

DMCKL2026

Digital Marketing Conference Kuala Lumpur

Driving Growth with Sustainability

9, 10 & 11 June 2026

St. Giles Mid Valley Kuala Lumpur

EVENT
PROSPECTUS

An annual
event by

Skill-Lyft

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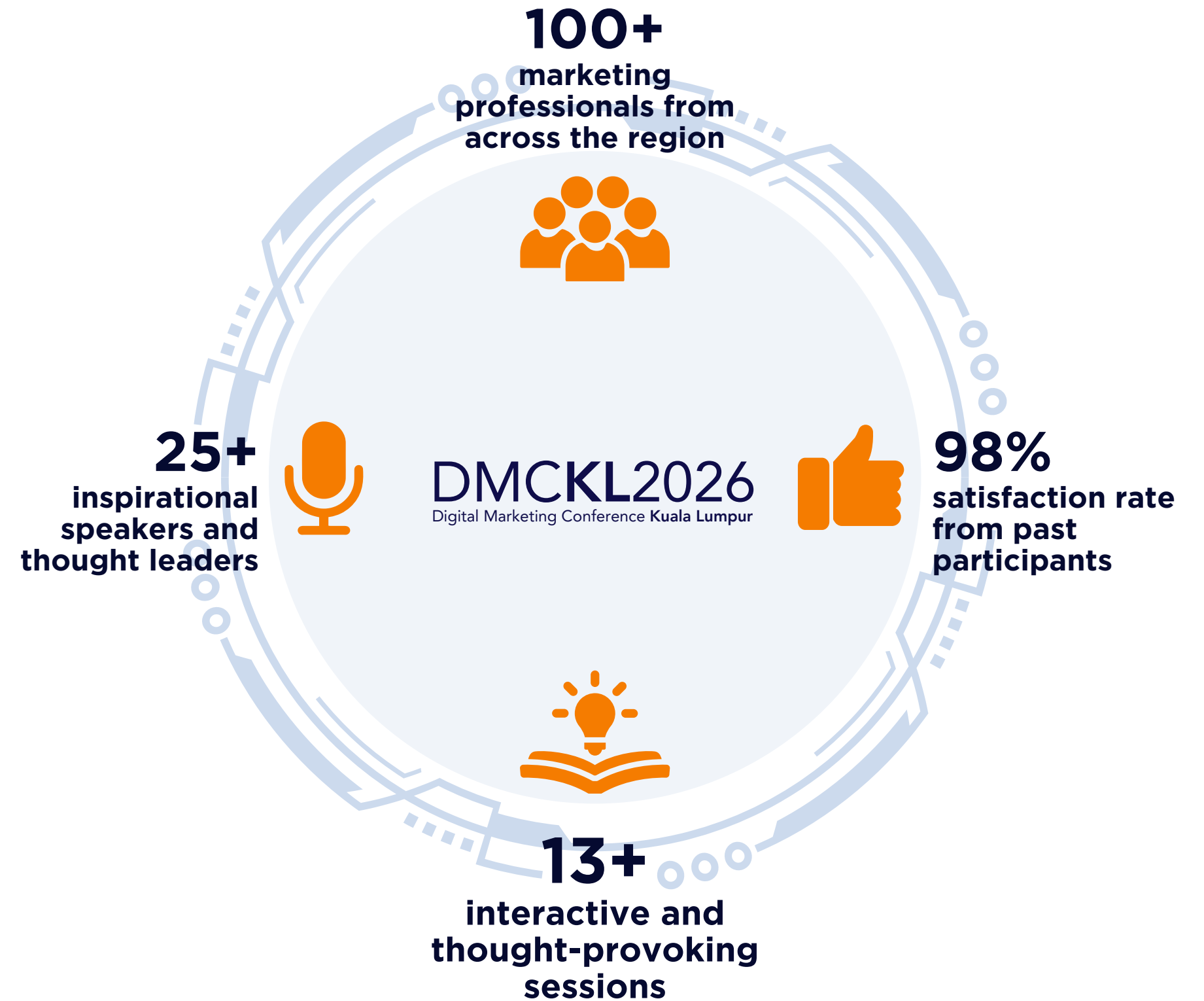
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Growth HUB

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STRATEGIC ASIA MARKETING ALLIANCE

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ABOUT DMCKL

The Digital Marketing Conference Kuala Lumpur (DMCKL) is a premier annual gathering of marketers, innovators, and thought leaders shaping the future of digital marketing. Since its inception, DMCKL has earned a reputation for bold themes and forward-looking conversations, from **Crafting Presence Through AI in 2024** to **Redefining Digital Engagement in 2025**. Each year, the conference unites global leaders, experts, and brands to exchange insights, explore innovations, and chart the next chapter of digital marketing.

