

กองพัฒนาภาษาและกิจการต่างประเทศ

มหาวิทยาลัยพระนคร

รับที่ 0017

วันที่ 06/01/68 เวลา 13:23

From: "AmandaL ( Social Media Conference and Training Calendar 2025 )"

<info@freshupskillstraininghq.com>

Subject: Social Media Conference and Training Calendar 2025.

Date: 1 January 2568 at 8:10:16 am GMT+7

To: <international@nu.ac.th>

Reply-To: <info@freshupskillstraininghq.com>

กองกลาง สำนักงานอธิการบดี

รับที่ 200098

วันที่ - 7 ม.ค. 2567

เวลา 10.05 น.

คุณไม่ได้รับอีเมลจาก info@freshupskillstraininghq.com บ่อยนัก เรียนรู้ว่าคุณใดสิ่งนี้จึงเป็นสิ่งสำคัญ

Logo

## Social Media Conference

**MZ GROUP**

# SOCIAL MEDIA

CONFERENCE 2025

Conference: 25 - 26 February 2025  
Masterclass: 27 February 2025  
Doubletree by Hilton Putrajaya Lakeside



## 2025 Q1 EVENT CALENDAR

6 International Conference  
57 Masterclass  
(IN PAGE 2 OF BROCHURE)

9.3-9.5/10  
Good Rating

Sign Up: Local - +60109154521 (Sebastian) / +60182000262 (Steven) International - +601111891485 (Sanshana)

เรียน อธิการบดี

ด้วย MZ Group ขอประชาสัมพันธ์การจัดประชุม Social Media Conference 2025 ในหัวข้อ Exploring Trends, Technology and Strategies Shaping the Future of Social Media ซึ่งจัดขึ้นระหว่างวันที่ 25-26 กุมภาพันธ์ 2568 และ Master Class จัดขึ้นในวันที่ 27 กุมภาพันธ์ 2568 ณ Doubletree by Hilton Putrajaya Lakeside ประเทศมาเลเซีย เพื่อสร้างความเข้าใจเชิงยุทธศาสตร์เกี่ยวกับบทบาทของ Social Media ในอนาคต ตลอดจนทราบถึงเทคโนโลยีอันส่งผลต่อผู้มีส่วนเกี่ยวข้อง โดยการประชุมดังกล่าวจะมีค่าใช้จ่าย ดังต่อไปนี้

- อัตราค่าลงทะเบียน 3,500 มาเลเซียริงกิต สำหรับการประชุม 2 วัน (ไม่รวมค่าที่พัก)
- อัตราค่าลงทะเบียน 4,600 มาเลเซียริงกิต สำหรับการประชุม 2 วัน และ workshop Master Class 1 วัน
- ค่าที่พักในอัตราพิเศษคืนละ 498 มาเลเซียริงกิต

ทั้งนี้ ผู้ที่สนใจสามารถศึกษาข้อมูลเพิ่มเติมได้ที่รายละเอียดตามเอกสารที่แนบท้ายมานี้

จึงเรียนมาเพื่อโปรดพิจารณา และเห็นควรเวียนแจ้งคณะและวิทยาลัยเพื่อประชาสัมพันธ์ต่อไป

ศรีสุวิมล  
(อธิการบดี)

06/01/68

6 มค 68

ลงชื่อ .....

(นายจักรกฤษณ์ เพ็ญประจักษ์)

ผู้อำนวยการกองพัฒนาภาษาและกิจการต่างประเทศ

วันที่ ๖ มค ๖๘

~ ~ ~ ~ ~

ลงชื่อ .....

(ดร.พิสุทธิ อภิขยกุล)

