

| | Day 1 | Day 2 | Day 3 | Day 4 | | |
|---------------------|--------------------------|---|---|--|---|--------------------|
| | 11/22 (Sun) | 11/23 (Mon) | 11/24 (Tue) | 11/25(Wed) | | |
| 8:30 | | Doors Open | Doors Open | Doors Open | | |
| 9:00 / 12:30 | | Opening Ceremony | Piyush Pandey / Executive Chairman & Creative Director, O&M South Asia | Jean Lin / CEO, Isobar Global Erik Hallander / Regional Director, Mobile & Innovation, Isobar Asia-Pacific | | |
| | | | LINE | Shakir Moin / VP & Chief Marketing Officer, Coca-Cola Greater China and Korea Business Unit | | |
| | | Coffee Break | Coffee Break | Coffee Break | | |
| | | <u>Agency NOW & Future</u> Edward Pank / MD, WARC AP Tom Doctoroff / CEO, JWT AP Chris Reitermann / President, O&M AP Charles Cadell / President, McCann Worldgroup AP | Dan Neary / Vice President, Facebook AP | <u>New Media</u> Ashutosh Srivastava / Chairman & CEO, Emerging Markets, MindShare APAC & Global Lee Smith / CEO, Annalect APAC Clay Schouest / Regional Strategy Leader, Carat APAC | | |
| | | Takuma Takasaki / ECD, Dentsu CD, 2020 Olympics and Paralympic Games | Kazuhiro Suda / ECD, Hakuodo INC. 2017 AdAsia Indonesia 2019 AdAsia Bidding | <u>Big Data X Mobile Ads</u> Victor Wu / CEO, Vpon Bessie Lee / CEO, WPP China Yasuyoshi Yanagisawa / CEO, F@N Communications, Inc. Homme Tsai / CEO, Coture New Media Co, Ltd. | | |
| 12:30 | | Hakuodo Luncheon | FOX MEDIA Luncheon | GAMA20 『have a GOOD TIME!』 Luncheon | | |
| 14:00 / 17:30 | Arrival /Registration | TEDxTaipei Inspiration from 5 Senses | | IFENG.COM | | |
| | | Stefen Chow / Photographer Jesko von den Steinen / Artist, The House of Dancing Water Yen-Ling Kang / Designer Chung-Han Yao / Light and Sound Designe | Adrian David Cheok / Founder & Director, Mixed Reality Lab Christine Ha / Blind Chef Sissel Tolaas / Professional In-Betweene Fram Kitagawa / Curator, Echigo-Tsumari Art Festival Elaine Ng / Artist | Xu Jin / Vice President, Ifeng.com Raymond So / Executive President, Daye Transmedia Group | | |
| | | Coffee Break | Coffee Break | Coffee Break | | |
| | | Workshops | Workshops | 2016 DigiAsia / 2016 IAA World Congress Presentation | | |
| | | Stefen Chow / Photographer | Jesko von den Steinen / Artist, The House of Dancing Water | Chung-Han Yao / Light and Sound Designer | Adrian David Cheok / Founder & Director, Mixed Reality Lab | Elaine Ng / Artist |
| | | | Closing Ceremony | | | |

| | | | | |
|-------|---------------|--------------|-----------------|----------------|
| 19:00 | Welcome Party | Dentsu Night | Indonesia Night | Farewell Party |
|-------|---------------|--------------|-----------------|----------------|