In **2026**, DMCKL advances its vision with the theme **“Driving Growth with Sustainability”**. This edition spotlights the convergence of ESG, responsible AI, and evolving social influence as the new engines of marketing growth. With four dedicated pillars; **1) Sustainable Digital Strategies, 2) Responsible AI & Governance, 3) Evolving Social Influence, and 4) Growth & Impact Measurement**, DMCKL2026 offers a platform to learn, upskill, network, and lead in building a digital future where profitability, responsibility, and purpose go hand in hand.



THEME OVERVIEW

DMCKL2024 **Crafting Presence Through AI**

DMCKL2025 **Redefining Digital Engagement**

DMCKL2026 **Driving Growth with Sustainability**

This year's theme, **Driving Growth with Sustainability**, weaves ESG principles, responsible AI, and social influence into the very fabric of modern marketing. At DMCKL2026, professionals will engage in thought-provoking sessions and collaborative dialogue designed to spark purposeful growth in an ever-shifting digital world. Today, brands are no longer defined only by presence and engagement, but by the **trust they nurture**, the **impact they create**, and the **responsibility they choose to carry**.

CONFERENCE PILLARS

1

Sustainable Digital Strategies

Embedding ESG into marketing campaigns, creating purpose-driven narratives, and delivering impact beyond profit.



WHY

2

Evolving Social Influence

Reimagining the role of social media and influencer ecosystems in driving authentic, ethical, and positive impact.



HOW

3

Responsible AI & Governance

Harnessing AI responsibly with transparency, fairness, and accountability to build lasting consumer trust.



WITH WHAT

4

Growth & Impact Measurement

Redefining success metrics to balance profitability, sustainability, and measurable societal impact.



SO WHAT

OUR AWESOME SPEAKERS




Elizabeth Taylor
LinkedIn Top Voice,
META Certified AI & Digital
Marketing Trainer




Ragunath 'Pak Joe' Murthy
Founder & Chief
Rainmaker



Arina Kok
APAC Climate Change
Advisory Leader



Tudor Marian
Performance Solutions
Specialist



Dr. Allinnettes Adigue
Director, ASEAN
Regional Network




Chanratanak Rong
Assistant Director / Group
Head of Marketing
Communications




Hans Weemaes
Director
Project Management &
Sustainability



Jacqueline Alexis Thng
Global Most Influential
Marketing Leader



Felix Chong
Client Partner



Rayfeal Lopez
Head of Sales, Mid Market
Asia, LinkedIn Marketing
Solutions



Mason Tay
Director, Global
Markets Growth



Ngai Yuen Low
Managing Director,
AEON360



Jeremiah Su
Community Manager
The Beyond
Conference Host



Dosik Bang
Head of APAC Enterprise
& Strategic Marketing




Lee Wen Tan
Country Director




Syed Mohammed Idid
General Manager,
Strategic Communications &
Stakeholder Engagement



Anis Yusof
Group Chief
Communications Officer




Krishman Vargès
Director, Board &
Corporate Governance
Services



Chitra Sridharan
Chief Customer Experience
& Marketing Officer



Leong Sat Sing
Vice President,
Sustainability



Bharat Suri
Advisor, Coach & Investor
Former Head at TikTok,
ByteDance & LinkedIn



Mihira Kulatunga
Head of Marketing
(MY/SG)



