

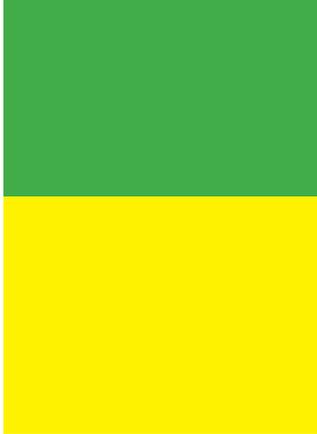
25 - 27 September 2019



# Bringing your ideas to the stage

A step-by-step guide

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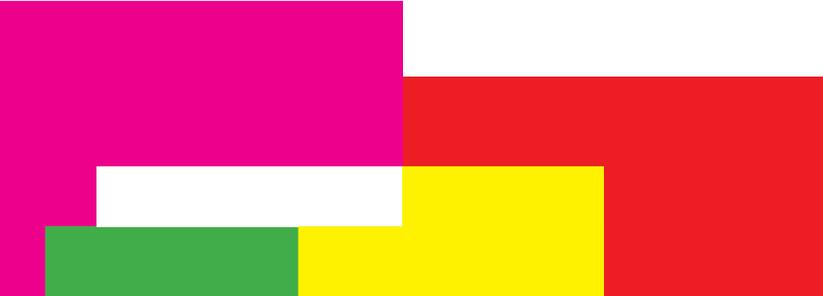
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# Welcome

Spikes Asia, APAC's biggest Festival of Creativity, will return to Suntec, Singapore from 25 – 27 September 2019 with a programme of events exploring creativity in all its forms. The agenda will dissect new trends, question how to make creative work effective and inspire the next generation of cutting-edge ideas. The Festival showcases the best of the region's creative work. It's a platform for the creative community to come together and challenge the industry to reach greater heights.

Spikes Asia is now receiving proposals for the 2019 programme. If you think you have an idea that the whole industry needs to hear, then we'd like to hear from you.

## Summary for 2019

Asia Rising – the theme for this year's Spikes Asia Festival of Creativity reflects the transformational shift that the Asian creative industry is going through.

Jaw-dropping technological innovations and domestic brands disrupting the local status quo have empowered the APAC creative industry to define its voice. It's a region that has found unique solutions to many of the issues faced by the industry worldwide.

Spikes Asia 2019 will not only showcase the most exceptional work in the region but deconstruct APAC's creative ecosystem. Join us and share your perspective as a speaker!

There will be **four festival stages**. You will not be able to select one – the Content Team is responsible for programming and allocating the stages.

**The initial proposal** should have a **title (max. 10 words), synopsis (max. 120 words) and three brief and snappy questions** that your session intends to answer.

Submit proposals to the <http://content.spikes.asia>. Content is reviewed and selected on the merit of the idea.

There is no charge to speak – please note that Spikes Asia does not pay fees or cover travel or accommodation expenses.

Speakers receive a complimentary pass for the three days of the Festival.

Deadline for submissions: **Friday 3 May 2019**



# Developing Your Idea

## What is your story?

What can you say on stage that will leave the audience enlightened and inspired? The best Spikes Asia talks tend to focus around a single message or idea. You will be speaking to a room full of the most creative communicators from across the APAC region. Think about how you can contribute to the industry conversation in an intelligent and articulate way.

## Who should tell your story?

There are many different speakers you could bring to the stage, but relevancy is key. From creative thinkers and celebrities, to innovators and makers... who is best placed to deliver your idea?

Some of the most interesting talks at Spikes Asia **are co-presented by agencies and brands**. We're looking for brave, opinionated marketers with a compelling story to share.

### Please consider:

**Relevancy over seniority** – We want interesting stories from the “do-ers”. Sometimes your CEO may not be the best person to tell the story.

**Diversity** – If you plan on having more than one speaker, ensure you reflect the world at a large.

**Speaker numbers** – We only allow up to four people (including the moderator) on stage at one time.



# 10 Key Topics For The Content Programme

When submitting your session idea you will be asked to select one of the suggested topics for the Spikes Asia Content Programme 2019.

