



# REIMAGINING CUSTOMER EXPERIENCE

*Unlock the Future of Customer Engagement*

November 14, 2024 • 8AM to 5PM at the Makati Diamond Residences

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*Leveraging Behavioral Science, AI, and Creativity for CX Success*

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8:00 AM to 5:00 PM

Makati Diamond Residences

Brand Master Sessions (BMS) is an annual effort organized by PANA to raise the bar of the country's brand-building practices by featuring international gurus, giving our local brand marketers a global perspective and exposure to world trends and issues.

Join us in this year's BMS as we are proud to lead the conversation on "**Reimagining Customer Experience**," driving the future of advertising in an ever-evolving market, and bring together international keynote speakers and the nation's leading thought leaders.

## THIS PROGRAM IS FOR

- C-level marketing professionals dedicated to championing innovative customer experience practices for their organizations.
- Professionals in multinational or mid-sized corporations aspiring to have a bigger role in their organization's branding, marketing, or customer experience departments and who want to equip themselves with the proper tools to do so.
- Entrepreneurs and small business owners who want to understand how to deliver exceptional experiences to their customers.

## WHAT WILL YOU GET

- Six (6) action-packed and insightful sessions featuring renowned local and international speakers who are experts in their respective fields.
- Fun and insightful workshops where you can "get your hands dirty" and apply what you learned from our speakers. By the end of the program, you can apply what you did in the workshop back in the office.
- Meet and network with like-minded professionals in the event. There will be a dedicated networking session so you can go about and explore.

Start	End	Topic	Description	Discussion Points
8:50 AM	9:00 AM	Welcome Address by PANA President on: <b>Why we need to Re-think Customer Experience</b>	Discover the exciting theme of "Reimagining CX" and explore the core objectives of this conference. Get a sneak peek into the valuable insights and actionable takeaways you'll gain throughout the event.	<i>Why we need to Re-think Customer Experience?</i>
9:00 AM	9:40 AM	<b>SESSION 1</b> <b>First Keynote:</b> <b>Creativity-Driven Customer Experience</b>  <b>Segment by Clay Schouest,</b> <b>Chief Strategy Officer (CSO) APAC, dentsu</b>	Explore how creativity elevates customer experiences. Discover innovative strategies to captivate and engage your audience like never before.	<i>How does creativity impact the customer experience?</i>
9:40 AM	9:50 AM	Q&A		
9:50 AM	10:20 AM	<b>SESSION 2</b> <b>Second Keynote:</b> <b>Part 1: Rediscovering Customer Behavior &amp; Market Segments</b>  <b>Segment by Nick Mingo,</b> <b>Head Behavioural Scientist for Asia Pacific, Consulting (VP),</b> <b>Swiss Re Reinsurance Solutions</b>	Uncover the transformative power of Behavioral Science in shaping customer experiences. Learn how Thinking Modes, Cognitive Biases, and Behavioral Market Segmentation can revolutionize how you understand and connect with your audience for deeper engagement and impact.	<i>Do consumers really think logically when making decisions? What's predictable and unpredictable when it comes to consumer behavior? Are there new ways to segment the market based on behavioral science?  How can we view customer behavior through a different lens using key principles from Behavioral Science?</i>
10:20 AM	10:35 AM	Q&A		
10:35 AM	10:50 AM	Break		
10:50 AM	11:20 AM	<b>SESSION 3</b> <b>Second Keynote:</b> <b>Part 2: Influencing Buying Behavior with MINDSPACE</b>  <b>Segment by Nick Mingo</b>	Learn how the <b>MINDSPACE</b> framework (Messenger, Incentive, Norms, Default, Salience, Priming, Affect, Commitment, Ego) can drive meaningful behavior change in customer interactions and improve CX outcomes.	<i>How are consumers influenced by who is communicating information? Are consumers heavily influenced by what others do? How are actions often influenced by subconscious cues? How does the MINDSPACE framework take into account the above questions and more?</i>
11:20 AM	11:50 AM	Workshop	Tackle a real-world scenario by applying the MINDSPACE framework. Engage in this hands-on session to develop strategic solutions for CX challenges.	
11:50 AM	12:05 PM	Q&A		
12:05 PM	1:05 PM	Lunch Break		