Razy Shah
Business Director &
Co-Founder



Rhys 'Mat Salleh Cari Makan' William
Chief Executive Officer



Norafida Ramlee
Head of Marketing



CONFERENCE AGENDA

9 June 2026

Day 1

- 08:00 Registration, Welcome Refreshment, Networking
-
- 09:00 Connect & Warm Up: Building the Day's Energy
-
- 09:30 **POWER PANEL | The Future of Marketing: Trends, Expectations & Sustainable Growth**
Cross-Pillars > Discover how AI, data ecosystems, and platform innovation are redefining marketing strategy. Senior leaders reveal emerging trends, shifting consumer expectations, and the strategic approaches brands must adopt to thrive in the next era of digital marketing.
Elizabeth Taylor (Spotlight Marketing), Rayfeal Lopez (LinkedIn), Bharat Suri (former TikTok), Tudor Marian (Google)
-
- 10:45 Morning Break, Networking
-
- 11:15 **KEYNOTE 1 | The Future is Sustainable: Embedding Purpose in Digital Transformation**
Pillar 1: Sustainable Digital Strategies (WHY) > This keynote uncovers how organizations can embed sustainability and purpose at the core of digital transformation. Learn how leadership can align innovation, brand values, and long-term stakeholder impact to succeed in a purpose-driven economy.
Ngai Yuen Low (AEON360)
-
- 11:55 **KEYNOTE 2 | Designing Long-Term Growth with Responsible Digital Practices**
Pillar 1: Sustainable Digital Strategies (WHY) > Discover how organizations can architect digital transformation initiatives that balance growth, accountability, and sustainability. This session examines governance frameworks and responsible practices that drive enduring business value.
Hans Weemaes (Turner & Townsend)
-
- 12:35 Lunch Break, Networking
-
- 14:00 **PANEL 1 | Greenwashing or Genuine? Holding Brands Accountable in the Digital Era**
Pillar 1: Sustainable Digital Strategies (WHY) > This panel unpacks how brands can communicate sustainability credibly. Discussions cover transparency, reporting standards, and strategies for meeting growing consumer and regulatory expectations.
Arina Kok (EY), Leong Sat Sing (UCSI Group), Dr. Allinnettes Adigue (Global Reporting Initiative), Syed Mohammed Idid (West Coast Expressway)
-
- 14:45 **KEYNOTE 3 | Trust, Positioning & Human Connection in Modern Digital Marketing**
Pillar 2: Evolving Social Influence (HOW) > This session highlights practical strategies for standing out in crowded digital spaces and cultivating lasting relationships that drive brand loyalty and sustainable growth.
Razy Shah (2Stallions)
-
- 15:25 Tea Break, Networking
-
- 15:45 **PANEL 2 | Turning Digital Communities into Loyal Brand Advocates**
Pillar 2: Evolving Social Influence (HOW) > Discover how global and regional brands are transforming online communities into powerful advocacy networks. The panel shares actionable strategies for engagement, storytelling, and relationship-building in a digitally native, consumer-driven world.
Elizabeth Taylor (Spotlight Marketing), Dosik Bang (IBM), Lee Wen Tan (mCanvas), Rhys William (MSCM Studios)
-
- 16:30 **KEYNOTE 4 | Monetizing Influence: The Creator Economy in 2026 and Beyond**
Pillar 2: Evolving Social Influence (HOW) > The creator economy is evolving at unprecedented speed. Explore how brands can build authentic partnerships with creators, unlock new monetization models, and navigate the dynamic platform landscape to drive engagement and revenue.
Felix Chong (Meta)
-
- 17:10 Day 1 Wrap-up - Key Takeaways & Reflections
-
- 17:15 End of Day 1

CONFERENCE AGENDA

10 June 2026

Day 2

08:00 Registration, Welcome Refreshment, Networking

09:00 Connect & Warm Up: Building the Day's Energy

09:10 **PANEL 3 | Responsible AI in Action: Building Trust Without Slowing Innovation**
Pillar 3: Responsible AI & Governance (WITH WHAT) > Examine how organizations can deploy AI responsibly without compromising innovation. The session highlights practical approaches for ethical AI adoption, risk management, and building consumer trust.
Ragunath 'Pak Joe' Murthy (reAinmaker), Krishman Varges (Deloitte), Mason Tay (Tripadvisor), Mihira Kulatunga (Unilever Food Solutions)

09:55 **KEYNOTE 5 | Balancing Innovation & Sustainability in AI Marketing**
Pillar 3: Responsible AI & Governance (WITH WHAT) > This session provides a governance lens on AI adoption in marketing. Learn how regulatory frameworks, ethical standards, and strategic oversight can guide responsible, trustworthy, and impactful AI deployment.