You can select one topic per session proposal.

If you are unsure as to which topic your idea sits, please select 'other' and we will review where we think it fits best.

## 1. Brands in Culture

A conversation around 'brands in culture' needs to begin with the recognition that there are many different cultures – each with their own distinct identity – that make up the Asia Pacific region. We're joined by a set of trail-blazing speakers who will take us inside the individual APAC markets, looking at the specific traditions and cultural contexts that make each area unique. You'll hear how these leaders found ways to intersect at significant cultural moments or events to spark important conversations – at a local and global scale.

- How can we define culture in each of the different APAC markets? What does 'culture' mean to brands and their consumers in China, India, Indonesia, Japan, The Philippines, South Korea, Thailand, Vietnam or other parts of the region?
- How can brands stay culturally relevant and encourage active participation from consumers across different markets?
- How can local brands tap into global culture? And how are global brands finding a way to connect with local consumers?

## 2. Proving creative effectiveness

We need to find a way to marry short-term ROI with long-term creative strategy. There's a decision for us to make over whether we should now focus more on effectiveness, and less on efficiency. We hear from local and global speakers on connecting exceptional creativity with commercial results. You'll discover why proving creative effectiveness is becoming more and more important across the APAC industry. Plus, you'll see some of the world's most effective campaigns brought to life and deconstructed on stage.

- How should you be talking about creative effectiveness with your clients?
- Short-term brand activations versus long-term brand-building: how do we make effective work long-lasting?
- How can creativity drive true competitive advantage? And what are the world's most creative organisations doing to instil a belief in the value of creativity?

# 10 Key Topics For The Content Programme

## 3. Embracing inclusion, equality and diversity

What does 'diversity' really mean in each of the areas of the Asia Pacific region – and how is this different to the Western counterpart? We deep dive into what makes work from China, India, Indonesia, Japan, The Philippines, South Korea, Thailand, Vietnam or and the other APAC markets unique – looking at representations of race, gender, religion, age, disability, class and sexual orientation.

We're joined by a set of inspiring speakers who will outline new benchmarks for work that promotes diversity and inclusion – exploring the benefits for culture, society and brands. Plus, you'll hear original perspectives from global, as well as regional, diversity champions on how to create inclusive workforces where creativity can thrive.

- What are the dimensions of 'diversity' across different APAC markets? And why do brands and agencies need to understand these dimensions to survive?
- What does a truly inclusive creative and leadership team look like, and what impact does this have on creative output?
- What are the most creative companies doing to defy stereotypes, and what ground have they gained in competitive advantage, innovation and revenue?

## 4. Understanding the changes sweeping the creative industry across APAC

We need to know how agencies and brands in the Asia Pacific region are changing. We look at whether APAC's legacy agencies will need to develop new skillsets and capabilities to survive. And whether big brands need to re-think their business strategies to stand up to innovative D2C challengers.

- How can we build outstanding creative capabilities, whatever our company structure? And where will the best talent be in two, five or even ten years' time?
- Faster, better, cheaper: in an era of efficiency, can we really have all three?
- Will creativity (once an agency-only currency) move in-house? Or will in-housing, ultimately, fail?

# 10 Key Topics For The Content Programme

## 5. Driving digital and technological transformation

Technological innovation in the Asia Pacific region challenges the rest of the world. We explore practical examples of connecting offline and online and learn more about the 'Next Big Thing' for brands and agencies in APAC. You'll hear case studies from some of the biggest brands in the region on how they maintain customer relevance in a mobile-first, 5G-enabled, voice-stimulated world.

- What does best-in-class digital transformation look like? How can you evolve your business to navigate ongoing disruption?
- How can we use data to anticipate the needs of customers in an online/offline retail environment?
- How can we offer customers a frictionless experience by leveraging the new tools (facial recognition, voice technologies, chatbots) at our disposal?

