



ENIGMA CG

UP TO
60%
FOR SINGAPOREAN
REGISTERED COMPANIES



ANALYTICS LEADERS SUMMIT

PREDICTING CUSTOMER BEHAVIOUR THROUGH ANALYTICS

11TH - 13TH MAY, 2016 | Mandarin Oriental, Singapore

"A 2-DAY CONFERENCE PLUS A 1-DAY WORKSHOP ON PREDICTIVE MODELLING METHODS AND DATA MINING"



MEDIA PARTNERS



DON'T MISS THE OPPORTUNITY TO NETWORK WITH THE TOP LEADERS AND EXPERTS IN THE FIELD OF ANALYTICS!

Big Data and the 4 V's (Velocity, Volume, Variety and Veracity) can be found everywhere which means it's here to stay. Organisations such as those in the banking, insurance and retail industries actively collect and gather information on customers and predict how they will react to new products being offered. Love it or hate it but the internet combined with cookies and various software allows data to be collected every second which has helped to analyse customer behaviour faster than ever – what we call real time.

ENIGMACG is bringing together some of the top leaders within the industry recognised for their achievements in the analytical world, not just in SE Asia but globally. These leaders will be our speakers and will provide a platform to learn and discuss the best practices in ANALYTICS for PREDICTIVE CUSTOMER BEHAVIOUR. We aim to cover nearly all the sectors that uses analytics with speakers coming from the leading industries.

EnigmaCG's event on analytics through its speakers and panel of judges will deliver the highest quality content, address the most current topics related to predictive customer behaviour through analytics with case studies which have proven to be success stories in the market today and showcase what they feel they can do with data in the future.

The summit is scheduled for a three-day exclusive event on the 11th - 13th May 2016 in Singapore with last day as workshop.

TOP 5 REASONS TO ATTEND

- Get a cross-industry view on big issues surrounding predicting customer behaviour through analytics
- Learn how to bridge the gap when it comes to hiring data analysts
- One-to-one business meetings – These provide an exceptional opportunity for event participants to assess the solutions and services that are available to help them achieve their business objectives –
- An invitation-only meeting bringing together the most senior leaders from a list of global brands
- More than just speakers: Enigma is aware that great speakers aren't enough to gain a good grasp of predicting customer behaviour, which is why when you attend our event you will be subjected to taking part in a variety of roundtable discussions as well as interactive panels. So come armed with your questions!

WHO WILL ATTEND

Attendees From These Industries:

- Banking
- Insurance
- Financial Service Providers
- Telecom Operators
- Retail / Luxury Retail
- E-commerce
- Digital
- Hospitality
- Automobiles
- Airlines
- Media
- Technology
- Fast-Moving Consumer Goods
- High-Tech & Electronics
- Government

Designation of Attendees:

- Chief Data Officers
- Head of Data Analytics
- Heads of Customer Insight
- Heads of Marketing
- Heads of Business Intelligence
- Heads of Loyalty
- Heads of e-commerce
- Heads of I.T
- Heads of Digital
- Heads of Online Experience
- Social Media Managers
- Data Scientists
- Big Data Consultants
- Head of Marketing Analytics
- Director of Analytics
- Head of Decision Science

SPEAKERS

Shrikant Dash, Chief Credit Officer
Discover Financial Services

Peter Hubert, Head of Insights
LinkedIn, Singapore

Deep Thomas, CEO
Tata Insights & Quants Division, India

Carol Hargreaves, Analytics Expert
National University of Singapore

Prakash Chandrasekar,
Regional Head of Ecommerce Planning
& Analytics, APAC, Middle East & Africa
Levi Strauss & Co., Singapore

Manu Panda, Group Chief Risk Officer
4Finance, Latvia

Philia Li, Consumer Decision Science Director
Nike, Inc., Greater China

Beng Hai Chea, Head of Marketing-
Analytics Group

United Overseas Bank, Singapore

Gunjan Bhatt, Senior VP Analytics,
HSBC Bank, Singapore

Doan Siscus, Head of BI, Analytics, and CLM
OLX, Indonesia

Avik Sarkar, Global Head Consumer
Marketing Analytics
Ace Insurance/ Chubb, Singapore

Richard Davis, Head of Analytics
Lloyds Banking Group, UK

Verita Poerbasari, Head of Retention
and Loyalty
Indosat, Indonesia

Amy Shi-Nash, Ph.D - Chief Data
Science Officer, *DataSpark, Singapore*

Tharinda Premasiri, General Manager -
Customer Analytics & Profiling
Robi Axiata Limited, Bangladesh

