

## Concept Paper GFT Forum 2017

### “The Art of Social Advertising: How to Build a Brand People Love”

#### Concept Note

Technology has progressed in variety of applications imaginable, and the latest developments such as the internet and smartphones, which facilitate nearly every aspect of modern life, has enable communications on social media to have a significant impact on the daily lives of the new generations. As a consequence of convenience and constant access to data, various industrial sectors will have to adapt new marketing strategies in order to survive and thrive along with current trends.

Conducting marketing strategies on different social media platform is another effective channel to engage with target audience. Business owners from small to large organization has utilize social media as an approach to advertise, sell, raise brand awareness as well as offering great aftersales services to customers. However, without a carefully thought-out plan there can be no return on investment. In this regard, GFT Forum 2017 under the topic “**The Art of Social Advertising: How to Build a Brand People Love**” will bring together veteran marketers, advertisers, online media specialists and business leaders to present visions, share experience, introduce trends and guide business owners on how to harness social media as a marketing tool for endless business opportunities.

Participants of the special pre-show seminar will have the opportunity acquire in-depth information, technical skills and inspirational ideas to support their marketing plans. Furthermore, key industry leaders are eager to debate and exchange knowledge, along with networking with business executives from both the private and public sectors.

#### Objectives

1. Enhancing knowledge and technical skills in terms of planning an effective online marketing campaign for future success.
2. Strengthening business through networking and exchanging ideas that aim to develop new relation with potential business partners.

#### Expected results

1. Develop professional skills and gain up-to-date on marketing technologies from insights and case studies by marketing professionals.
2. Encourage participants to use knowledge and develop professional skills that will enhance competitiveness of their business.
3. Increase collaboration between business owners from related industries.

## Delegate Profile

The Summit provides a unique chance for Industrialists and Business professionals to discuss and debate the latest challenges and opportunities in the field of Garment & Textile. Senior level delegates from a broad cross section of the industry will be present for four days of networking, learning and identifying future business and industry opportunities.

You will have chance to meet:

1. Business Owners, Entrepreneurs
2. Board level management/ Director/ Proprietor
3. Technical Management/ Engineer
4. Product Design Management and Development/ R&D
5. Purchasing and Sourcing Management
6. Sales and Marketing Management

## Venue

Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand

## Language

Presentations will be conducted in Thai

Co-located with:



Officially  
Supported by:



Organized by:



Exhibit space is open for reservation.

+66 2686 7299

gft@reedtradex.co.th

www.gftexpo.com

www.facebook.com/gftpage

## GFT Forum 2017

### “The Art of Social Advertising: How to Build a Brand People Love”

Organized by Reed Tradex  
Thursday 25 May 2017, 12.00 – 15.00 hrs. at Grand Hall 203, 2 nd floor, BITEC

12.00 – 13.00 hrs. Registration

13.00 – 13.05 hrs. Welcome Speech

By **Ms. Duangrat Udomsomporn**  
Senior Manager - Portfolio  
Reed Tradex Co., Ltd.



13.05 – 13.30 hrs. Presentation : “Soar Your Business Towards Age of Digitalization Through Leading Marketing Strategies”

By **Mr. Somchai Songwattana**  
Founder, Art Director and Head Designer  
At Bangkok Company Limited (FLYNOW)



13.30 – 14.40 hrs. Panel Discussion : “The Art of Social Advertising: How to Build a Brand People Love”

By



Moderated by



**Mr. Surasak Lhueng-u-sakul**  
Strategic Planning Director  
Brand Baker Co.,Ltd.

**Ms. Sakulrat Tanyongsiri**  
Head of LINE@  
LINE Thailand

**Ms. Korakoch Skulpojoyrachai**  
Crosstwellth Brand Owner  
Fashion brand with over 700,000 followers

**Mr. Banyapon Poolsawas**  
Lecturer, Dhurakij Pundit University  
Founder of Daydev Co., Ltd

14.40 – 15.00 hrs. Q & A

#### Remarks: (Program as of 4 MAY 2017)

- Presentation will be **conducted in Thai**
- FREE session, limited seats available, pre-registration required
- For registration please contact email: [contactcenter@reedtradex.co.th](mailto:contactcenter@reedtradex.co.th) or call +662-686-7222
- The organizer reserves the right to adjust program and speakers list without prior notice