

The 2011 Local Business Development Forum

Thursday, 3rd November 2011 at The Radisson Hotel Brunei Darussalam

“Improving Customer Engagement – A Business Growth Strategy”

Program

8.30am – 9.00am	Arrival & Registration of participants
9.00am – 9.30am	Arrival of Guest of Honor Dato Paduka Awang Haji Ali bin Haji Apong , Deputy Minister, Prime Minister’s Office Keynote Address by the Guest of Honor
9.30am – 10.45am	“Smarter Branding Without Breaking the Bank: How to Leverage Assets You Already Have to Build Your Brand at Low Cost - or No Cost At All” A presentation by Brenda Bence followed by a conversation on how best to implement Smarter Marketing on a limited budget Moderated by Andrew Dy , General Manager, Asia Inc Forum
10.45am – 11.10am	Future Flash <ul style="list-style-type: none">• Pierre Imhof, CEO, Baiduri Bank• Ken Marnoch, Managing Director, Brunei Shell Petroleum Co
11.10am – 11.30am	Networking Break
11:30am – 12.40pm	“Customer Service: Delivering that Unforgettable Experience” A dialogue on the application of International Best Practice to the Bruneian consumer with Mark Grieves , Principal, Bersama Jaya Education & Management Shaun Hoon , Growth Engineer, Catalyst Moderated by Stuart Kemp , Executive Director, Asia Inc Forum
12.40pm – 1.30pm	Networking Lunch hosted by Corporate Partners