10:35 Morning Break, Networking

11:05 **INTERACTIVE WORKSHOP | Design Sprint: Building Your 2026/2027 Digital Roadmap**
Cross-Pillars > A hands-on design sprint that helps participants turn conference insights into practical marketing strategies. This interactive session guides teams in prioritising initiatives, aligning technology with business goals, and building a clear digital roadmap for 2026 and beyond.
Elizabeth Taylor (Spotlight Marketing)

12:45 Lunch Break, Networking

14:00 **KEYNOTE 6 | Beyond Clicks: Where Experience Meets Digital**
Pillar 4: Growth & Impact Measurement (SO WHAT) > This session explores how brands can create meaningful customer experiences that drive engagement, loyalty, and real business impact through the right blend of technology, insights, and human connection.
Norafida Ramlee (EON Berhad)

14:40 **KEYNOTE 7 | AI at the Speed of Human Behaviour: Reshaping Marketing and Customer Experience for the Next Era**
Pillar 4: Growth & Impact Measurement (SO WHAT) > This session explores how AI is redefining customer engagement, from hyper-personalisation and predictive journeys to agentic commerce and AI-mediated discovery. With examples drawn from leading players' rapidly evolving digital ecosystems, Jacqueline will show how companies can redesign marketing, customer experience and growth strategies for an AI-powered future.
Jacqueline Alexis Thng

15:20 Tea Break, Networking

15:40 **FINAL POWER PANEL | The Next Five Years of Marketing Leadership: Three Perspectives, One Future**
Cross-Pillars > Senior marketing executives share forward-looking perspectives on how technology, AI, sustainability, and evolving consumer behavior will shape marketing leadership over the next five years.
Ragunath 'Pak Joe' Murthy (reAinmaker), Chanratanak Rong (Sunway Healthcare Group), Chitra Sridharan (MCIS Life), Anis Yusof (QSR Brands)

16:40 Day 2 Wrap-up - Key Takeaways & Reflections

17:00 End of Conference

WORKSHOP AGENDA

11 June 2026

Day 3 - WORKSHOP (OPTIONAL)

08:00 Registration, Welcome Refreshment, Networking

09:00 **Generative Search & AI SEO: Boost Your Brand's Visibility**

Search is undergoing its biggest transformation in a decade. With AI-driven generative answers, predictive search behavior, and evolving ranking signals, traditional SEO tactics no longer guarantee visibility. Brands relying on old strategies are already seeing traffic drops, unpredictable performance, and content that fails to appear in AI-summarised results.

This intensive 1-day workshop equips marketing and digital leaders with practical strategies to future-proof their SEO in an AI-driven landscape. You'll gain clarity on how generative search works, learn to create content that ranks and gets surfaced by AI systems, and leave with actionable frameworks to implement immediately.

Through a mix of strategic insights and hands-on exercises, you'll understand AI-powered search mechanics, experience-led content, and semantic optimisation. By the end of the day, you'll have a clear roadmap to enhance visibility, improve content discoverability, and optimise for AI-driven search in 2026.

Lead Trainer: Elizabeth Taylor

17:00 End of Workshop

HIGHLIGHTS AT #DMCKL2025

Main Sponsor



Event Partner



WHO SHOULD ATTEND

DMCKL2026 is designed for professionals who want to stay ahead in the evolving digital marketing landscape. Whether you're shaping strategies, driving campaigns, or leading innovation, this is the place for you.

- ✓ **CMOs, Marketing Directors & Brand Leaders**
- ✓ **Digital & Social Media Strategists**
- ✓ **Performance & Growth Marketers**
- ✓ **Content Creators & Influencers**
- ✓ **Data, Analytics & MarTech Specialists**
- ✓ **ESG & Sustainability Communication Leaders**
- ✓ **Academics, Researchers & Industry Analysts**

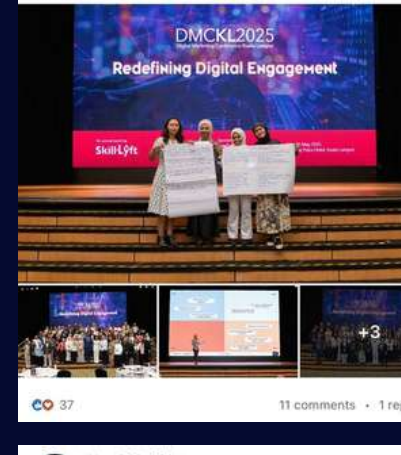
WHAT OTHERS SAY?

