



Main Conference: 4 – 5 December 2018
Pre-conference workshop: 3 December 2018
Post-conference workshop: 6 December 2018

Event Website: <http://bit.ly/DTA18CMOA10>

Venue: Singapore

Short Write up:

DESIGN-LED STRATEGIES AND SOLUTIONS FOR ACHIEVING SUSTAINABLE COMPETITIVE ADVANTAGE

Design Thinking as a concept is rapidly evolving and is being used extensively to facilitate customer acquisition and brand loyalty as well as, drive corporate efficiency and streamline internal processes with technology. The immense value that design thinking offers has prompting companies across Asia to position it at the core of their strategy development and organizational change in order to create a culture that is focused on a human-centric way of problem solving

IQPC's inaugural **Design Thinking Asia** Summit will gather the top minds of the industry on a single platform to discuss the opportunities and challenges surrounding design thinking and how it can be successfully implemented to drive profitability, customer-centricity and competitive advantage.

Key Theme for 2018:

- Imbedding design thinking as a part of your overall human-centered company culture
- Design thinking as a tool to steer innovation, efficiency and organization performance
- Overcoming challenges for ideating, implementing solutions and measuring success
- Driving consumer experience and brand loyalty through a design-led model
- Practical applications, emerging technologies and industry best practices

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