10.10.2012

9AM – 12PM

at

Legend Hotel Saigon

10 YEARS LIVE SHOW

SET THE BEAT OF VIETNAMESE CONSUMERS

Proudly brought to you by KANTAR WORLDPANEL

PLAYLIST

08:30	Registration
09:15	Opening Beats
09:30	Vietnam: An Emerging Force of Asia
09:45	The Changing Face of Vietnamese Consumers
10:00	The Consumerism Trends Today and Tomorrow
10:25	Coffee Break and Kantar Worldpanel Quiz Challenge
11:05	The Role of Pester Power in Advertising in Vietnam Role of Engagement to Keep Mom on Your Side *
11:20	The Shopper Journey Evolution
11:35	Set The Beat for The Future with Kantar Worldpanel
11:50	Closing Words & Kantar Worldpanel Quiz Winner Announcement
12:00	Closure

*in partnership with MillwardBrown