



# Artificial Intelligence-Driven Transformation in Branding: Brand Magic 2025

InterContinental Resorts Maurilius Balaclava  
16 May, 2025

## TENTATIVE AGENDA

8:15 - 9:00	Registration / Refreshments
9:00 - 9:15	Unleashing Potential with Artificial Intelligence-Driven Brand Innovation - <i>Ravin Lama, Organising Committee, Brand Magic 2025</i>
9:15 - 10:00	The Nature of Artificial Intelligence: Intelligence, Creativity, and the Future of Collaboration - <i>Dale Imerman, VP Immersive Technology &amp; Artificial Intelligence, WPP</i>
10:00 - 10:30	TEA/COFFEE BREAK
10:30 - 11:15	The Human in Artificial Intelligence: Balancing Technology, Creativity & Ethics in Branding - <i>Amnah Ajmal, Thought Leader. Public Speaker.</i>
11:15 - 12:00	Artificial Intelligence-Driven Brand Strategy: Enhancing Agility, Consistency and Reputation in a Digital World - <i>Jupiter Huidrom, Senior Vice President, Integrated Media Strategy at Weber Shandwick, Singapore</i>
12:00 - 13:00	LUNCH BREAK
13:00 - 13:45	The Art of Artificial Intelligence: Merging Technology with Creative Vision- <i>Uma Rudd Tan, Executive Creative Director and Co-founder KVUR, Singapore</i>
13:45 - 15:15	Masterclass: How to Combine the Latest Artificial Intelligence Tools to Create Magic for Brands - <i>Richard Norton, Creative Technologist and Co-Founder, The Peeps, UK</i>
15:15 - 15:45	TEA/COFFEE BREAK
15:45 - 16:15	Guest Speaker: Beyond the Logo: How AI Creates Hyper-Personalized Brand Experiences - <i>Casie Lane Millhouse, Founder Sashiyu, Singapore</i>
16:15 - 17:09	Panel Discussion – Artificial Intelligence in Action: How Mauritius Brands Are Harnessing Artificial Intelligence for Competitive Advantage
18:15 - 20:15	Networking Cocktail

*Duration: 6.15 Hours (excluding Tea/Coffee and Lunch Breaks + Networking Cocktail)*

