



5th Educators' Summit 2013 – Engaging People, Inspiring Innovation

15th Mar 2013 (Fri) 9am to 5pm • NTUC Auditorium

Synopsis

Mr Kendal Jolly

Business Programs Facilitator

Disney Institute

Building A Business Through Storytelling

The power of “story” has been an ever-present force in the nearly hundred-year history of The Walt Disney Company. Today, storytelling is considered a critical and relevant leadership tool for gaining emotional buy-in from stakeholders and employees. The impact of effective storytelling is felt by large and small organizations around the world. Learn how Disney uses the elements of storytelling to pass on the culture that keeps its business world-class. Through this presentation you will discover how you can translate your own organization’s culture in a meaningful way through the power of storytelling. Why? Because people will be listening.

Mr Julian Persaud

Managing Director of Southeast Asia Sales and Operations

Google Southeast Asia

Innovative People Best Practices

Julian will share insights on how the culture of consultative decision making, feedback and collaboration is put into practice by Business and Human Resources, across functions, stakeholders and geographies.

Mr Ben Lightfoot

CEO

McCann Worldgroup Singapore

The Future of Social Media Engagement

The world is developing at an incredible pace. Advancements in technology have allowed people to connect, share and create community. As such, the importance of social media will only continue to grow. The immediate future of social media in Asia will be played out on mobile devices - in your pocket, on a tablet, or even wearable technology so as to link up with community, tap on comments, suggestions, ideas, to make improvements and innovate more creatively. It will be a boon to enlarge and widen the circle of connectivity and enhance productivity. However, one must also guard against the pitfalls and dangers of social media. For brands, the highly social and instant platform, plays a large influence in word of mouth purchasing decisions, but also creates a challenge in understanding how best to engage with consumers in a highly personable, but trusted medium. If a brand isn't thinking about social mobile experiences first, then they can't be expected to be at the top of mind tomorrow.

Ms Wong Su-Yen

Senior Partner and ASEAN Managing Director

Mercer

The Future of Talent Management

As our world undergoes dramatic shifts in the areas of technology, global connectivity, demographics and more, modern classrooms will need to evolve in order to effectively engage and produce a future workforce that meets rapidly changing demands. What are the implications on the skills and qualities necessary for the 21st Century, and how can one develop students, the youngest of whom will enter employment in 2030 and beyond, for such an uncertain future? Equally, the shape of tomorrow's workforce will be determined by how we structure our education systems, and importantly, how talent within educational institutions is selected, measured and rewarded to meet the challenges of the future. In her presentation "The Future of

Talent Management", Su-Yen will discuss trends in talent management, and share insights gathered from Mercer's latest global research on how to develop an effective talent strategy.

Mr Vincent Chin

Senior Partner & Managing Director

The Boston Consulting Group South East Asia

Innovation: Oxymoron or Imperative?

In this very enlightening presentation, Vincent will address different examples of innovation, a call for action and a challenge to what it will take to encourage innovation.

4th Mar 2013