Hammad Kabir, Head of Prepaid Marketing
Digi Telecommunications Sdn Bhd, Malaysia

Fredric Fanthome, Head - Regional Analytics
COE and Strategic Initiatives,
*Consumer Banking Business Analytics
DBS Bank*

Alexander Martinus Christian, HRBP Head
Mitra Adiperkasa Tbk, Indonesia

Henry Christian, CRM Manager
Wing Tai Retail Pte. Ltd., Singapore



ANALYTICS LEADERS SUMMIT

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DAY 1 11TH MAY, 2016

8.30 Breaking the Enigma/Networking Breakfast

9.00 Intro to Enigma and a gentle run through of the day

9.10 Opening remarks:
Abeed Rhemtulla, MD Enigma Group

9.20 Keynote Speaker:
"I know I'm wasting half my marketing dollars, the problem is I don't know which half"
John Wanamaker (July 11, 1838 – December 12, 1922)

- Where does analytics "fit" within the organisation, and the implications of reporting lines
 - Consideration of the customer lifecycle - from acquisition through deepening etc
 - How to pick the analytical "winners" amongst the abundant choices of where to expend effort
- **George Haylett**, Industry Expert

9.50 "Customer Centricity through Data Analytics"
➤ **Deep Thomas, CEO**
Tata Insights & Quants Division, India

10.20 Vendor slot

10.50 NETWORKING TEA - BREAK ☕

11.20 Andrew Mckinlay Magic - LUCKY DRAW

11.30 "The Analytics powering the World's first Economic Graph"
➤ **Peter Hubert, Head of Insights**
LinkedIn, Singapore

12.00 Vendor slot

12.30 NETWORKING LUNCHEON ☕

1.30 "Dynamic Analytics: 7 Tips on How to Build a Powerful Customer Dynamic Analytics System for your Organisation"
• Analytics without action is a waste of time and a waste of money. Further, the action taken by organisations need to be appropriate and timely.

- Every organisation needs a dynamic analytics system to help them with their decision making in real time or almost real time.
- Powerful analytical techniques can predict what a customer is likely to buy before that customer even knows that they will buy a particular product/service.

➤ **Carol Hargreaves, Analytics Expert**
National University of Singapore

2.00 Philia Li, Consumer Decision Science Director
Nike, Inc., Greater China

2.30 Vendor slot

3.00 NETWORKING TEA - BREAK ☕

3.30 An Insight Into Consumer Behaviour:

- Roles of Analytics in BFSI
- Analytics in Banking: Challenges and Best practices
- Future of Analytics in the Banking Sector
- Data Protection limiting predictive analytics?
- Digital Analytics Changing the Future?

➤ **Gunjan Bhatt, Senior VP for Analytics**
HSBC Bank, Singapore

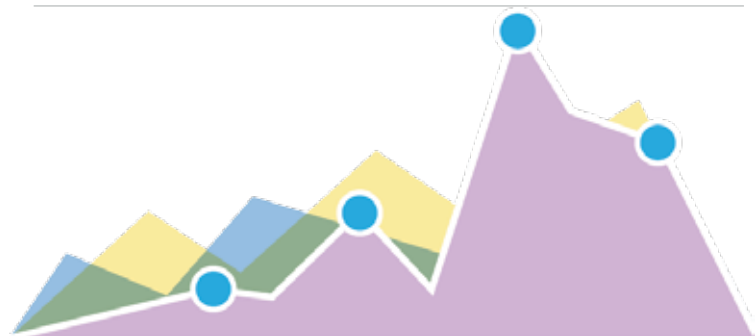
➤ **Avik Sarkar, Global Head Consumer Marketing Analytics**
Ace Insurance/ Chubb, Singapore

➤ **Beng Hai Chea, Head of Marketing Analytics Group, United Overseas Bank, Singapore**

➤ **Fredric Fanthome**
Head - Regional Analytics COE and Strategic Initiatives,
Consumer Banking Business Analytics
DBS Bank, Singapore

4.15 Vendor slot

4.30 Thank You Note + LUCKY DRAW



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DAY 2 12TH MAY, 2016

8.30 Registration and Tea

9.00 Andrew Mckinlay Magic

9.10 **Keynote Speaker**

9.40 **“How Analytics is used at Lloyd's Banking Group for Predicting Customer Behaviour”**

