

OM Forward Beyond Signals

Date: Thursday, 2 July 2026
Venue: The Grounds @ MAHSA Avenue PJ

As media, creativity, commerce, and intelligence converge, growth is no longer driven by isolated efforts, but by how effectively everything works together. In a world where attention is scarce and signals are fragmented, brands must move beyond reacting to change and start building the capability to sense, decide, and act in real time. Because today, advantage comes from how well everything connects.

Beyond Signals brings this into focus. Showcasing how brands can reengineer growth by turning complexity into clarity, and signals into decisive action.

1200 - Registration & Lunch

1330 - Welcome
The Signal Ahead: Rethinking Growth in a Connected World



Darren Yuen
CEO
Omnicom Media

1345 - Keynote
How Economic Forces and Market Dynamics Shape Consumer Choices



Jason Yek
Lead Economist, ASEAN
Mastercard Economics Institute

1415
The Power Shift: How Digital Natives are Rewriting the Rules of Brands



Anwer Khan
MD
OMD

1430
Does your Brand Exist on AI?



Ledwina In
General Manager, Strategy & Commercial Business
REV Media Group

1435
Commerce in the Moment of Influence



Daler Kendzhaev
MD Investment & Specialist Solutions
Omnicom Media (Moderator)



Kshitij Pradeep
Head of Ecommerce
Omnicom Media



Carol Wee
Brand & Comms
Shopee



Devarshi Dalmia
Marketing & E-Commerce Manager
Wipro Unza

1515
Agentic Advertising in Action



Justin Lim
Managing Partner
Adzymic

1520 - Coffee Break

1550
The Effie that could have been



Stanley Clement
CEO
MBCS

1605
Turning Scrolls into Footfall: The Power of Content-led Experiences



Heng Jo Yee
Senior Strategist
iMedia Asia

1610 - Panel
From Attention to Influence: Building Adaptive Brands for Humans & Machines



David Soo
MD
PHD (Moderator)



Imun Lim
CMO
The BIG Group



Peter Yong
Co-Founder, CEO
FinLit Media



Su Ling Chan
Senior VP, Group Strategy
Omnicom Media



Sean Pang
Head of Agency
TikTok

1640
Adapting to Signals: Connecting Real-world Nuance to Media Orchestration



Vincent Pang
Managing Director APAC
Locala

1645
In Conversation: From Signals to Strategy



Shona Read
Head of Strategy
Omnicom Media



Sue-Anne Lim
CEO
UM Malaysia



Anannya Paliwal
Senior Director - Media Capabilities
Omnicom Media APAC

1720 - Closing Q&A

1730 - Partner Discovery Corners: Propel Your Brands Beyond the Expected

1830
Quiz Night: Looking Beyond Signals

Do you have what it takes to be the ultimate quiz champion?
Team sign-ups at the registration desk.

Networking Drinks till 2100

Main Partners



Supporting Partners

