

**ALSMA 2017 Annual Conference**  
**30 October to 1 November**  
**Sofitel Angkor Phokeethra Golf & Spa Resort**  
**Siem Reap, Cambodia**

## **Conference Agenda**

### **Conference Speakers**

[Matthew Brennan](#), China Channel (China)

[Peter Buxton](#), MMRD (Myanmar)

[Clinton Alver](#), LivePerson (Australia)

[Roland Gerets](#), Mobilosoft (Belgium)

[Charles Laughlin](#), Local Search Association (USA)

[Wee Leng Tay](#), uberall GmbH (Germany)

[Matthew Heller](#), Google (Singapore)

[Melissa Lee](#), GotU (Italy)

[Kimberli Lewis](#), SIINDA (Germany)

[Sandy Lohr](#), Matchcraft (USA)

[Oscar Sousa Marques](#), President, ALSMA (Macau)

[Sharon Mayblum](#), Yellzz (Israel)

[James Moore](#), Web.com (UK)

[Paul Plant](#), Radicle Consulting (UK)

[Tricia Score](#), Mono Solutions (Denmark)

[Andrew Shotland](#), LocalSEOGuide.com (USA)

[Swami Sekar](#), SeeChat (Singapore)

[Ponnanna Uthappa](#), Tata Consultancy Services (India)

[Doron Bracha](#), Websplanet (Israel)

Abelardo Villacorta, DPC (Philippines)

[Sergey Vurim](#), 2GIS (Russia)

Andrew Barker, BPS Technology Global (Australia)

## 29 October (Sunday)

- 12:00 - 17:30      **Golf Tournament**  
Please sign up when you register for the conference if you wish to attend.  
Extra fees will apply.  
*Angkor Golf Course*
- 14:30 - 17:00      **Delegate Registration**  
Please approach the registration desk for badge and other materials.  
Delegate badge is required for admission to all events including lunches  
and meetings. Please wear your badge at all times.  
*Royal Court Terrace (next to Lobby on the way to guest rooms), Sofitel  
Angkor Phokeethra Golf & Spa Resort*

## 30 October (Monday)

- 06:30 - 09:30      **Buffet Breakfast**  
For in house guests only
- 09:30 - 11:30      **Delegate Registration**  
Please approach the registration desk for badge and other materials.  
Delegate badge is required for admission to all events including lunches  
and meetings. Please wear your badge at all times.  
*Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*
- 11:45 - 13:30      **Welcome Lunch (Sponsored by [GotU](#))**  
Delegate badge is required for admission to the welcome lunch. Please  
approach the registration desk at the Foyer of Tara Room to receive the  
badge before lunch.  
*The Citadel Restaurant, Sofitel Angkor Phokeethra Golf & Spa Resort*
- 13:30 - 14:00      **Welcome and Networking Reception (Sponsored by [Camilyo](#))**  
*Foyer of Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa  
Resort*

14:00 - 17:30

**Conference**

*Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*

14:00 - 14:20

**Conference Welcome**

The ALSMA 2017 hosts will welcome the delegates to Siem Reap and review the conference theme and objectives.

**Speakers:** Oscar Sousa Marques and Charles Laughlin

14:20 - 14:50

**The Third Wave of Change for Local Search**

The first wave of digital transformation forced the local search industry to explore ways for developing digital assets and offerings to replace its traditional print products. In the second phase local search companies acknowledged that creation of digital assets was only the starting point. The industry also had to ensure that the digital assets created for its customers were easily discovered on the cluttered web. The coming third wave involves a transition from a lead-based to a deal-based delivery model. To ride this wave successfully the transformation will need to be much more disruptive. This Talk will explore the emerging market model for the local search industry and its impact.

**Speaker:** Ponnanna Uthappa, General Manager, Tata Consultancy Services

14:50 - 15:10

**Featured Case Study: The Evolving Needs of SMEs in the Digital Era**

The case studies features Directories Philippines Corp. and its journey from a company focused largely on print to one that is predominantly digital. This session will also look at the evolution of the Philippines market and look ahead to how its future digital needs will be met.

**Speakers:** Abelardo Villacorta, VP Marketing and Communications, Directories Philippines Corp. and Doron Bracha, VP Customer Success, Websplanet

15:10 - 15:40

**Featured Talk: WeChat, the App To Rule Them All**

Matthew will provide an overview of the key stats and data about China's dominant social platform WeChat. WeChat's impact on Chinese society, WeChat Pay as a fin-tech disruptor and WeChat's place at the center of China's mobile centric digital ecosystem. How parent company Tencent

differs from Facebook and really breaking down exactly what drives Tencent's strategy and financial performance.

**Speaker:** Matthew Brennan, Co-founder, China Channel

15:40 - 16:00

**Featured Case Study: Finding Success with Facebook Advertising Sales**

The Facebook advertising technology company GotU will share case studies that demonstrate how APAC directory publishers can successfully add Facebook advertising to their mix of traditional and digital products and services. The case studies will shed light to the main learnings of implementing SMB-focused digital products in your organization.

