

GLOBAL MARKETING SUMMIT

KUALA LUMPUR CONVENTION CENTRE

THURSDAY 16 NOVEMBER 2017

COME MEET US!

Listen, learn and apply the principles and philosophies of accomplished international brand builders who will share their experiences and insights into creating a globally successful brand.

“SELLING YOUR BRAND TO THE WORLD”

PETER DRAPER

FORMER DIRECTOR OF MARKETING AT MANCHESTER UNITED

Find out how a combination of clever marketing strategy, public relations, branding, promotions, endorsements and merchandising, helped Draper to establish the firm foundation of what is today regarded as one of the most iconic names and brand in international football. Meet the man who was instrumental in marketing Manchester United Football Club into becoming a household name throughout the world.



“BECOMING A SUCCESSFUL LEADER”

KEVIN GASKELL

MANAGING DIRECTOR OF PORSCHE AND BMW

Leadership breeds success, and that was precisely what Kevin, who at the age of 32, demonstrated when he accepted the role as Managing Director of Porsche and over the next five years rebuilt the brand, turning a business close to bankruptcy into the most profitable dealerships in the United Kingdom. Turning around a company or brand takes courage, determination, resolve and perseverance, all the qualities that should be inherent in leadership.

“LESSONS FROM STARBUCKS”

ZEV SIEGL

CO-FOUNDER OF STARBUCKS

Learn the 10 key lessons that helped Zev whose coffee shop business went on to become one successful coffee brand today with 24,000 outlets in 70 countries known as Starbucks. In 1971, Zev left his job as a history teacher to start the business with his housemates that grew to become one of the world's most successful franchises of the 90s and in the 21st century.



“MAKING THE PITCH”

JONATHAN YABUT

WINNER OF THE APPRENTICE ASIA

Jonathan brings to the table an irresistible sales pitch. Learn from the winner of Apprentice Asia just how important it is to impress, attract and stand out in a sea of great ideas. The prospect of a great or brilliant idea is just as good as how outstandingly well you can pitch it to prospective clients, business associates and investors.

MODERATOR :

“TAKE THE LEAP”

AZRAN OSMAN-RANI

FORMER CEO OF iFLIX & AIRASIA X

No stranger to the start-up scene and a former captain of industry, Azran will moderate what is set to become an impactful discussion with panelists Zev, Peter and Kevin.



BOOK YOUR SEAT NOW!

PLATINUM SEAT
RM2000

1. Limited to only 100 seats
2. Prominent seat
3. Book signed by Kelvin Gaskell
3. Starbucks mug signed by Zev Siegl
4. Exclusive photo op with speakers
5. Exclusive lunch with speakers
6. Networking cocktail
7. Event App

EXECUTIVE SEAT
RM1000

1. Networking Lunch
2. Event App

To register, please log on to : www.gmsummit.org



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ITINERARY

7.30am - 9.00am	Arrival and Registration
9.00am - 9.10am	Welcoming remarks by Dato' Husni bin Salleh , the CEO of TERAJU
9.10am - 9.40am	Keynote Address
9.40am - 11.00am	Kevin Gaskell - Managing Director of Porsche and BMW 'Becoming A Successful Leader'

30 MINUTE BREAK

11.30am - 12.30pm	Kevin Gaskell - Managing Director of Porsche and BMW 'Becoming A Successful Leader'
12.30pm - 1.00pm	Jonathan Yabut - Winner of Apprentice Asia 'Making That Pitch'

1 HOUR BREAK

2.00pm - 3.30pm	Peter Draper - Former Marketing Director of Manchester United Football Club 'Selling your Brand to the World'
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30 MINUTE BREAK

4.00pm - 5.30pm	Zev Siegl - Co-founder of Starbucks 'Lesson from Starbucks'
5.30pm - 6.30pm	Panel Discussion with Peter Draper and Kevin Gaskell moderated by Azran Osman Rani

NOTE:

The dates, programme, speakers and moderators indicated may be subject to change. The organiser reserves the right to alter the content and timing of the programme in the best interest of the conference and is not responsible for cancellations due to unforeseen circumstances.

The organiser accepts no responsibility for statements made verbally or in written material distributed by any speaker at the Summit. In addition, the organiser is not responsible for any copying, republication or redistribution of such statements.



REGISTRATION FORM

Title: _____

Full Name: _____

Date of Birth (DD/MM/YY): _____

Nationality: _____

IC Number (for Malaysia only, without '-'): _____

Job title/Designation: _____

Email: _____

Mobile: _____

Company Name: _____

Address: _____

Postcode/Zip: _____

City: _____

State: _____

Country: _____

Type of Summit Fee:

Platinum [RM2,000/seat]

Executive [RM1,000/seat]

10% Early bird discount

Total amount to be paid: _____

PAYMENT METHOD

Cheque/Online Transfer _____

Bank: _____

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SUMMIT FEE

PLATINUM RM2,000/SEAT

- Limited to only 100 seats
- Prominent seat
- Book signed by Kelvin Gaskell, Managing Director of Porsche & BMW
- Starbucks mug signed by Zev Siegl, Co-founder of Starbucks
- Exclusive photo op with speakers
- Exclusive lunch with speakers
- Networking cocktail
- Event App

EXECUTIVE RM1,000/SEAT

- Networking lunch
- Event App

PAYMENT TERMS

Following completion and return of the registration form, full payment is required **within 7 days**. Participant need to email proof of payment to enquiry@gmsummit.org.

PLEASE NOTE

Registration will be first come first serve basis, organiser reserve the right to refuse admission if proof of payment is not received on time.



Organiser:

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