Here's how marketing professionals described their DMCKL experience on LinkedIn.

Stephy Lok, ACIM · 1st
Strategic Marketing | Commercial Operations | Digital...
3mo · 🌐



Siti Natrah Amirah · 2nd
Brand & Marketing Strategist | 10+ Yea...
3mo · 🌐



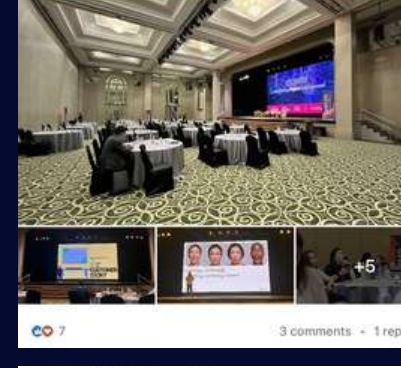
Gerald Koh · 1st
Marketing | Public Relations | Video Content Creator |...
3mo · Edited · 🌐



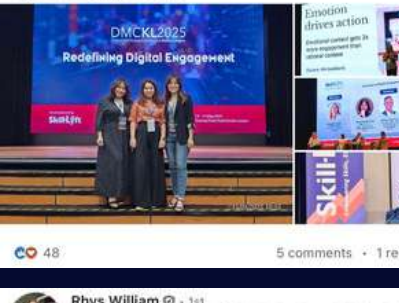
Yi Qi Lau · 3rd
Digital Marketing | Social Media Content...
3mo · 🌐



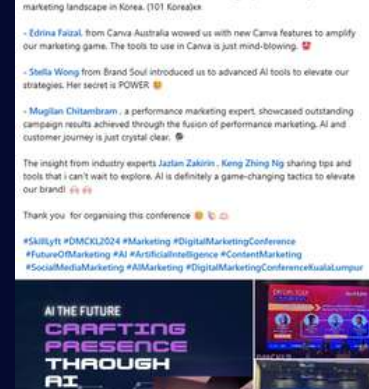
Nurul Shahidaa · 1st
Marketing Executive
3mo · Edited · 🌐



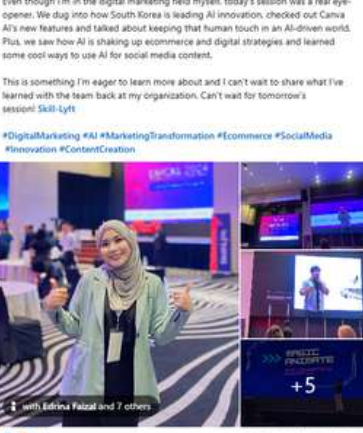
Lydia N. · 2nd
Head of Marketing and Product Manag...
3mo · Edited · 🌐



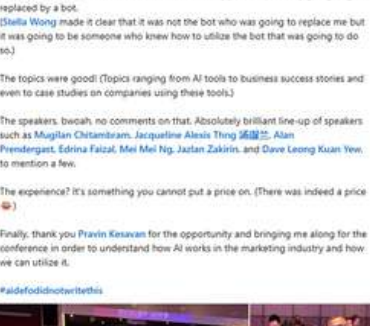
Nadia Aly · 2nd
Customer Experience Specialist | Enhancing customer journey...
1yr · Edited · 🌐



Sara Sofia · 1st
Marketing Communication Consultant | CRM Q&S International | Enhancing...
1yr · Edited · 🌐



Dradespan Asulianth · 2nd
Sales Director & Marketing Specialist | Content, Social, Strategy | ARE...
1yr · 🌐



Kym Ooi · 2nd
Business Process Specialist | HRBP
1yr · 🌐



Sarah Marie W. · 2nd
TikTok Shop Partner | ROI based marketing | Get more views...
3mo · Edited · 🌐



