


Tokyo Midtown
Chome-7-1 Akasaka
Minato City
Tokyo 107-0052

29 May 2019
8:30am – 2pm

Agenda

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| 1. WELCOME COFFEE | 8.30am |
| 2. ROUNDTABLE INTRODUCTIONS AND WFA UPDATES
WFA Global Head of Marketing Services, Robert Dreblow to share an update on the WFA Global CMO agenda for Better Marketing and other recent initiatives. | 9:00am |
| 4. TOWARDS EFFECTIVE GLOBAL AGENCY MANAGEMENT
Mikimasa Hamamatsu (Deputy GM, Global Brand Engagement, Nissan) and David Porter (VP Global Media, Unilever) will provide stimulus for this interactive session, by sharing some of their companies' experiences in developing global partnerships with their agencies. This will include a focus on improving motivation, collaboration and ultimately effectiveness. The group will then share their own experiences and learning towards improved management of their global agency partnerships. | 9.30am |
| 5. Break | 11:00am |
| 6. GLOBAL MARKETING COMMUNICATIONS ORGANISATION, LOCAL IMPACT?
Ranji David (APAC Director – Marketing Services, WFA) will share on some of the global trends relating to evolving the client-side marketing function.
Yuri Nakada (GM, Global Marketing, Connected Solutions Company, Panasonic) and (TBC) Pratik Thakar (Global Integrated Marketing Communications, The Coca-Cola Company) will then kick-start the workshop by sharing her organisation's journey towards developing a global marketing communications framework and organisation. The group will then work together to address common challenges and identify potential solutions. | 11:30am |
| 7. Lunch (sponsored by LinkedIn)
Featuring a presentation from Fernando Machado, Global CMO, Burger King | 1:00pm |
| 8. CLOSE
Members invited to enjoy Advertising Week's afternoon programming within same venue. | 2:00pm |
| 9. Dinner (Sponsored by RTL) | 7:00pm |

Note: All benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells International LLP, our competition lawyers
WFA Competition law compliance policy

 The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition