AGSM @ UNSW Business School
Global Network Week
11-15 June, 2019

Digital Marketing in Asia Pacific

Tuesday, June 11	
8.30-9.00am	Continental breakfast
9.00-9.30am	Welcome and Program Overview Professor Nick Wailes, AGSM Deputy Dean, UNSW Business School Dr Michele Roberts, AGSM Academic Director
9.30am-12.30pm	Digital Marketing Strategy Stephen Scheeler, AGSM Executive-in-Residence, Senior Advisor @ McKinsey, former CEO of Facebook Asia Pacific
12.30-1.30pm	Welcome lunch
1.30-4.30pm	Digital Marketing in China Nicolas Chu, UNSW Professor of Practice l CEO & Founder at Sinorbis
4.30-5.00pm	Group photo
5.00-7.00pm	Welcome Cocktail Reception with AGSM students
Wednesday, June 12	
8.30-9.00am	Continental breakfast
9.00-12.00pm	Market Intelligence & Customer Analytics Dr Josep Curto, AGSM Visiting Professor
12.00-1.00pm	Lunch
1.00-4.00pm	Customer Engagement and Satisfaction Dr Michele Roberts, AGSM Academic Director
4.45-5.15pm	Campus tour
5.00-7.00pm	Sydney Harbour Dinner Cruise
Thursday, June 13	
8.30-9.00am	Continental breakfast
9.00-5.00pm	Sydney CBD Tech Trek
Friday, June 14	
8.30-9.00am	Continental breakfast
9.00-12.00pm	Search & Content Marketing Jarther Taylor, AGSM Adjunct Professor l CEO at Datarati

12.00-1.00pm	Lunch
1.00-4.00pm	Social Media Marketing Stephen Scheeler, AGSM Executive-in-Residence, Senior Advisor @ McKinsey, former CEO of Facebook Asia Pacific
5.00-7.00pm	BBQ at the Beach
Saturday, June 15	
8.30-9.00am	Continental breakfast
9.00-12.30pm	Presentation preparation
12.30-1.30pm	Lunch
1.30-4.00pm	Final Presentations, Certificate Ceremony and Farewell
	End of Program