**Speaker:** Melissa Lee, Account Director APAC, GotU

16:00 - 16:30

**Refreshment Break (Sponsored by [Websplanet](#))**

16:30 - 17:00

**So Google, Where Are You Going and What Can Publishers Do About It Today?**

Most businesses depend on organic traffic from Google to subsidize the rest of their marketing channels. From mobile to voice search, Google has been steadily changing the playing the field on local directory publishers and local businesses, making it harder to reliably sustain digital business models. SEO thought leader Andrew Shotland will provide attendees with a lay of the land based on his work with publishers and local businesses around the globe. Attendees will learn how SEO is changing and what local search organizations and their clients can do to adapt and survive.

**Speaker:** Andrew Shotland, CEO, LocalSEOGuide.com

17:00 - 17:30

**APAC Start-up Showcase**

A diverse group of start-up technology businesses from around the Asia-Pacific region will briefly describe their business concepts. This is a great opportunity for a preview of breakthrough ideas that may reshape the industry.

**Moderator:** Paul Plant, Chief Listening Officer, Radicle Consulting

19:00

**Transfer to Welcome Dinner**

Please gather for the transfer to dinner

*Lobby, Sofitel Angkor Phokeethra Golf & Spa Resort*

19:30 - 21:30 **Poolside Welcome Dinner (Sponsored by [Toppan Leefung](#))**  
[Restaurant Bay Phsar and Poolside, Hotel Phum Baitang](#)

21:45 **Transfer to Sofitel Angkor Phokeethra Golf & Spa Resort**  
Dinner transfer is available from the restaurant to official hotel

## **31 October (Tuesday)**

06:30 - 08:45 **Buffet Breakfast**  
For in house guests only

08:15 - 09:00 **Delegate Registration**  
Please approach the registration desk for badge and other materials.  
*Foyer of Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*

09:00 - 17:00 **Conference**  
*Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*

09:10 - 09:30 **Featured Case Study: Making a Case for Digital in APAC**  
Search marketing is an important component of the marketing mix for small business advertisers worldwide. This session will cover the state of search marketing in the APAC region, make the case for why SMBs must participate and offer a clear set of best practices for selling digital to SMEs.  
**Speaker:** Sandy Lohr, CEO, Matchcraft

09:30 - 10:15 **Featured Talk: LivePerson**  
**Speaker:** Clinton Alver, Strategic Accounts Director - APAC, LivePerson; plus a “surprise” special guest speaker

10:15 - 10:30 **Featured Case Study**

10:30 - 11:00 **Refreshment Break (Sponsored by [Mobilsoft](#))**

11:00 - 11:30 **Featured Talk: The Future of Digital Maps**

What is the revenue opportunity in digital mapping? Sergey Vurim from the Russian mapping company 2GIS will talk about how to monetize mapping today and how the digital mapping opportunity will evolve.

**Speaker:** Sergey Vurim, Franchise Director, 2GIS

11:30 - 12:00

**Featured Talk: A Stronger Voice for Search - Helping businesses be found where and how customers search**

Consumers have been searching online for products and services. But they are increasingly doing so through voice search and the use of digital assistants. How does this change their behaviour when searching? With the evolving search habits, what must businesses do to still be found? uberall will share some insights on market trends and how your business can capitalise on these trends and provide SME clients with the right tools to reach consumers.

**Speaker:** Wee Leng Tay, Strategic Partnerships Manager, uberall

12:00 - 14:00

**Networking Lunch (Sponsored by [Matchcraft](#))**

Delegate badge is required for admission to the welcome lunch.

*The Citadel Restaurant, Sofitel Angkor Phokeethra Golf & Spa Resort*

14:00 - 14:20

**Featured Case Study: Webcards – Riding the Wave of the Digital Revolution**

James Moore from Web.com will discuss the importance of mobile readiness for the digital value proposition, and via Case Studies show how enabling a simple mobile digital presence for SMBs can transform their access to online success, and accelerate the print to digital transformation for service providers.

**Speaker:** James Moore, Senior Vice President, Web.com

14:20 - 14:50

**Is the Small Business Operating System the Future of Local Search?**

Small businesses need robust, affordable tools to help them with everyday tasks required to run a business -- tracking income, paying taxes, handling customer payments. An emerging industry now provides SMBs with affordable cloud-based tools to handle these everyday tasks. Will SMEs manage the confusing mix of solutions required to create their own “small business operating system”? Or do they need a solution that

brings it all together in a single platform? This Talk will share key data and insights from a recent Local Search Association white paper on the subject commissioned by Camilyo.