รองอธิการบดีฝ่ายวิเทศสัมพันธ์และการถ่ายทอดเทคโนโลยี

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร

วันที่ ๗/๑/๖๘



## Social Media Conference and Training Calendar 2025

Speakers : Speakers from Malaysia ,  
Singapore and Australia

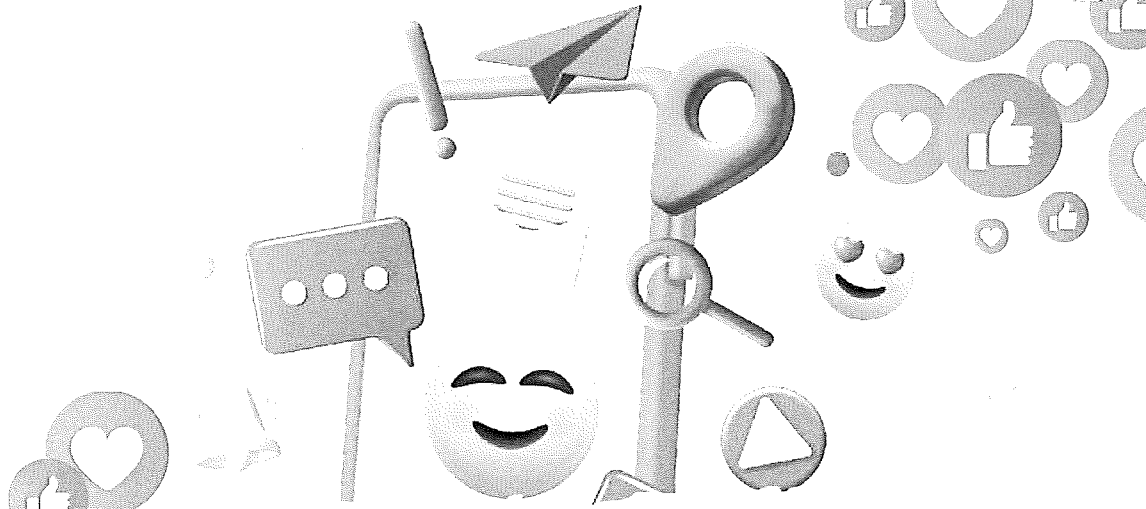
Calendar = 2nd Page Of Brochure

All Topics Are Surveyed by our Producers

**Call to action**

This email was sent to [international@nu.ac.th](mailto:international@nu.ac.th)  
 You've received this email because you've  
 subscribed to our newsletter.

[Unsubscribe](#)



# **SOCIAL MEDIA**

## **CONFERENCE**

### **2025**

Exploring Trends, Technology, and Strategies  
Shaping the Future of Social Media

**Conference: 25 – 26 February 2025**

**Masterclass: 27 February 2025**

**Doubletree by Hilton Putrajaya Lakeside**

\*Participation certificate will be provided upon completion of the event

\*Buffet luncheon at hotel restaurant, morning refreshments, 2 tea breaks



Local - +60109154521 (Sebastian) / +60182000262 (Steven) International - +601111891485 (Sanshana)

# UPCOMING *EVENT*



***FULLY HRD CORP CLAIMABLE*** **MZ**  
GROUP

**6 INTERNATIONAL CONFERENCES**  
**57 MASTERCLASS**

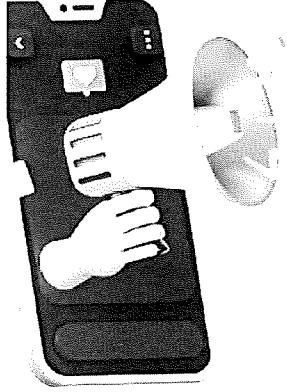
**SCAN QR FOR**  
**full event calendar and**  
**brochures**





# OVERVIEW

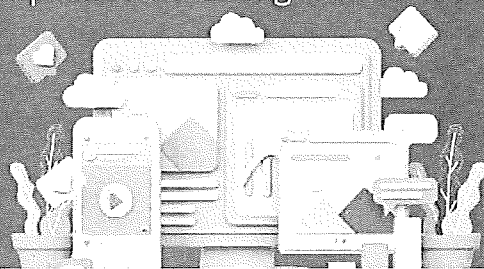
## Social Media Conference 2025



The Social Media Conference 2025 is a premier gathering of industry leaders, innovators, and marketers from around the globe. Over two dynamic days, the conference will explore the evolving landscape of social media, emphasizing actionable insights, emerging technologies, and strategies to navigate the challenges and opportunities of the digital age. Through a combination of thought-provoking keynotes, interactive panel discussions, and networking opportunities, attendees will gain the tools needed to enhance their social media strategies, connect with diverse audiences, and build sustainable brand relationships.

## OBJECTIVE

- Inspire innovative strategies to navigate the future of social media.
- Facilitate networking and collaboration among industry leaders.
- Bridge technology and creativity for impactful audience engagement.
- Empower adaptability to evolving platforms and demographics.
- Advocate ethical marketing and compliance for lasting brand trust.