Farah Arina · 1st
Digital Marketing Manager at Attans Hotels & Resorts
3mo · 🌐



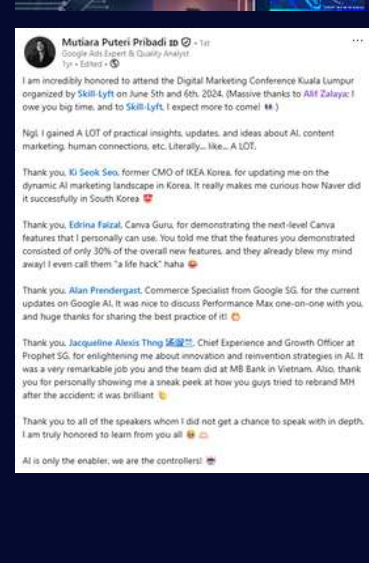
Nicholas Leong · 1st
Head Of Media Relations, Asia Pacific at DHL
3mo · Edited · 🌐



Rhys William · 1st
Content Creation Expert | 200+ Million Views | 2,000+ Video...
3mo · 🌐



Vimal Seharaj · 2nd
Retail Marketing
1yr · Edited · 🌐



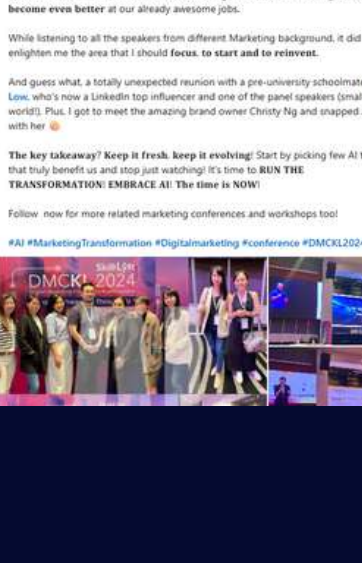
Mutiara Putri Pribadi · 1st
Google Ads Expert & Quality Analyst
1yr · Edited · 🌐



Muhammad Zulhikim · 1st
Marketing Executive
1yr · 🌐



Aries Lee · 2nd
Head of Marketing at Quatern Logistics
1yr · Edited · 🌐



CONFERENCE PASS

2-Day Conference (9 & 10 June)

Package A	Standard Pass RM3,200	Group Pass RM2,900 <small>*min 3 participants</small>	Early Bird Pass RM2,700 <small>*until 17th April</small>
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OR

2-Day Conference + 1-Day Workshop (9, 10 & 11 June)

Package B	Standard Pass RM3,900	Group Pass RM3,600 <small>*min 3 participants</small>	Early Bird Pass RM3,400 <small>*until 17th April</small>
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What's Included in Each Package

- ✓ **Access to both conference days** with curated, high-impact sessions
- ✓ **Welcome pack** to get you conference-ready from day one
- ✓ **Coffee & tea breaks** to recharge and connect between sessions
- ✓ **Networking lunch** with fellow professionals, speakers, and industry peers

Important Notes

- Fees are per participant, inclusive of SST, and **100% HRD Corp Claimable** under the SBL-Khas Scheme.
- Workshop session (Package 2 only) are limited to 25 participants to ensure in-depth discussion.

 **REGISTER HERE**



SPONSORSHIP OPPORTUNITIES

Maximise Your Brand's Impact at DMCKL2026

Position your brand at the forefront of Malaysia's digital marketing movement. Our exclusive sponsorship packages are designed to deliver targeted exposure, meaningful engagement and long-term value.

EMERALD RM30,000	Only 1 slot
GOLD RM15,000	Only 2 slots
SILVER RM10,000	Only 3 slots

Complimentary 2-Day Conference Passes

Speaking Opportunity

Panel session

Branding & Visibility

Logo featured in:

- Digital ads
- Email campaigns
- DMCKL2026 landing page
- Event buntings & backdrops

Priority Logo Placement

Featured prominently on all event visuals (top-tier placement)

Conference Guide Advertisement

Full-colour ad in printed event booklet

On-stage Acknowledgment

Verbal mention during Opening and Closing Remarks

Social Media Exposure Dedicated sponsor post on:

- LinkedIn
- Instagram

Promotional Insert

1 brochure placed in delegate welcome kits

Post-Event Recognition

Featured in recap content, videos, and highlight montage across YouTube and LinkedIn

EMERALD
RM30,000

GOLD
RM15,000

SILVER
RM10,000

5 passes

3 passes

2 passes

1 slot

Not included

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Do you have any questions?
Reach out to us at dmckl@skill-lyft.com or **+6011-3613-4122**.



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This conference is registered and approved by HRD Corp under SBL-KHAS Scheme (Employer-Specific Course).