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# SAVE THE DATE: Adobe Symposium 2018 – Where Experience Makers Are Born

*Leading brands and industry experts to discuss powering customer experiences through digital technologies*

**SINGAPORE — 26 July 2018** — Adobe Symposium, the leading industry conference for digital experience and business transformation, is set to return to Singapore on 21 August 2018. The highly anticipated event is *the* premier platform for marketing experts and digital leaders to meet with and hear first-hand from some of the industry's leading *Experience Makers* who have successfully led digital transformations. The event will also reveal the latest innovations across [Adobe Cloud Platform](#) and [Adobe Experience Cloud](#), the company's comprehensive set of Cloud services designed to give businesses everything they need to deliver exceptional customer experiences.

Leading brands including **Asia Miles, Changi Airport Group, Circles.Life, OCBC Bank, ONE Championship, The Coca-Cola Company, The Learning Lab**, and more, will discuss how they have used powerful experiences to transform their businesses and deliver standout customer experiences. Singaporean actor and comedian, Adrian Pang, will host *Adobe Sneaks*, the company's annual showcase of cutting-edge technology from the Adobe Research labs.

"Experience is the new currency for business success today. Customers expect amazing experiences no matter where and how they are interacting with a brand. In the past year, we have seen increased focus and innovations from businesses in the region in delivering that exceptional experience. At Symposium this year, we are excited to hear from some of the most inspiring rock-star marketers, or *Experience Makers*, as we like to call them. They know the power of the experience economy inside-out and know what it takes to truly stand out from the competition. Adobe Symposium is where the next-generation of *Experience Makers* will be made." said **V.R. Srivatsan, Managing Director, Adobe, Southeast Asia**.

"Adobe has been a trusted partner to ONE Championship as we ride on the waves of the mobile revolution in Asia to bring our action-packed content across multiple channels – social, digital and physical – and ensure that viewers are each personally catered to with the immersive viewing experience that is right for them. I look forward to sharing ONE Championship's story on stage at Adobe Symposium, and exchange insights with fellow *Experience Makers* on their digital marketing journey," said **Chatri Sityodtong, CEO, Chairman and Founder, ONE Championship**.

"Major trends are reshaping the telco industry today, and now Circles.Life is disrupting the industry through technology to *give power back to the customers*. In this new age, to win the battle for consumer mindshare and wallets, we have to view customer experience as talking to the right person, at the right moment, with the right message. I'm excited to share my experience at the upcoming Adobe Symposium," said **Gaurav Gupta, Senior Manager – Omnichannel, Circles.Life**.

Adobe Symposium takes place on 21 August at Marina Bay Sands, Singapore, and is expected to draw over 1,000 industry leaders, digital marketers, and business executives from the region. This follows the [Adobe Experience Forum series of events](#) which took place in May, in Malaysia and Thailand. Adobe Experience Cloud processes 233 trillion annual customer transactions – that's almost 7.4 million every second – for major brands across industry verticals, including some of Southeast Asia's leading financial services, media companies, telecom, retail and travel & hospitality companies.

### Conference Highlights

- Joining Adobe speakers on the main stage will be **Chatri Sityodtong, Founder, Chairman and CEO of One Championship**; **Ben Foo, Chief Marketing Officer of Taylor's University**; **Mariano Bosaz, Global Digital Senior Director of The Coca-Cola Company**; **Eleanor Tan, Director Marketing, Enrolment & Client Services of The Learning Lab**; and **Tim Urban, Creator of Wait Buy Why blog**. [View full list of speakers here](#).
- Six breakout tracks offering over 24 sessions will feature Adobe experts and top brands across industries, including **Changi Airport Group**; **Circles.Life**; **Government Technology Agency of Singapore (GovTech)**; **Malaysia Airlines**; **OCBC Bank**; **StarHub**; and **Virgin Holidays**. These tracks will focus on Advertising; Analytics; Content & Experience; Email & Omni-Channel; Marketing Innovation; and Digital Government. [View agenda here](#).
- Don't miss *Adobe Sneaks* hosted by local comedian Adrian Pang, before the end of the day, offering an exclusive sneak-peak at innovations in development at the Adobe Research labs.
- [Visit Adobe Symposium website](#) for registrations and more information about the conference.
- Follow **#AdobeSymp** on Social for Adobe Symposium updates.
- Get additional insights from Symposium speakers on CMO.com:
  - [Changi Airport Group](#)
  - [Taylor's University](#)

### Conference Details

- Date: 21 August 2018, Tuesday
- Location: Marina Bay Sands Expo & Convention Centre
- Event URL: <http://bit.ly/adobesymp18>

## **About Adobe Experience Cloud**

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform and integrated with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, and a robust partner ecosystem that offer an unmatched expertise in experience delivery.

## **About Adobe**

Adobe is changing the world through digital experiences. For more information, visit <http://www.adobe.com/sea>, and follow the Adobe Southeast Asia official Facebook page <http://www.facebook.com/AdobeSEA> for updates.

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