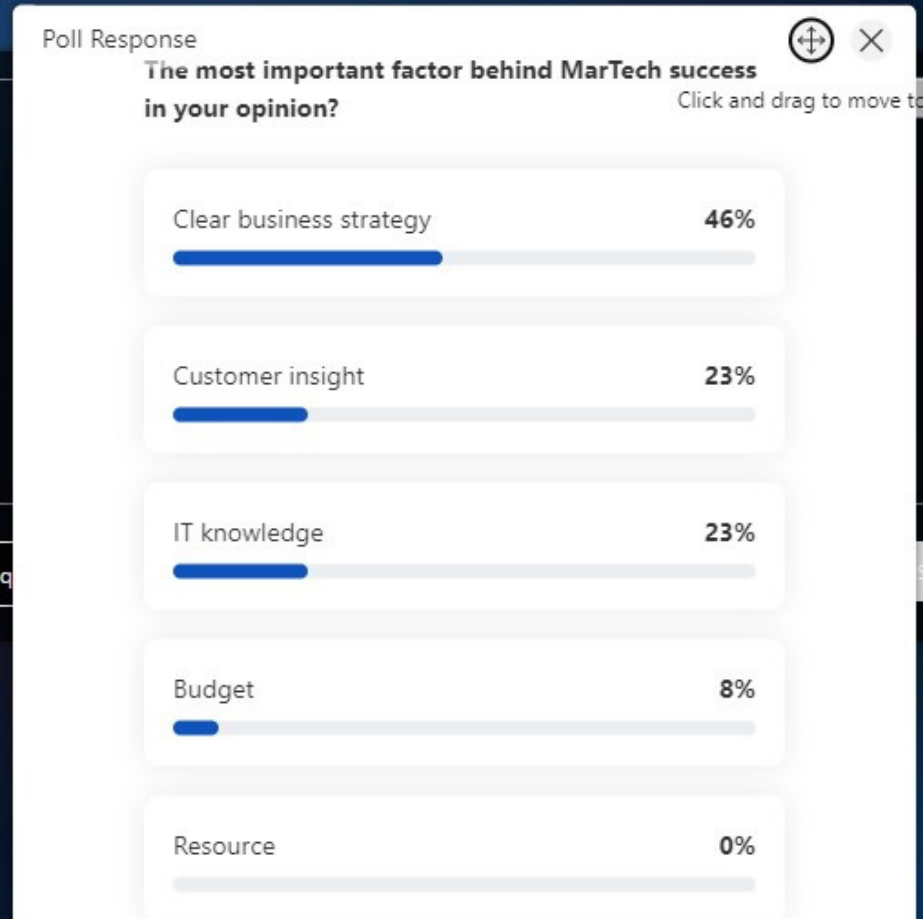
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Nhu Phi Nguyen
Director, Marketing & Communications, Global Marketing
Schneider Electric

Lan Phuong Truong
Head of Marketing
Pinetree Securities (Hanwha Investment & Securities)

Lin Duan
Moderator & Head of Events
The MarTech Summit Team

Tiffany Nguyen



[MarTech Trends] Innovating and Thriving in Marketing Transformation

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Session 1

Chatgpt and BARD are generic. Do you think that there should be GenAI technology specific to martech?



Dr. Ming-yu Robert Chen

Vice President, Engineering
Appier



Fred Trat

Chief Marketing Officer
FamilyMart



Matthew Lin

Moderator & Head of Marketing
The MarTech Summit Team



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Fireside Chat | [Customer Data] How to Validate Customer Behavioural Data to Align with Your Marketing Strategy

Key Takeaways

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Cong Doan Dang
Digital Acceleration & Marketing Lead
McDonald's Vietnam
[in](#)

Duy Anh Le
Head of MarTech
Talentnet
[in](#)

Teddy Fung
Moderator & Event Director
The MarTech Summit Team
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Tiffany Nguyen

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[Customer Data] How to Validate Customer Behavioural Data to Align with Your Marketing Strategy

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Panel Discussion | [Omnichannel Marketing] How to Embed Customer Centricity into 360 Marketing Campaigns & Omnichannel Experiences