- **Richard Davis**, Head of Analytics
Lloyds Banking Group, UK
-

10.10 Vendor slot

10.40 **NETWORKING TEA - BREAK** ☕

11.10 **Henry Christian**, CRM Manager
Wing Tai Retail Pte. Ltd., Singapore

11.40 Andrew Mckinlay Magic - LUCKY DRAW

11.50 **“How is Predictive Analytics changing e-Commerce?”**

- Using Predictive Analytics to Understand Customer Behaviour
- Displaying items by tags and visual analytics
- Optimizing Pricing to Maximise Profits
- Predictive Analytics with customer engagement
- Inventory Management
- Minimize fraud by proactive detection
- Making decisions in real time

“Data Protection and the Ethical Use of Analytics”

- **Prakash Chandrasekar**, Regional Head of Ecommerce Planning & Analytics, APAC, Middle East & Africa, **Levi Strauss & Co., Singapore**
 - **Alexander Martinus Christian**, HRBP Head **Mitra Adiperkasa Tbk, Indonesia**
 - **Doan Siscus**, Head of BI, Analytics, and CLM **OLX, Indonesia**
-

12.35 Vendor slot

12.50 **NETWORKING LUNCHEON** ☕

1.50 **“Alternative Data for Predictive Customer Behaviour”**

- **Manu Panda**, Group Chief Risk Officer
4Finance, Latvia
-

2.20 Vendor slot

2.40 **“Predictive Analytics: A Game - Changer for Telco Companies”**

- How does big data help telco companies running on 4G networks more reliable and more profitable?
- How does big data help them better understand their subscribers, user devices, and apps that they use?
- How does big data help them discover opportunities for launching services that subscriber may not be aware of but may address some of their needs?
- How does big data help them learn how customers want to be engaged and find out which areas could be most profitable for new offerings?

“How long will it take for R software to outrun SAS and SPSS”

- **Hammad Kabir**, Head of Prepaid Marketing **Digi Telecommunications Sdn Bhd, Malaysia**
 - **Tharinda Premasiri**, General Manager - Customer Analytics & Profiling **Robi Axiata Limited, Bangladesh**
 - **Verita Poerbasari**, Head of Retention and Loyalty, **Indosat, Indonesia**
-

3.25 **Ramon Remoquillo**, VP - Marketing Analytics **United Overseas Bank, Singapore**

4.05 Andrew Mckinlay Magic - LUCKY DRAW

4:15 Thank You speech - Abeed Rhemtulla

ANALYTICS LEADERS SUMMIT

PREDICTING CUSTOMER BEHAVIOUR THROUGH ANALYTICS

DAY 3 13TH MAY, 2016

“Predictive modelling methods and common data mining mistakes”

-
- 9.00** Registration
-
- 9.30** Workshop Session I
-
- 11.00** NETWORKING TEA - BREAK ☕
-
- 11.30** Workshop session II
-
- 1.00** NETWORKING LUNCHEON ☕
-
- 3.00** Workshop session III
-
- 5.00** Workshop ends
-

