

Press Contacts

Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Keri Lee and Jamie Tan
Text100
+65 6603 9000
AdobeSG@Text100.com.sg

Save the Date: Adobe Symposium Coming to Singapore

Singapore's most anticipated annual digital marketing event features stellar lineup of experts and an agenda exploring the realities of business in the experience era

SINGAPORE — July 01, 2016 — More than 1,000 digital marketers, publishers, advertisers, content managers, marketing executives and more will gather at [Adobe Symposium](#) in Singapore on 28 July 2016 to gain valuable insight into how the most innovative global brands have embraced digital to create amazing experiences. A sold out event for the past two years, visitors will see first-hand the latest Adobe Marketing Cloud innovations and hear from some of the region's most successful marketers, brand and thought leaders.

This event will feature inspiring keynotes and hands-on breakout tracks presented by visionary leaders from top organizations from Singapore, Malaysia and around the world, including Globe Telecom, Inc., Starhub, Livefyre, Astro Radio, OCBC Bank, Mastercard, and ANZ Banking Group. With more than 50 sessions in 4 tracks, Adobe Symposium is an ideal opportunity to learn how companies are using Adobe Marketing Cloud to gain deep insights into their customers, build personalised campaigns and better manage their content and assets, therefore enhancing customer experiences.

"Adobe Symposium is the premier platform for marketing experts and digital leaders to be inspired while engaging with industry peers," said Paula Parkes, Adobe director of digital marketing for Asia Pacific. "We see the leading brands in Asia Pacific push the boundaries of digital marketing and advertising by combining creativity, content and data to create amazing customer experiences, and we're excited to showcase these experiences to a global audience. "

An exclusive [Partner Briefing](#) will also be held on 29 July, where Adobe Digital Marketing Partners will learn the latest on how to innovate with an integrated Adobe Marketing Cloud, deliver success with Partner Program enhancement and grow business by aligning with Adobe's go-to-market strategies and industry solutions.

Providing insight into marketing's experience era and innovations in Adobe Marketing Cloud, this year's lineup of Adobe keynotes include Brad Rencher, Adobe Digital Marketing Executive Vice President & General Manager, Paul Robson, Adobe President of Adobe Asia Pacific and Suresh Vittal, Adobe Vice President of Digital Marketing Strategy.

Registration is currently open. To secure your ticket, please visit <http://adobe.ly/1S88dtc>. To register for Partner Briefing, please visit <http://symposium.adobe.com/sea/partners/>.

Event Details

Date: Thursday, 28 July 2016

Location: Marina Bay Sands Expo & Convention Centre, 10 Bayfront Avenue, Singapore 018956

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

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