



## << Registration >>

	Nov. 11th, 2014 (Tue.)
18:30-19:00	Arrival / Registration
19:00-21:00	TAAA Welcome Party for V.I.P at Humble House



## << DAY 1 — Digi-Living & Digi-Communication >>

Nov. 12th, 2014 (Wed.)									
	<p>Moderator :</p> <p>Frank Chen, Co-Founder, IntoWow MobileTech</p> <p>Stephanie Chu, Digital Vice President, Carat Taiwan-Interactive</p>								
08:30-09:30	Registration								
09:30-10:00	Opening Ceremony								
	Greeting Words : Michael Hsu Chairman, DigiAsia2014 / Chairman Taipei Association of Advertising Agencies(TAAA)								
	Greeting Words : Pradeep Guha Chairman, Asian Federation of Advertising Associations (AFAA)								
	Greeting Words : Stan Shih The Honorary Chairman, DigiAsia2014 / The Honorary Chairman, Acer Inc.								
10:00-10:30	Coffee Break								
10:30-11:15	<p><b>Keynote Speech 1 — Digital Convergence Era - Refresh Your Life</b></p> <p>Rick L. Tsai, Chairman and Chief Executive Officer, Chunghwa Telecom (CHT)</p>								
11:15-12:00	<p><b>Keynote Speech 2 — Bringing it All Together: The Value of a Unified Digital Advertising Solution</b></p> <p>Dennis Buchheim, VP, Product Management, Yahoo</p>								
12:00-14:00	Lunch Break								
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15:50-17:30									
19:00-21:00	Gala Dinner- CHT Night at Humble House								



## << DAY 2 — Digi-Creative & Digi-Brands >>

Nov.13th, 2014(Thu.)			
	Moderator : Stephanie Chu,Digital Vice President,Carat Taiwan-Interactive		
09:30-10:10	<p><b>Keynote Speech 1 — Sight, Sound and Mobile – video marketing in the digital era</b></p> <p>Jayne Leung, Head of Greater China, Asia pacific, Facebook</p>		
10:10-10:50	<p><b>Keynote Speech 2 — Making a Dent in The Universe</b></p> <p>Speaker: John Merrifield, Chief Creative Director, Google APAC</p>		
10:50-11:10	Coffee Break		
11:10-11:50	<p><b>Keynote Speech 3 — Advertising in the Moments that Matter</b></p> <p>Adam Anger General Manager for Asia Pacific and Greater China, Microsoft Advertising</p>		
11:50-12:30	<p><b>Keynote Speech 4 — The Evolution from Social Media to Commercial Platform</b></p> <p>Bryan Cheng General Manager, Weibo Commercial Product and Platform</p>		
12:30-14:00	Lunch Break		
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15:05-16:45	<table border="1"> <tr> <td> <p>Panelist :</p> <ul style="list-style-type: none"> <li>• John Merrifield, Google</li> <li>• Bryan Cheng, Weibo</li> <li>• Tim Doherty, Isobar</li> </ul> </td> <td> <p>Panelist :</p> <ul style="list-style-type: none"> <li>• Adam Anger, Microsoft Advertising</li> <li>• Greg Armshaw, McCann</li> <li>• Anurag Batra, Digital Market</li> </ul> </td> </tr> </table>	<p>Panelist :</p> <ul style="list-style-type: none"> <li>• John Merrifield, Google</li> <li>• Bryan Cheng, Weibo</li> <li>• Tim Doherty, Isobar</li> </ul>	<p>Panelist :</p> <ul style="list-style-type: none"> <li>• Adam Anger, Microsoft Advertising</li> <li>• Greg Armshaw, McCann</li> <li>• Anurag Batra, Digital Market</li> </ul>
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16:45-21:00	Free Taipei Experience Tour (Discover your own Taipei)		



## << DAY 3 — Digi-Innovation & Digi-Entrepreneurs >>

Nov. 14th, 2014 (Fri.)		
Moderator : Raymond So, Vice Chairman, AFAA		
09:30-10:15	<p><b>Keynote Speech 1 — Bringing Innovation Principles to Marketing</b> Jean Lin, Global CEO, Isobar</p>	
10:15-11:00	<p><b>Keynote Speech 2</b> Annurag Batra, Chairman of Singapore-based publication Digital Market Asia</p>	
11:00-11:15	Coffee Break	
11:15-12:00	<p><b>Keynote Speech 3 — Ownership vs. Access : Where is Your Audience Moving to?</b> Sunita Kaur, Asia Director, Spotify</p>	
12:00-14:00	Lunch Break	
<p>DigiDreams Moderator : Amanda Liu, Director of DOIT Taiwan / Jamie Lin, Co-Founder of Appworks</p>		
14:00-14:20	<p><b>Dream Opening Speech—Dream Project</b> Kouki Takahashi, Director, Vision Studio Japan</p>	
14:20	<p><b>DigiDreams</b> We will invite 15 groups with proven brilliance in digital industry to share about their projects The sharing topics will come include: 1. Mobile Social Media 2. Social Media 3. E-Commerce</p>	
14:20-15:20	Chocolabs	PickNDrop
	Qsearch	HyXen Technology ( Adlocus )
	Tagtoo	
	Halo-Digi Technology	Dream^3
15:20-15:30	Coffee Break	
15:30-16:30	VMFive	Vescir
	Kuchi	IntoWow Innovation
	DrawNews	Kingwaytek Technology ( LOCALKING )
	aotter	
16:30-17:00	<b>Business Matching</b>	
19:00-21:30	Farewell Party — Yahoo Night at Le Meridien	