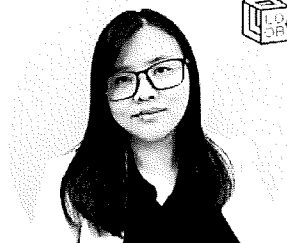
# SPEAKERS LINEUP

## CHAIRPERSON



**SVEN BALLY**

Client Lead  
Publicis Groupe  
Hong Kong



**CAROLINE WEE**

VP of Brand & Strategy  
Loob Holding  
(Tealive)



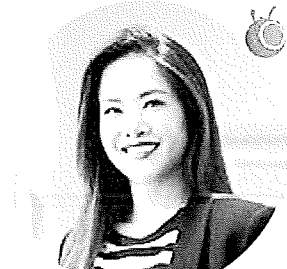
**JAKE HISSITT**

CEO  
Stob.AI, Hong Kong  
Ex-Alibaba



**TIMOTHY LAKSMANA**

Associate Social  
Media Director  
Publicis Groupe  
Indonesia



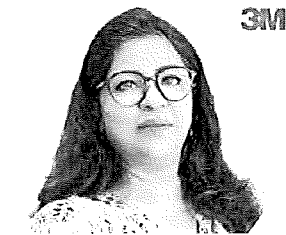
**DAVINIA KHONG**

Director of Marketing  
Ant Group  
Singapore



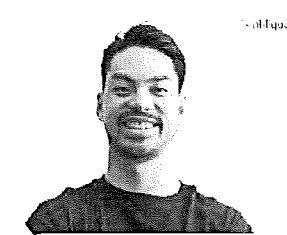
**FERDI ANGGRIAWAN**

VP of Growth  
Allo Bank  
Indonesia



**SMITA KUMAR**

Global Activation  
Marketing Lead  
3M Singapore



**SEAN NG**

CEO & Co-Founder  
Oblique Branding



**VENUS CHEUNG**

SMB Marketing Lead  
Xero  
Singapore

# SPEAKERS LINEUP



Oysterly

**MELISSA LAURIE**

Managing Director  
Oysterly  
Singapore



ENVIS 8E

**SHAWN YEO**

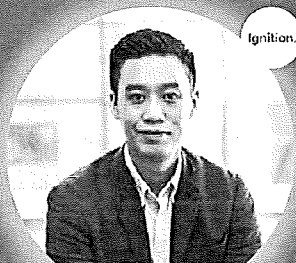
Social Media Strategist  
Envis8ge Pte Ltd  
Singapore



W?

**CHRISTINE NG**

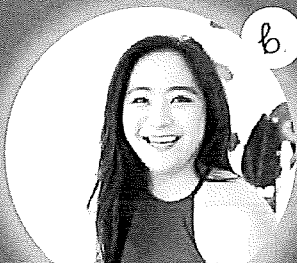
Founder  
Why Venture  
Singapore



Ignition.

**ANTHONY CHON LANE**

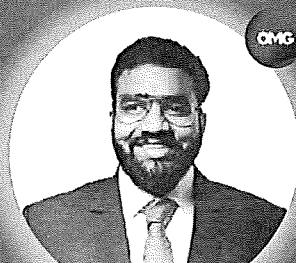
Founder & Director  
Ignition  
Singapore



b.

**MARIA MARINAY**

Co-Founder &  
Chief Social Officer  
beige.social, Singapore



QMC

**RAGHU DOMETTI**

Performance Director  
Omnicom Media  
Group, Indonesia



**SARAH SHARIFF**

Social Media Strategist  
Ex-Amazon & Warner Bros  
Singapore

**MORE SPEAKERS  
TO BE REVEALED...**



# CONFERENCE AGENDA

## DAY 1 - 25TH FEB 2025

TIME	AGENDA
0830	Registration, welcome refreshments, and networking
0900	Conference Kick-Off, Opening Remarks by Chairperson <b>Sven Bally, Client Lead (Publicis Groupe Hong Kong)</b>
	<b>Opening Keynote: Navigating the Next Frontier of Social Media</b> Overview of new social media platforms, shifting demographics, and the rise of niche communities
0910	<b>Speaker: Raghu Dometti, Performance Director (Omnicom Media Group)</b>
	<b>Keynote 2: The Power of AI in Social Media Marketing</b> Exploring AI-driven tools for automation, content personalization, and data analysis
0950	<b>Speaker: Jake Hissitt, CEO (Stob.AI)</b>
	1030: REFRESHMENT AND NETWORKING BREAK
	<b>Panel 1: Social Media Trends vs. Fads – What to Invest In?</b> Discussion on distinguishing long-term trends from fleeting fads
1050	<b>Moderator:</b> Davinia Khong (Ant Group) <b>Panelist:</b> Melissa Laurie (Oysterly), Christine Ng (Why Venture), Sean Ng (Oblique Branding)
	<b>Keynote 3: Short-Form Video Revolution</b> The impact of TikTok, Instagram Reels, and YouTube Shorts on content creation and consumer engagement
1140	<b>Speaker: Melissa Laurie, Managing Director (Oysterly)</b>
	<b>Keynote 4: AI Meets Authenticity: How Employee Advocacy Elevates Brand Trust on Social Media</b>
1220	<b>Speaker: Anthony Chon Lane, Founder &amp; Director (Ignition)</b>
	1300: NETWORKING BUFFET LUNCHEON AT HOTEL RESTAURANT