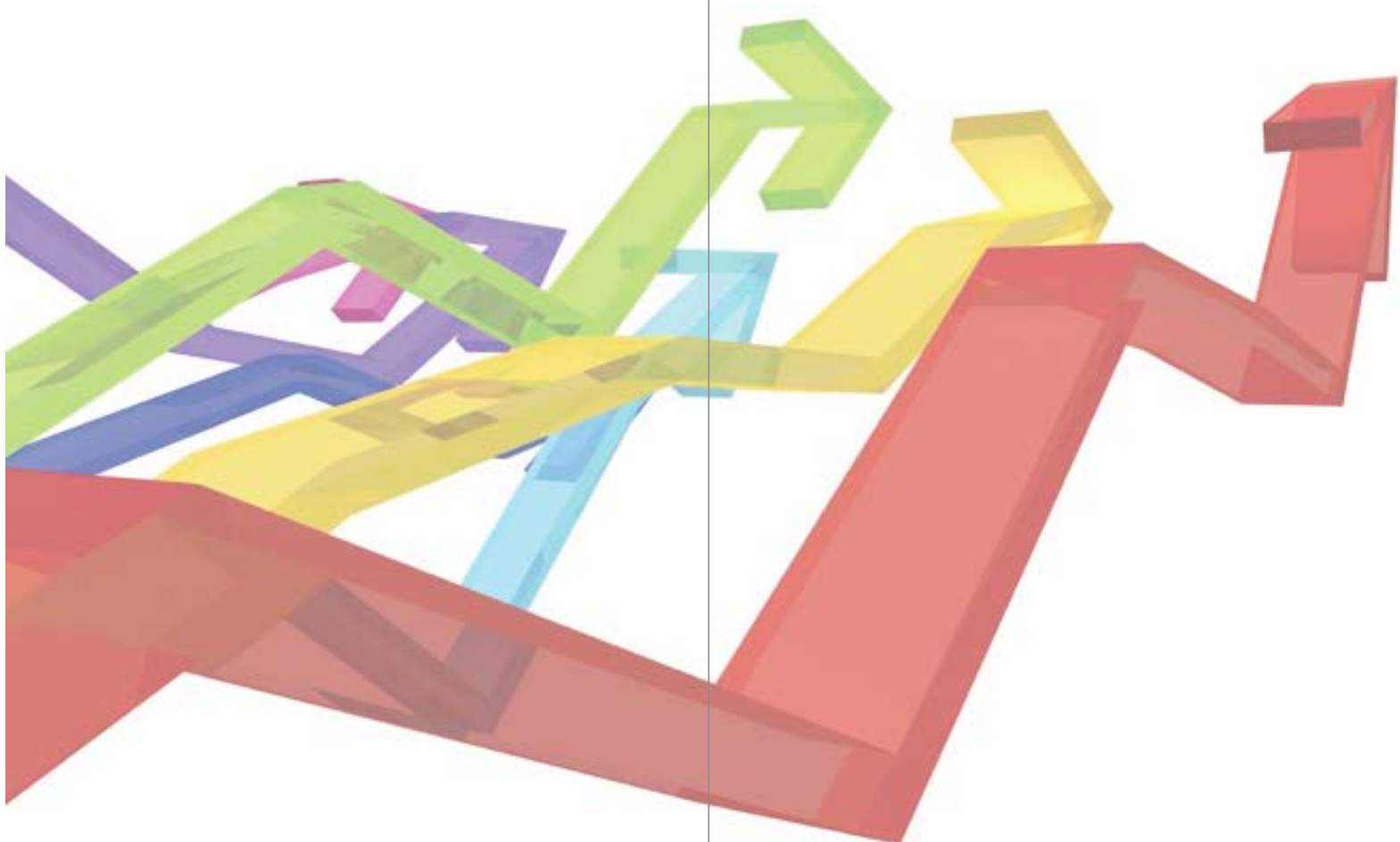
Predictive analytics has proven to be very useful in target customers with the return on investment being enormous across all industries. With so many different techniques and methods in which models can be built we need to know which one to use.

This one-day work shop will outline one of the basic and more advanced methods for predictive modelling currently used.

Our workshop will cover the everything from algorithms to when to use models by business case studies. Methods that we will cover include multiple regression, decision trees, neural networks and many more.

The aim of this workshop is for analysts to grasp modelling techniques and avoid the pitfalls and to understand what predicative models to use in different situations.

If you'd like to become an analyst, brush up on your modelling skills within predictive analytics or just want to learn a different perspective from a master trainer you need to sign up for this workshop!



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SECTION A

PRICING AND DISCOUNTS FOR 2 DAYS CONFERENCE

REGISTRATION FEES			
	BEFORE MARCH 5 TH	AFTER MARCH 5 TH	
MALAYSIAN DELEGATES/COMPANIES	999 SGD per delegate	1250 SGD per delegate	<input type="checkbox"/>
CHINESE DELEGATES/COMPANIES	1150 SGD per delegate	1350 SGD per delegate	<input type="checkbox"/>
SINGAPOREAN DELEGATES/COMPANIES	1350 SGD per delegate	1650 SGD per delegate	<input type="checkbox"/>
INDIAN NATIONALS/COMPANIES	750 SGD per delegate	999 SGD per delegate	<input type="checkbox"/>
HONG KONG DELEGATES/COMPANIES	1150 SGD per delegate	1350 SGD per delegate	<input type="checkbox"/>
OTHERS	1050 SGD per delegate	1250 SGD per delegate	<input type="checkbox"/>

* Administration charge 25 SGD to be paid to ENIGMA CONSULTING GROUP, UK.
* For Singapore Delegates - 7% GST extra
* Group discount for 4 Delegates is 10% off total price. If bringing more than 4 delegates then each Delegate thereafter is 500SGD.

SECTION B

PRICING AND DISCOUNTS FOR WORKSHOP

For individual pass 1750 SGD

If bought with 2 days conference delegate pass then the price is 995 SGD.

* Group bookings will have a 20% discount if more than 3 delegates attending the workshop.

SECTION C

ACCOMODATION

	1 DAY	2 DAYS	3 DAYS
Mandarin Oriental - 450 SGD per night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pan Pacific - 430 SGD per night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grand Copthorne - 350 SGD per night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peninsula Excelsior - 380 SGD per night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ibis - 280 SGD per night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Exclusively reserved room rates for limited rooms only.