Start	End	Topic	Description	Discussion Points
1:05 PM	1:35 PM	<b>SESSION 3</b> <b>Redesigning the Customer Journey with Behavioral Science</b>  <b>Segment by Cliff Eala, CEO, BS Works</b>	Discover how to layer psychological mechanisms throughout the customer journey by identifying key barriers and enablers to target behaviors. Real-world case studies will highlight successful approaches.	<i>How do we redesign a customer journey from a behavioral lens?</i> <i>What are the psychological barriers and enablers along the customer journey?</i> <i>How do we address those barriers and enablers?</i>
1:35 PM	2:20 PM	Workshop	Take a campaign that has been run recently by your organization, and knowing what you now know about Behavioral Science, outline what you would have done differently.	
2:20 PM	2:35 PM	Q&A		
2:35 PM	3:15 PM	<b>SESSION 4</b> <b>Demystifying AI for Customer Experience</b>  <b>Segment by Justin James, Co Founder (CTO &amp; Head Of Innovation), Agencio</b>	Explore compelling case studies that showcase how AI is revolutionizing the customer experience, enhancing personalization, efficiency, and engagement.	<i>How can Marketers use AI for:</i> - Consumer insighting - Content marketing / personalization - Customer segmentation - Optimization of CX
3:15 PM	3:20 PM	Q&A		
3:20 PM	3:40 PM	<b>SESSION 5</b> <b>Reimagining Customer Experience from the C-suite</b>  <b>Segment by Panelists:</b> <b>Eric Luchangco, Chief Finance Officer &amp; Chief Sustainability Officer, BPI</b>  <b>Margot Torres, Managing Director, McDonald's Philippines</b>  <b>Pepe Torres, Chief Marketing Officer, MAYA</b>	Each panelist will share their unique perspective, providing you with a variety of insights to inspire and inform your approach to CX.	<i>Driving excellence in Customer Experience is everyone's job. How can the C-suite work together to elevate CX?</i>  <i>What are the opportunities and challenges coming from various C-suite functional areas?</i>
3:40 PM	4:20 PM	Roundtable Discussion	This discussion will focus on the evolving role of leadership in fostering collaboration and driving success in customer experience. Guided questions will help leadership strategize for better teamwork and impact.	
4:20 PM	4:30 PM	Q&A		



## KEYNOTE SPEAKERS



### **CLAY SHOUEST**

Chief Strategy Officer, APAC  
dentsu

Clay has built a career at the intersection of media and creativity, working with leading global brands like Coca-Cola, Unilever, P&G, Diageo, and L'Oréal.

He is a dentsu veteran where he spent 11 years in various strategy roles across Shanghai, Singapore, and London before joining Reckitt in 2021 as the Global Strategy Director, Communications.

At dentsu, he rose through roles including EMEA Communications Planning Director, Head of Strategy and Innovation in China, and Chief Strategy Officer for APAC.

Today, he leads dentsu's client portfolio strategy, delivering integrated solutions that drive revenue growth, profitability, and client satisfaction.



### **NICK MINGO**

Head Behavioral Scientist, APAC  
Swiss Re Reinsurance Solutions

Nick specializes in applying behavioral economics to address key customer pain points. He works with life, health, and motor insurers across the region to run live trials that test what truly influences positive customer behavior.

From guiding customers through customer journeys to encouraging insurance policy renewals, his work is crucial in helping people secure the right insurance protection. With over 11 years at Swiss Re, Nick has held roles in London, Sydney, Hong Kong, and now Singapore.

## SEGMENT SPEAKERS



**CLIFF EALA**

CEO  
BS Works

Cliff is a behavioral strategist who leverages behavioral and data sciences to drive customer acquisition and employee engagement as the CEO of BS Works.

Cliff has a rich entrepreneurial background, having built and sold a software company in 2007. He is a Board Director at the Philippines' largest payment aggregator and a leading remittance company. He held senior roles, including Senior Partner at an AI consulting firm and Board Director at a software company until its 2021 acquisition.

An author and academic, Cliff holds an MBA, a Master's in Philosophy, and an Executive Master's in Behavioral Science from the London School of Economics.



**JUSTIN JAMES**

Co-Founder, CTO, & Head Of Innovation  
Agencio

Justin's fascination with tech began early, igniting a 25-year journey in designing cutting-edge technology strategies across global markets. His expertise lies in product design, innovation, and digital ecosystems.

He has built social media and FinTech platforms and advises clients on how to leverage data solutions and technology platforms to achieve business goals.

As the co-founder of Agencio.io, Justin is dedicated to shaping the future of technology in the advertising, creative, and media landscape.

## ROUNDTABLE PANELISTS



**ERIC LUCHANGCO**

Chief Finance Officer & Chief Sustainability Officer  
Bank of the Philippines Island (BPI)  
*formerly Daiwa Capital*



**PEPE TORRES**

Chief Marketing Officer  
MAYA  
*formerly BDO, Airbnb, and P&G*



**MARGOT TORRES**

Managing Director  
McDonald's Philippines  
*formerly Smart Communications*



See Your Advantage.

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