# CONFERENCE AGENDA

## DAY 1 - 25TH FEB 2025

TIME	AGENDA
1400	<p><b>Keynote 5: Social Media Across the Generations from an Aging Population to Gen Z</b>  <b>Speaker:</b> Caroline Wee, Vice President of Brand and Strategy (Loob Holding (Tealive))</p>
1445	<p><b>Panel 2: Challenges in Targeting Gen Z</b>            Understanding the unique behaviors and preferences of younger generations and adapting marketing strategies accordingly  <b>Moderator:</b> TBA  <b>Panelist:</b> Maria Marinay (beige.social), Smita Kumar (3M), Caroline Wee (Loob Holding), Shawn Yeo (Envis8ge Pte Ltd)</p>
	1530: REFRESHMENT AND NETWORKING BREAK
1550	<p><b>Keynote 6: Building Brand Loyalty through Influencer Partnerships</b>            Explores how influencers help brands create lasting connections with audiences  <b>Speaker:</b> Timothy Laksmana, Associate Social Media Director (Publicis Groupe Indonesia)</p>
1650	<p><b>Keynote 7: A Strategic Digital Starter-Kit For SMEs</b>            A focus on how small and medium enterprises (SMEs) can leverage social media to grow their businesses, build brand presence, and connect with local and international audiences  <b>Speaker:</b> Christine Ng, Founder (Why Venture)</p>
	1740: Closing Remarks
	1745: END OF DAY 1

# CONFERENCE AGENDA

## DAY 2 - 26TH FEB 2025

TIME	AGENDA
0900	<p>Opening Remarks by Chairperson <b>Sven Bally, Client Lead, (Publicis Groupe Hong Kong)</b></p> <p><b>Keynote 8: Building Sustainable Communities in a Fragmented Digital World</b></p> <p>0910 Creating and nurturing long-term online communities despite growing platform fragmentation <b>Speaker: Smita Kumar, Global Activation Marketing Lead (3M)</b></p> <p><b>Keynote 9: Creative Ideas for the Uncreative Marketer</b> Stuck in a creative rut? Coming up with new content ideas can be tough, but it doesn't always need to be this way. Explore how you can create engaging content, even with an 'Uncreative Mind' <b>Speaker: Shawn Yeo, Social Media Strategist (Envis8ge Pte Ltd)</b></p> <p>1030: REFRESHMENT AND NETWORKING BREAK</p> <p><b>Panel 3: The Impact of AI-Generated Content on Creativity and Strategy</b> Discussion about how AI-generated content is transforming creativity and content creation 1050 <b>Moderator:</b> Davinia Khong (Ant Group) <b>Panelist:</b> Jake Hissitt (Stob.AI), Timothy Laksmana (Publicis Groupe Indonesia), Raghu Dometti (Omnicom Media Group)</p> <p><b>Keynote 10: Metrics That Matter in 2025</b> 1140 Moving beyond vanity metrics – what brands should measure for meaningful insights <b>Speaker: Ferdi Anggriawan, VP of Growth (Allo Bank)</b></p> <p><b>Keynote 11: How Social Media Can Complement Different Marketing Channels</b> 1220 <b>Speaker: Venus Cheung, SMB Marketing Lead (Xero)</b></p> <p>1300: NETWORKING BUFFET LUNCHEON AT HOTEL RESTAURANT</p>