**Speaker:** Charles Laughlin, Principal, Laughlin Consulting Group

14:50 - 15:00

### **The European Union's GDPR and What it Means for You**

The EU's General Data Protection Regulation (GDPR) is a wake-up call. Beginning next May, EU advertisers won't be able to market to individuals without obtaining specific consent to use their data. It doesn't matter if your servers are in South America, Asia or the U.S. — if you have EU citizen data stored, you must abide by the General Data Protection Regulation (GDPR) or face big fines. This also means if you are a vendor of a EU company and you are handling their data, you could possibly be affected. SIINDA's Kimberli Lewis has been immersed in helping her membership understand and adapt to GDPR. She will explain why publishers in APAC need to care about this development.

**Speaker:** Kimberli Lewis, President, SIINDA

15:00 - 15:30

### **Featured Talk: Assistants and Machine Learning: Opportunity for Local Businesses?**

Google's channel sales leader for the APAC region will share idea on the specific opportunities to emerge in local from the growth of AI, messaging and machine learning.

**Speaker:** Matthew Heller, Head of Channel Sales, SE Asia, India, Emerging Asia, Google

15:30 - 16:00

### **Refreshment Break (Sponsored by [Yellzz](#))**

16:00 - 16:20

### **Featured Case Study: See Chat**

**Speaker:** Swami Seker, Co-founder and CEO, SeeChat

16:20 - 16:40

### **The Future is Optimising & Monetising**

In an online world that is moving so fast, it is not just about "innovating" anymore. It is about disrupting. BPS Technology offers a single source solution and have recently opened an opportunity for directory companies to maximise their current assets.

**Speaker:** Andrew Barker, General Manager, BPS Technology Global

16:40 - 17:00

**Featured Case Study: Best Practices for Advertiser Retention**

**Speaker:** Sharon Mayblum, Co-founder and VP Sales, Yellzz

17:00 - 18:30

**ALSMA Board of Directors Meeting (by Invitation Only)**

19:00

**Transfer to Networking Dinner**

Please gather for the transfer to dinner

*Lobby, Sofitel Angkor Phokeethra Golf & Spa Resort*

19:30 - 21:30

**Networking Temple Dinner (Sponsored by [uberall](#))**

[Prasat Kravan Temple](#)

21:45

**Transfer to Sofitel Angkor Phokeethra Golf & Spa Resort**

Dinner transfer is available from the restaurant to official hotel

## **1 November (Wednesday)**

06:30 - 08:45

**Buffet Breakfast**

For in house guests only

08:15 - 09:00

**Delegate Registration**

Please approach the registration desk for badge and other materials.

*Foyer of Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*

09:00 - 12:00

**Conference**

*Phokeethra Ballroom, Sofitel Angkor Phokeethra Golf & Spa Resort*

09:00 - 09:30

**The Digital Imperative for SMEs**

Today, after years of aggressively selling digital solutions to SMEs, a very large share of the small business market remains unengaged with the digital future. Why is this? And how can publishers be more successful in bringing SMEs into the future? This talk lays out a vision for success

where the product, sales process and back office work in harmony to deliver clear value to SMEs.

**Speaker:** Paul Plant, Chief Listening Officer, Radicle Consulting

09:30 - 09:50

**Featured Case Study: How Carrefour Drives In-store Traffic via the Internet**

Most retail businesses focused on having the best e-commerce experience, yet the majority of their customers still prefers to visit physical stores. What are the best practices used by major brands to drive in-store traffic via the Internet? This session features a case study showing how the retail brands Carrefour uses location-based marketing to generate millions of visits in their physical stores. Mobilosoft will show how publishers can translate this to your SME customers by using its four-step methodology.

**Speaker:** Roland Gerets, International Business Development Director, Mobilosoft

09:50 - 10:10

**Featured Case Study: Make Data Your Competitive Advantage**

**Speaker:** Tricia Score, Global Head of Sales, Mono Solutions

10:10 - 10:30

**Featured Case Study**

10:30 - 11:00

**Refreshment Break (Sponsored by [Mono Solutions](#))**

11:00 - 11:30

**Featured Talk: Managing the Print Decline to Advantage**

Print declines are a fact of life for all publishers, and many around the world have made the decision to curtail or discontinue the production of printed directories. MMRD (Myanmar) conducted a call tracking study that has informed its strategy for printed directories. Some of the questions this talk will address include: Which role does print play in the digital transformation process? Can print be a competitive advantage? How to avoid stopping print too early.

**Speaker:** Peter Buxton, Executive Advisor, MMRD

11:30 - 12:00

**Thought Leaders Roundtable**



A gathering of the best speakers from ALSMA 2017 will debate the issues most impacting the APAC and global local search industries. What is the product that publishers can succeed with now that so many have discontinued print? What is the the most promising sales model of the future? Should publishers move beyond media and sell CRM or other software platforms to SMEs? These and other questions will be debated in a session that promises to be lively and thought provoking.

**Speakers:** Matthew Brennan, Charles Laughlin, Paul Plant, Swami Sekar

12:00 - 14:00

**Networking Lunch (Sponsored by [Web.com](#))**

Delegate badge is required for admission to the welcome lunch.

*The Citadel Restaurant, Sofitel Angkor Phokeethra Golf & Spa Resort*

**End of Conference**