



ASB ALL-ASEAN Digital Marketing Program Schedule: October 29 – December 8, 2018

	DAY TO BE ANNOUNCED (One Day in the week of Oct 29 – Nov 2)	DAY TO BE ANNOUNCED (One Day in the week of Oct 29 – Nov 2)		Saturday Dec 8, 2018
AM		8:30 Breakfast	5 WEEKS OF CAMPAIGNING OPPORTUNITY	9:00 Breakfast
	Introduction – Willem Smit (ASB) Hack 1: UX – TBA (McCann) HACK 2: Search / SEO TBA (McCann) & – Willem Smit (ASB)	9:00 Hack 4: Paid Social – Jia Wen Chuah & Melissa Ong(Google) Hack 5: Email+CRM – Willem Smit (ASB)		9:45 Post-Campaign Report – Willem Smit (ASB) & TBA (McCann) Future of Digital – Shun Matsuzaka (McCann)
	12:15 CLASS PHOTO	12:15 CLASS PHOTO		
PM	12:30 lunch	12:30 Lunch		13:00 End of Class
	13:45 Hack 3: Paid Search – Willem Smit (ASB) 17:00	14:30 Hack 6: Campaign Mgt – TBA (McCann) & Willem Smit (ASB) 17:00		
	18:30 Social Selling by LinkedIn (TBC)			

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