# CONFERENCE AGENDA

## DAY 2 - 26TH FEB 2025

TIME	AGENDA
	<b>Keynote 12: Global Social Commerce Trends</b> Exploring how global consumers are embracing social commerce, the role of platforms like Amazon, Lazada, and Shopee, and strategies for seamless shopping experiences within social media
1400	
	<b>Keynote 13: Building Trust through Ethical Marketing in a Diverse Digital World</b> Staying true to brand values, handling sensitive issues responsibly, and ensuring marketing strategies are inclusive and respectful of different perspectives <b>Speaker: Maria Frances Marinay, Co-Founder &amp; Chief Social Officer (beige.social)</b>
1445	
	1530: REFRESHMENT AND NETWORKING BREAK
	<b>Keynote 14: Maximising Paid Advertising ROI Through Creative Performance Strategies</b> Strategies to maximize returns on social media ads through advanced targeting, optimized formats, and effective performance metrics <b>Speaker: Sean Ng, CEO &amp; Co-Founder (Oblique Branding)</b>
1550	
	<b>Keynote 15: Social Media's Role in Shaping Culture and Society</b> A deep dive into how social media influences cultural shifts, global conversations, and societal norms, and what this means for brands in fostering responsible and impactful messaging. <b>Speaker: Sarah Shariff, Social Media Strategist (Ex-Amazon &amp; Warner Bros)</b>
1650	
	1740: Closing Remarks
	1745: END OF DAY 2

# MASTERCLASS

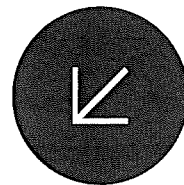
## Leveraging ChatGPT-4o for Social Media Success

### MEET YOUR COURSE LEADER



**SVEN BALLY**

CLIENT LEAD  
PUBLICIS GROUPE HONG KONG



Sven Bally is a seasoned expert in media, marketing, and e-commerce, with a career spanning over two decades. Recently appointed as Client Lead at Publicis Groupe Hong Kong, Sven continues to make a significant impact in the industry, driving innovative strategies that reshape the digital commerce and advertising landscape.

In his new role, Sven provides strategic leadership and cutting-edge solutions to an impressive portfolio of top-tier brands, particularly in the competitive retail and finance sectors. His extensive experience equips him to deliver transformative results, fostering growth and innovation for his clients.

Sven's journey in the world of media and marketing is rooted in a deep passion for understanding consumer behavior and leveraging digital platforms to create compelling narratives. Known for his expertise in consumer psychology, data-driven decision-making, and market trends, he has consistently demonstrated his ability to stay ahead in a rapidly evolving industry.



# MASTERCLASS AGENDA

## 27TH FEB 2025

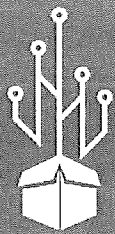
### (OPTIONAL)

TIME	AGENDA
8.30 AM	Registration & Networking among delegates
	<b>Welcome and Course Overview</b>
9.00 AM	<ul style="list-style-type: none"> <li>• Meet and greet</li> <li>• Objectives and expected outcomes</li> <li>• Introduction in AI</li> </ul>
	<b>Session 1: Introduction to ChatGPT-4o and AI-Human Collaboration</b>
9.15 AM	<ul style="list-style-type: none"> <li>• What is ChatGPT-4o?</li> <li>• Brief history and development</li> <li>• Key features and capabilities</li> <li>• Hands-On AI Tool session</li> </ul>
10.15 AM	MORNING BREAK AND NETWORKING WITH SPEAKER
	<b>Session 2: Role of AI in Social Media &amp; Practical Applications</b>
10.30 AM	<ul style="list-style-type: none"> <li>• Evolution of AI in social media</li> <li>• Benefits of AI-human collaboration</li> <li>• Case studies: AI-driven campaigns</li> <li>• Generating engaging content</li> <li>• Personalizing interactions with followers</li> <li>• Hands-On AI Tool session</li> </ul>
12:00 PM	LUNCH BREAK
	<b>Session 3: Automating Social Media Management</b>
1:00 PM	<ul style="list-style-type: none"> <li>• Scheduling posts and automating responses</li> <li>• Monitoring trends and conversations</li> <li>• Analyzing engagement metrics</li> <li>• Integrating ChatGPT-4o with existing platforms</li> </ul>
	<b>Session 4: Enhancing Content Creation and Influencer Collaboration</b>
2:00 PM	<ul style="list-style-type: none"> <li>• Creating platform-specific content</li> <li>• Leveraging AI for trend prediction</li> <li>• AI-driven influencer marketing strategies</li> <li>• Hands-On AI Tool session / Work on Case in group</li> </ul>
3:00 PM	TEA BREAK AND NETWORKING WITH SPEAKER
	<b>Session 5: Measuring Success and Future Trends</b>
3.15 PM	<ul style="list-style-type: none"> <li>• Case Study: personalization strategy</li> <li>• Emerging technologies and the future of AI-human collaboration</li> <li>• Hands-On AI Tool session</li> </ul>
	<b>Session 6: Q&amp;A and Course Conclusion</b>
5.00 PM	<ul style="list-style-type: none"> <li>• Recap of key points- Open discussion and questions</li> <li>• Distribution of certificates</li> </ul>
5.30 PM	END OF DAY

