

The Omnichannel Revolution: Building dream brick-to-click experiences

November 3rd, 2021 at 10am Singapore Time (UTC +8)

Retail is undergoing rapid transformation as a growing focus on ecommerce and ongoing disruption from the pandemic impacts sales, operations, and broader supply chains. Adding digital retail to your brick-and-mortar-based business strategy is the only way to take advantage of the benefits and keep up with the demands that come with the growing number of omnichannel shoppers.

In this webinar, we will invite some 100+ Omnichannel retail leaders across Asia to discuss how to create engaging, shoppable experiences with the right methodology and the technology solutions. We will also have special guest panellist, **Eddie Teng, Head of Marketing and Digital Business Manager at ASUS Singapore**, to share his journey of how they built the dream O2O and brand experience while also boosting reseller sales.

AGENDA

10:00 WELCOME



Jed Abrasado
Manager
Escom Events

10:05 THE OMNICHANNEL REVOLUTION: BUILDING DREAM BRICK-TO-CLICK EXPERIENCES



Nicholas Kontopoulos
APAC Head of Growth Marketing
Adobe DX

10:20 TECHNOLOGY THAT'S TRANSFORMING RETAIL: A FIRESIDE CHAT WITH ASIA RETAIL CTOS/CIOS

Moderator:



Nicholas Kontopoulos
APAC Head of Growth Marketing
Adobe DX

Topics include:

- Omnichannel retail – how does it work?
- How to Merge the online and physical worlds
- Unveil the driving force behind digital transformation in retail
- Technologies that you are currently adopting
- Create a unified shopping experience leveraging O2O
- Future-proofed businesses from a technological perspective

Panelists:



Eddie Teng
Head of Marketing & Digital Business Manager
ASUS Singapore



Adrian Wakeham
Regional Director, ANZ
SmartOSC



Teck Choon Serm
Co-Founder & CEO
Antsomi

10:45 Q&A SESSION

10:55 CLOSING REMARKS



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Manager
Escom Events

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