## 6. Creative strategy and reaching the reluctant consumer

Understand the ideas behind the idea. We hear from strategists, psychologists, futurists and behavioural economists with unique insights into consumer trends and behaviour. Leaders share the human insights that have changed how we think about targeting, personalisation and reach. Plus, we explore how creativity can solve fundamental business problems.

- Where can data and analytics inform campaigns and lead to real brand breakthroughs?
- How can we take a more intentional approach to creativity which can solve wider business problems and brand challenges?
- What kind of brilliant ideas and strategies are behind some of the world's most effective creative work?

# 10 Key Topics For The Content Programme

## 7. The new rules on brand purpose

Should all brands find a purpose? We hear from leading thinkers with case studies on how purposeful communications can drive brand loyalty and sales – and we examine how a misfire can wreak havoc with a brand's reputation. You'll discover the best global and regional practices and develop an understanding of cultural context in specific APAC markets (India, Indonesia, Japan, The Philippines, South Korea, Thailand, Vietnam).

- How can brands avoid being superficial and inauthentic when building a purposeful strategy?
- Why do brands in the APAC region need to have a real (brand DNA-driven) reason to be purposeful? Why is it that consumers can see through brands with a 'fake' purpose?
- In a polarised society, what role does brand activism play? How can we achieve this authentically and meaningfully – without fallout?

## 8. Creating connected brand experiences

We need to look beyond the over-hyped buzzwords and understand how to create exceptional brand experiences to keep consumers constantly engaged. We take an all-encompassing look at multi-channel customer journeys – from the retail and eCommerce landscape to APAC's emerging eSports ecosystem. You'll discover the true potential of voice technologies and see practical implementations of AI, AR and VR.

- How can you connect with your consumers offline and online? How can new innovations allow us to merge physical retail and eCommerce (IoT, Computer Vision, Cloud Computing)?
- From campaign messaging to digital platforms, to instore activations – how can we create unified experiences, so that there is no distinction between where one ends and another begins?
- What potential do new technologies like voice and 5G (as well as AI, AR and VR) have for the future of customer experience and how can we exploit them to best advantage?
- What are the new creative and collaborative opportunities for brands in the entertainment industry – encompassing music, sport, film, gaming and beyond?

# 10 Key Topics For The Content Programme

## 9. Re-imagining storytelling

Storytelling: an overused word, undoubtedly. But it's also the foundation on which this industry is built – great stories have the power to move us. Hear from global and regional creatives, filmmakers, authors and designers on how they conceive of and create work that resonates with consumers across generations. Learn from the people who make audiences laugh and cry with stories across platforms.

- How can we harness new immersive and innovative platforms to deliver traditional stories?
- Where are the big, bold and brave stories that have succeeded across multiple channels?
- What can we learn from the artists, creatives, writers, musicians and film directors who create truly memorable work?

## 10. Trust, ethics and transparency

We have a lot of work to do to restore trust, which has taken a battering in recent times. We need to fix the system if we want to create long-lasting and transparent relationships. We're joined by a set of speakers who interrogate how we can respectfully engage consumers and drive meaningful value exchange. You'll learn to navigate a world where communications channels, platforms and content continue to proliferate.

- What can we learn from new challenger brands whose entire ethos – from material, product development, supply chain to advertising – is sustainably set up?
- Personalisation in the age of data privacy: how can we remain relevant without bombarding the world at large?
- The evolution of the influencer world: will influencers still be trusted by the public following recent backlashes? What implications will this have?

# What Format Works Best For Your Story

The formats we can programme are:

- Talk/ Stand-alone presentation
- Co-presentation with an innovative, future-oriented and wow-generating brand leader
- Co-presentation with a thought-provoking, inspiring content creator, influencer, artist, musician, film director etc.
- “How-to” session focused on practical learning
- Workshop
- An interactive session, normally for a smaller group, activity based
- Technical/Interactive session / Live demonstration
- Live performance/experience-led session, audience participation may be required
- Discussion panel, debate or interview on stage

**When you submit, you will be asked to tell us which format most closely fits your idea:**

## Format

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Format most appropriate for the idea proposed: (Hover over the session types for more details) \*

- Talk/Presentation
- Workshop
- Technical/Interactive
- Discussion

# Special Programmes At Spikes Asia 2019

This year, we've introduced three tailored one-day content programmes designed to offer specific insight into the areas of the industry that are most important to our audience. Please, consider them when preparing your session idea.