# PAST ATTENDEES



CLIENTS WHO ATTENDED OUR PAST EVENTS AND WORKSHOPS



## ABOUT MINDZALLERA



Mindzallera is a young and vibrant company that aims to provide top quality, best training programs and conferences to corporate and businesses in Malaysia. We are HRDF-approved and recognize the human element in the development of any business. Our company will embark on this journey together as we provide the best training program, locally and overseas, with the best price in town to be delivered to the company's staff. Progression in each of these training programs will be our milestone of achievement and will move the business and staff's capability to higher heights.



We've had excellent feedback on our series of workshops to delegates to adapt to new circumstances and align with new goals. Every workshop delivers best practices, real-world examples and recommendations based on our leaders' deep understanding of the challenges you face every day. Each is completely customizable to meet your organization's unique needs and challenges.

## OUR MILESTONE

**8730+**

DELEGATES SINCE 2021

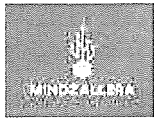
**360+**

CONDUCTED EVENTS

**900+**

COMPANIES PARTICIPATED

VISIT US: [WWW.MINDZALLERA.COM](http://WWW.MINDZALLERA.COM)



# REGISTRATION FORM

## SOCIAL MEDIA CONFERENCE 2025

Conference: 25 - 26 February 2025  
Masterclass: 27 February 2025

### WORKSHOP FEES

- ☐ **RM3500 per pax** 2 days without accommodation  
☐ **RM4600 per pax** 2 days conference + 1 day workshop  
☐ **RM498 one night accommodation (special rate)**

PRICES ARE INCLUSIVE OF 8% SST



**HRDC CLAIMABLE**  
(SBL - KHAS)  
MYCOID: 1407250T

### VENUE

**DOUBLETREE BY HILTON  
PUTRAJAYA LAKESIDE**

### METHOD OF PAYMENT

Payable by Cheque to: **Fresh Upskills Training Sdn Bhd**

Bank Transfer:

Payment by bank transfer should be made to:

**HONG LEONG BANK**

Ground Floor(Lot G3), Menara Raja Laut,  
No, 288, Jalan Raja Laut, 50400 Kuala Lumpur

Account Name : **Fresh Upskills Training Sdn Bhd**

Account No : **331 000 774 59**

Swift Code : **HLBBMYKL**

### 2 EASY WAYS TO REGISTER

By email : [registration@mindzallera.com](mailto:registration@mindzallera.com)

(Email your scanned Registration Form)

By Post : 33-05, Binjai 8, No. 2, Lorong Binjai,  
50450, Wilayah Persekutuan Kuala Lumpur

M: +60109154521 (Sebastian)

+60182000262 (Steven)

### CANCELLATION

Substitutions are welcome at any time. Please notify us at least 3 working days prior to the event.

All cancellations will carry a 10% cancellation fee, once the Registration Form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Verbal cancellation is not applicable. Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

FRESH UPSKILLS TRAINING SDN BHD reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

### ORGANISATION DETAILS

Please write registered company name and address.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel : \_\_\_\_\_ : Fax : \_\_\_\_\_

### DELEGATE DETAILS

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

Please write full name as per IC / Passport.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile No.: \_\_\_\_\_

### AUTHORISATION

Signatory must be authorised to sign on behalf of the contracting organisation.

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Dept: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile : \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### INVOICE

The Invoice should be directed to [ ] Mr [ ] Ms [ ] Dept:

Name: \_\_\_\_\_

Designation : \_\_\_\_\_

Dept: \_\_\_\_\_

Telephone: \_\_\_\_\_ Extension \_\_\_\_\_

Mobile: \_\_\_\_\_ : Email: \_\_\_\_\_

### FOR OFFICE USE

Project Manager: Eugene

Event code : SOCMEDCON2025

Date received :

Verified by :