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SUB TOTAL A + B + C
TOTAL

Singapore companies gets 60% off

For further details please log on to

<https://www/iras.gov.sg>



PARTICIPATION DETAILS

① NAME (MR / MRS / MS) _____
POSITION _____ DEPARTMENT _____
DIRECT TELEPHONE _____ MOBILE _____
EMAIL ADDRESS _____

② NAME (MR / MRS / MS) _____
POSITION _____ DEPARTMENT _____
DIRECT TELEPHONE _____ MOBILE _____
EMAIL ADDRESS _____

③ NAME (MR / MRS / MS) _____
POSITION _____ DEPARTMENT _____
DIRECT TELEPHONE _____ MOBILE _____
EMAIL ADDRESS _____

AUTHORIZATION & COMPANY DETAILS

COMPANY _____
COMPANY REGISTRATION NO. _____ GST NO. _____
ADDRESS _____ TOWN _____
STATE _____ POSTCODE _____
NATURE OF BUSINESS _____

AUTHORISATION SIGNATURE (PLEASE SIGN AT BELOW BOX)

	NAME (MR / MRS / MS) _____
	POSITION _____ DEPARTMENT _____
	DIRECT TELEPHONE _____ MOBILE _____
	EMAIL ADDRESS _____

PAYMENT METHOD

PAYMENT CAN BE MADE VIA :

CREDIT CARD (CREDIT CARD PAYMENT ATTRACTS A 3% SURCHARGE)



CARD NUMBER

SECURITY CODE

EXPIRY DATE

/ /

CARDHOLDER'S NAME _____

SIGNATURE

VENUE

You can be assured of a comfortable, convenient learning environment throughout the duration of the course. We will send out the venue confirmation 2 weeks before the course commences.

ACCOMMODATION

Accommodation is not included in the registration fee. To reserve hotel accommodation kindly contact : renu@enigma-cg.com

CONFIRMATION DETAILS

After receiving payment a receipt will be issued. If you do not receive a confirmation letter two weeks before the event kindly contact: renu@enigma-cg.com

CANCELLATION TERMS & CONDITIONS

CANCELLATION must be received in writing at least 30 days before the event. All bookings carry a 50% cancellation fee immediately after a signed contract has been received by ENIGMACG. Cancellation within 7 days notice from the event date will not be able to obtain a full credit for any future events. NO Refund will be made available. Upon the completion and receipt of the registration form, payment is required within 5 working days of the issuance of the invoice.

INDEMNITY

Should for an reason outside the control of ENIGMA CG training & Consultancy, the venue or trainer's change, or the event being cancelled due to an act of terrorism, extreme weather conditions or industrial actions, ENIGMA CG shall endeavour to reschedule but client hereby indemnifies and holds ENIGMA CG harmless from and against any and all cost, damages and expenses, including attorney fees which are incurred by the client. The construction, validity and performance of this contract shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose courts the Parties hereby submit

TERMS & CONDITIONS

FEES are inclusive of refreshments & course materials. Walk-in delegates with payment will only be admitted on the basis of space availability at the event and with immediate full payment. Full payment prior to the event is mandatory for attendance. In the event that ENIGMACG permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit voucher for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another ENIGMACG event. No refunds, part refunds or alternative offers shall be made. ENIGMA CG reserve the rights to make any amendments and/or changes to the courses, venue, trainer and/or topics if warranted by circumstances beyond its control.

ENIGMA CG reserve the rights to postpone or reschedule any events prior a week before the date of the event. By signing this contract, client agrees that in case of dispute or cancellation of this contract ENIGMACG will not be able to mitigate losses for any less than 50% of the total contract value. If, for any reason, ENIGMACG decides to cancel or postpone this event, ENIGMACG is not responsible for covering airfare, hotel, or other travel cost incurred by clients. This event will not be refunded, but can be credited to a future event.

DATA PROTECTION: Client confirms that it has requested and consented to ENIGMACG database to be used by ENIGMACG and passed to selected third parties, to assist in communicating which may be of interest to the client.

COPYRIGHTS etc: All intellectual property rights in all materials produced or distributed by ENIGMA CG is expressly reserved and any unauthorised duplications, publications or distributions is prohibited

Upon receiving the signed registration form, the client hereby consents to ENIGMA CG to keep your details for the use of future marketing activities carried out by ENIGMA CG and third party & organisation partners.

CLIENT hereby agrees that this contract is valid, binding & enforceable; and client has no basis to claim any payment under this contract at anytime are improper, disputed or unauthorised in anyway.

IRENE AMO

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