## Brands In-Focus



A one-day content programme packed with FOMO-generating sessions spotlighting the most effective marketers from global and regional brands and the issues that matter to them most. **Brands In-Focus** is a space for ground-breaking ideas explored through the lens of people who know how to leverage creativity to drive growth.

The formats/ session types that we can include in the Brands in Focus programme are:

- Stand-alone presentations from brand leaders (global or regional)
- Co-presentations (sessions including at least one brand leader aside from other speakers: agency representatives, CCOs, CCOs, content creators, etc.)
- Panel discussions (more than one brand leader, plus a moderator)



## APAC Deconstructed

What's the difference between the creative industries of China and Japan? What are the challenges of the branded communications world in Indonesia? Who are the content creators in Vietnam? Why creativity matters in India? This year's bespoke content programme will focus on the creative challenges and opportunities in each of the individual Asia Pacific markets. Discover what's under the surface of APAC creativity.

APAC Deconstructed is a space to uncover the creative challenges and opportunities of each of the Asia Pacific markets.

The formats/ session types that we can include within the APAC Deconstructed programme are:

- Stand-alone presentations
- Co-presentations
- Panel discussions
- Workshops (small groups)
- Meet Ups

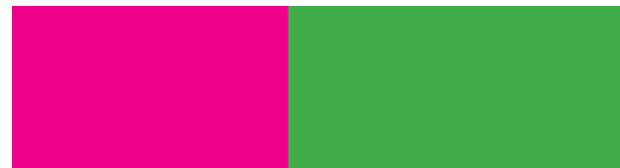
## Behind The Work

A one-day programme packed with case studies and award-winning work. Stories behind the work from brand leaders and creative gurus: how it was briefed, researched, conceived and crafted. Plus, where it appeared, and the results it delivered.

We're looking for sessions that aim to explore practical tools and tactics behind the world's best work.

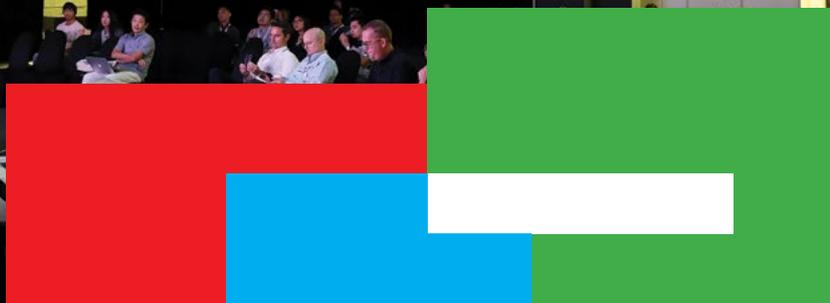
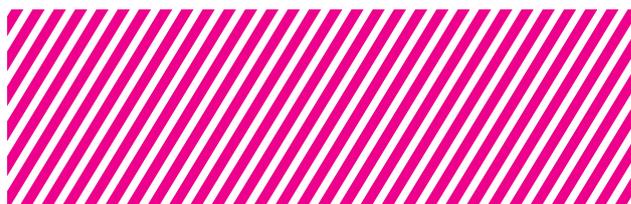


# How To Make Your Proposal Stand Out



Some helpful tips:

- The best talks are those that identify a theme or topic and really delve into it.
- Be specific – thought and planning that result in a well-crafted, detailed narrative make for the best sessions.
- If you're exploring a topic, don't simply share your own viewpoint or use your own work as an example. Give analysis on great work that isn't your own.
- Sales presentations or showreels of work disguised as a talk won't impress the audience. Explore other opinions, provide detail and explain the story behind your views.
- Question why and how. Think about what it means for the future of this industry.
- Invite a co-presenter to join you on the stage to explore different perspectives on the topic (an inspiring brand leader, artist, content creator, thought-leader, influencer, etc).