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Head of Marketing
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Kenny Le

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[Omnichannel Marketing] How to Embed Customer Centricity into 360 Marketing Campaigns & Omnichannel Experiences

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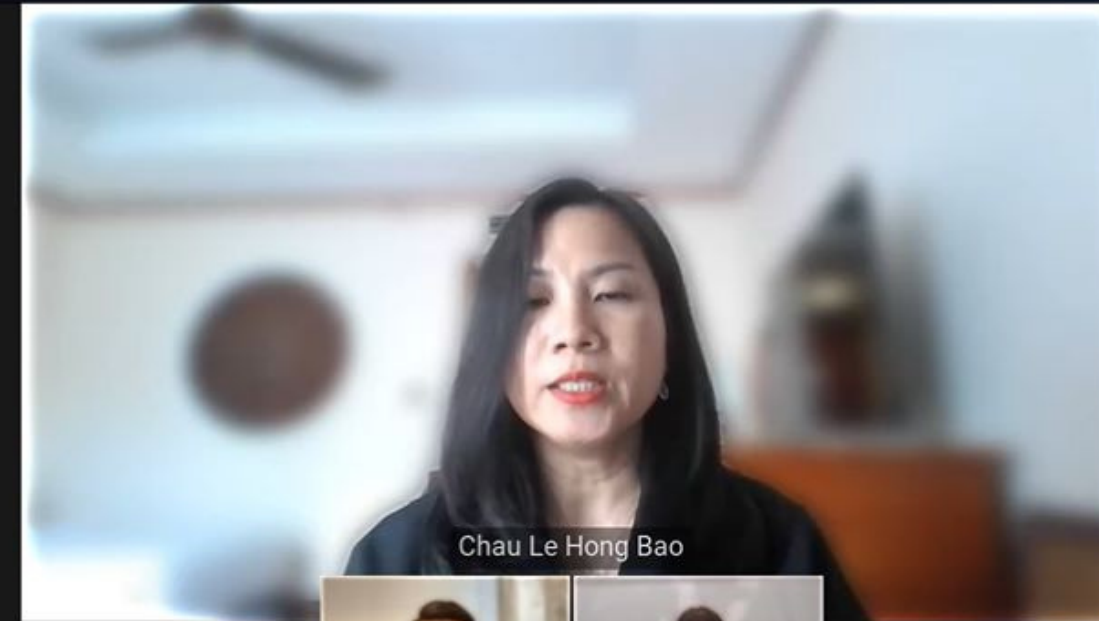
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Fireside Chat | [Content Marketing] Building Up User Habits in Different Platforms to Connect your Brand Content to Customers

1. How to leverage multi-types of contents across channels to curate customer journeys?

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Chau Le Hong Bao

Teddy Fung

Yen Nguyen

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Yen Nguyen

Head of Marketing & Communications
Siemens Healthineers



Chau Le Hong Bao

Portfolio Lead
Cargill Animal Nutrition



Teddy Fung

Moderator & Event Director
The MarTech Summit Team



Tiffany Nguyen

[Content Marketing] Building Up User Habits in Different Platforms to Connect your Brand Content to Customers

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Fireside Chat | [Social Media Marketing] Utilising Social Media Platforms to promote Brand Affinity: Partnering with Customers as Brand Influencers



THUY ANH NGUYEN DO
Director, Brand & Marketing, Vietnam
The Ascott Limited



MINH TUAN VO DANG
Former Head Of Marketing
Levi's, Dockers, Owndays,
Banana Republic, Au Chau
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Thuy Anh Nguyen Do

Director, Brand & Marketing, Vietnam
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Minh Tuan Vo Dang

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Levi's, Dockers, Owndays, Banana Republic, Au Chau Fashion & Cosmetics



Matthew Lin

Moderator & Head of Marketing
The MarTech Summit Team



Lin Duan

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[Social Media Marketing] Utilising Social Media Platforms to Promote Brand Affinity: Partnering with Customers as Brand Influencers

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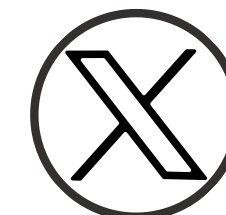
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