



### the MarkPlus FESTIVAL 08

CONFERENCE AND EXHIBITION

Marketing In The Challenging Landscape  
*Are You Creative Enough?*

Thursday, July 10<sup>th</sup>, 2008 | Grand Ballroom Shangri-la Hotel, Surabaya

07.00 - 09.00	REGISTRATION : NETWORKING, EXHIBITION AND ENTERTAINMENT		
09.00 - 09.40	Welcoming Speech : <b>Hermawan Kartajaya</b> , <i>Founder and CEO MarkPlus, Inc</i> Keynote Speech : <b>H.E. Prof. DR. Ir. Muhammad Nuh, DEA</b> , <i>Minister of Communication and Informatics, Republic of Indonesia</i> Surabaya Champion Brands Award by Walikota Surabaya Sparkling Surabaya Award by Wakil Walikota Surabaya "Place Marketing : Attracting Tourist to Surabaya" Student Marketing Strategy Competition		
09.40 - 10.30	Mid-year Review of Marketing in 2008 Hermawan Kartajaya		
10.30 - 11.30	MORNING COFFEE BREAK : NETWORKING AND EXHIBITION		
11.30 - 13.00	SALES	SERVICE	BRAND
11.30 - 13.00	<b>SYSTEM VS MOTIVATION</b> NOKIA Wahyu Indrawanto GBT LARAS IMBANG Suwito Sumargo	<b>CONVERTING CUSTOMER SERVICE INTO SALES</b> ADIRA FINANCE Wirdati Handayani SAMATOR Rachmat Harsono	<b>BUILDING STRONG IMAGE</b> AXA LIFE Hengky Djojosantoso YAMAHA Agung Mundi
13.00 - 14.30	LUNCH BREAK : NETWORKING AND EXHIBITION		
13.00 - 14.30	<b>MARKPLUS INSIGHT : Farid Subkhan</b> Winning The Heart of Customers through Continuous Service Monitoring, a Comprehensive Research Strategy	<b>BRAND CREDENCE : Alex Mulya</b> Brand Transformation - From Local to Legacy	<b>MIM : Yuswohady</b> Low Budget High Impact (LBHI) Marketing : Practical Tools for Result
14.30 - 16.00	DISTRIBUTION	RESEARCH	COMMUNICATION
14.30 - 16.00	<b>CREATING RETAIL POWER</b> POLYGON Ronny Liyanto JATIM TIGA MANUNGGAL Novel G. Harold	<b>EXPLORING MARKET OPPORTUNITIES</b> INDOSAT Fuad Fachroeddin LINTASARTA Samsriyono Nugroho	<b>PROMOTION THAT SELLS</b> DWISAPTA ADVERTISING Adji Watono SUARA SURABAYA Errol Jonathans
16.00 - 17.00	AFTERNOON COFFEE BREAK : NETWORKING AND EXHIBITION		
17.00 - 19.00	<b>East Java Mid-year Industry Update 2008</b> Special Guest : <b>Dahlan Iskan</b> - Chairman of SPS Overall Business by KADIN Jatim, Banking by PERBANAS, Retail by APRINDO, Cigarette by GAPERD Surabaya, Real Estate by REI, Hotel by Casa Grande, Advertising by PPPI Facilitated by Hermawan Kartajaya, Founder & CEO MarkPlus, Inc		

## iklan, kerjasama, maupun hubungan persaudaraan...

hubungi:  
**LILIK WIDYANTORO**  
General Manager Radar Surabaya  
031 820 2290 | 0856 3000 317

## ingin berlangganan?

hubungi:  
**MTAK WIIWEN**  
(mash single tho)  
031 8202282 | 031 71713377

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\*TERSEDIA DALAM 3 WARNA, HITAM, MERAH DAN BIRU TUA.  
\*SELAMA PERSEDIAAN MASIH ADA.