# Writing Your Submission

## 1. Crafting your title

Remember that delegates will be scrolling through the programme deciding which sessions to attend – your title should grab people’s attention, while summarising what the session is about. Witty, catchy titles work well as long as the subject matter is clear.

## 2. Writing your synopsis

This is your opportunity to capture your audience’s attention and persuade them to attend your session. Be focused; vague or overly convoluted statements won’t appeal to your audience. Pose questions, invite your audience in and get to the heart of the matter succinctly. Remember this audience is proficient in communication techniques – writing with wit, style and flair will be noticed.

## 3. Three questions your session intends to answer

We want to understand your session proposal and be able to make it clear to our audience. Prepare three brief and snappy questions that you intend to answer. These should indicate tangible takeaways that an audience could expect from your session.

## 4. Ask yourself: ‘Would I attend this session?’

Delegates attend Spikes Asia to be enlightened, inspired and entertained. You may think you have a good story to tell – but does the audience want to listen? They are intellectually hungry but time poor so be relevant and respectful of their intelligence. They have come to hear about new ideas, not hear old knowledge re-packaged and regurgitated.



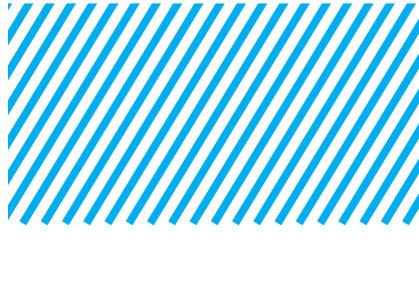
# The Stages For 2019

The Festival features a range of stages and spaces – each with the own individual identity. Please note that we won't ask you to select a stage, we will review your submission and choose the stage where we feel your idea best fits.

- Stage 1: Traditional stage set-up. Length of sessions: 30 min.
- Stage 2: Silent stage set-up. Delegates wear headsets to listen to the session – similar to a live podcast. Length of sessions: 30 to 45 minutes.
- Stage 3: Silent stage set-up. Delegates wear headsets to listen to the session – similar to a live podcast. Length of sessions: 30 to 45 minutes.
- Stage 4: Silent stage set-up. Delegates wear headsets to listen to the session – similar to a live podcast. Length of sessions: 30 to 45 minutes.
- Makers Lab – interactive space for hands-on, practical workshops.
- Networking Space – this is where we are running our curated networking opportunities (Meet the Speakers, Meet Ups).



