



6th Educators' Summit 2014: Future Engagement, Boundless Opportunities

21st March 2014 . 9am to 5pm . NTUC Centre Auditorium, One Marina Boulevard, Level 7

Synopsis

Mr Scott Anthony
Managing Director
Innosight Asia Pacific

The Future of Innovation

Starting a company has never been simpler, but building a business has never been harder. Competitive advantage is increasingly transitory, but big companies are positioned to be the best place to go to change the world. Success requires effortless execution, but innovation requires false-starts and missteps. We have more information than ever before, but gleaning unique insight is increasingly difficult. These are just a few of the paradoxes that affect the world of innovation today.

Historically, many perceived innovation to be risky and unpredictable. Decades of research and field work demonstrate that innovation is a discipline that can be mastered and managed. That means that anyone with the right practice can become a proficient innovator.

In this interactive presentation, Innosight Managing Partner Scott D. Anthony will share his unique perspectives on innovation based on his experience building and investing businesses and advising some of the world's most innovative companies. Drawing on case studies from a range of industries and countries, Anthony will present:

- Summarized insights from history's "masters of innovation"
- Findings from emerging fields, such as the "Lean Startup" movement, design-thinking



- Critical unanswered questions
- Implications for large and small organizations
- Practical tips to put innovation to work in your organization

Innovation is changing the way we work, live, play, and communicate. Understanding it and using it to our advantage is critically important in today's quickly changing world.



Mr Thomas Ziliacus
Chairman & CEO
YuuZoo Corporation

The Future of Social Media

The Future of Social Media is closely linked with developments in the mobile industry. As the world of social networking matures, people are moving from web based, generic social networks to focus on localized, niche networks by using their mobile devices. Another key trend that is emerging is integration of e-commerce in the social networks which builds a powerful online media for users and brands alike, where relationships are built on common interest and trust.

In his talk on the future of social media, Thomas will give you insights on the changing face of social networking, its impact on society and educators and how we can leverage these trends for improved Government to citizen communications (using social media as official means to communicate with the citizens) and Educators to pupil discussions, empowering people for better dialogue.



Ms Sanna Lukander

Vice President

Rovio Entertainment Ltd

What Angry Birds Can Teach Leaders

What does Rovio Entertainment Ltd, the Finnish entertainment media company behind the globally beloved Angry Birds brand, have to do with teachers and the Finnish authorities?

In this presentation on "What Fun Learning Can Teach Leaders?", Sanna Lukander, who hails from Finland, will share her wealth of experience on how Rovio develops a global Fun Learning program in collaboration with teachers, kids, university researchers and the Finnish authorities. The presentation will enable participants to gain insights into how these fun methodologies can be adapted to suit various environments to promote creativity and an innovative workforce.



Mr Kulshann Singh
Managing Director
Aon Hewitt SE Asia

The Future of Employee Engagement

One of the most daunting challenges in today's global economy is how to retain and sustain an engaged employee so that he/she can deliver his/her best work every day.

In this talk, Kulshaan will share the key trends which are shaping the transformation @ Work. He will also provide insights on how social and demographic changes impact employee engagement strategies and the examples of people best practices and employers who have made a difference at work.



Mr Leonardo O'Grady
ASEAN IMC Director
Coca-Cola Asia Pacific

Coke's Secret Ingredients – The Power of Storytelling

Over the past 2 years Coca-Cola has transitioned their marketing strategy from the development of 'creative excellence' to 'content excellence', i.e. they have moved towards the development of creative content (e.g interactive platforms) over simply creative pieces (e.g. traditional TVC). Additionally, this 'content excellence' is both 'Liquid & Linked': 'liquid' in that the ideas shared are 'so contagious, they cannot be controlled'; and 'linked' in that the ideas are 'innately relevant' to business objectives, brands and consumer interests. At the heart of this is telling compelling brand stories.

The way in which brand stories are told in marketing must transition from 'one-way' to 'dynamic'. Coca-Cola defines 'dynamic' storytelling as: 'the development of incremental elements of a brand idea that gets dispersed systematically across multiple channels of conversation for the purposes of creating a unified and co-ordinated brand experience'. According to Coca-Cola, to develop 'content excellence' the brand must now behave like a ruthless editor, enforcing tight control over the publication of brand- and consumer-generated stories. In his discussion Leonardo will cover the Coca-Cola approach to content through Storytelling with a focus on cultural leadership and the expanded role that is giving to brands in society today.

4th Mar 2014