

Co Organizer:



A CONSUMER  
INTELLIGENCE SERIES:

# LEVERAGING DATA FOR MARKETING, INNOVATION & STRATEGY

a new perspective of looking at  
data across industries to  
discover new actionable  
insights

**VENUE: THE FEDERATION OF THAI INDUSTRIES  
10TH FLOOR, MEETING ROOM 1014  
DATE: 14TH JUNE 2019  
TIME: 1:30PM - 4:00PM**

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# BE DATA DRIVEN

## STAY AHEAD OF THE GAME!

In the current state of affairs of business, we constantly look for better ways to understand the consumer to stay ahead. Data has been the buzzword for business to use and leverage in crafting its marketing, innovation or organizational strategy. In the era of connectivity, business are in dire need of new ideas that is fresh and new, and one that is relevant to consumers. This is where business owners need to be accessible to data as and when they require it so that fast and strategic decisions can be made comfortable and quickly.

### AGENDA:

- 1:30 pm Registration
- 2:00pm Welcome Remarks by ICCT
- 2:10pm Keynote By Ashran Ghazi, CEO Dattel Asia
- 3:00pm Q&A
- 3:30pm Networking
- 4:00pm End

### KEYNOTE SPEAKER:

Ashran Ghazi is the CEO for Dattel, an ASEAN leading Consumer Intelligence company driven by innovation. Poised to be the Bloomberg of Consumer Data, we provide accurate and holistic consumer data through our state-of-the-art products and services for businesses to develop effective strategies and to facilitate critical decisions.