# FAQs And Things To Note



## What is the review process and how long does it take?

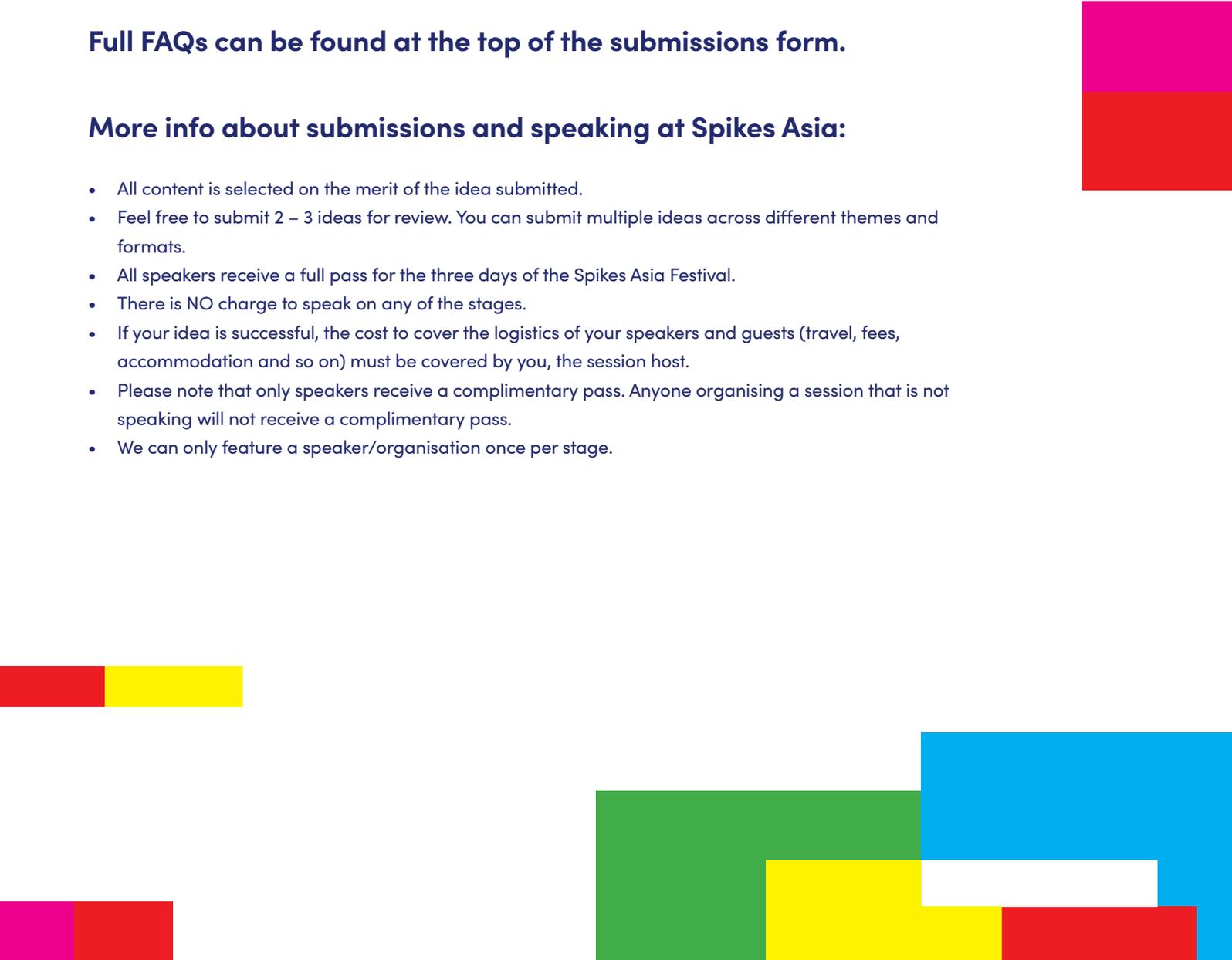
After the deadline has passed and we've received all submissions, the Spikes Asia Content Team enter into a review process. Please be aware demand far exceeds supply and we can only select ideas that we feel are the most creatively focused and relevant to our core audience. The review process can take up to three months.

## How can I check the status of my submission?

When you submit an idea, you will receive an email including login details for access to the Content Portal. When you log in you will be able to see the live status of your proposals.

**Full FAQs can be found at the top of the submissions form.**

## More info about submissions and speaking at Spikes Asia:

- All content is selected on the merit of the idea submitted.
  - Feel free to submit 2 – 3 ideas for review. You can submit multiple ideas across different themes and formats.
  - All speakers receive a full pass for the three days of the Spikes Asia Festival.
  - There is NO charge to speak on any of the stages.
  - If your idea is successful, the cost to cover the logistics of your speakers and guests (travel, fees, accommodation and so on) must be covered by you, the session host.
  - Please note that only speakers receive a complimentary pass. Anyone organising a session that is not speaking will not receive a complimentary pass.
  - We can only feature a speaker/organisation once per stage.
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# How To Submit Your Idea

Your initial proposal only needs to include:

- Session title (10 words max)
- Session outline (120 words max)
- Three brief and snappy questions your session intends to answer

To submit a proposal, simply complete the online form at [content.spikes.asia](https://content.spikes.asia).

To discuss any potential content ideas, please contact the Spikes Asia Content Manager Piotr Lewicz at [PiotrL@cannslions.com](mailto:PiotrL@cannslions.com)

The deadline for submissions is **Friday 3 May 2019.**