

BE  
MORE

*unusual*  
our labour movement

**ntuc**  
National Trades Union Congress

WIN WITH

# DISRUPTIVE INNOVATION

**U PME WEEK**

20 - 23 Mar 2017 (Mon - Thu) | NTUC Centre

Organised by:



## Event Schedule

20 Mar 2017 (Mon) ▶ InfoComm Tech		NTUC Centre, One Marina Boulevard
Time	Topic	
12:00 - 12:30	Registration	
12:30 - 13:00	Infocomm Media Industry & TechSkills Accelerator	
13:00 - 13:40	Movement of ICT Talent and Sharing on Re-Architecting your Resume	
13:40 - 14:00	Q & A	
14:00 - 15:25	Introduction Class and Industry Panel: What is Blockchain and Blockchain Industry 1.0	
15:30 - 15:45	Tea Break	
15:45 - 16:25	Internet of Things (IoT): Impact and Opportunity	
16:30 - 17:55	Business Canvas Model: Master Digital Marketing and Operations / Design Thinking 101	
18:00 - 18:55	Climbing the Tech Tree with Care	
19:00 - 20:00	Impact of AI on Singapore	

  

21 Mar 2017 (Tue) ▶ Talent Management		NTUC Centre, One Marina Boulevard
Time	Topic	
15:00 - 15:25	Registration	
15:30 - 16:30	The Future of HR	

  

22 Mar 2017 (Wed) ▶ Finance & Accountancy		NTUC Centre, One Marina Boulevard
Time	Topic	
11:45 - 12:15	Registration	
12:30 - 13:05	FinTech: Singapore As a Smart Financial Centre	
13:10 - 13:40	Future Skills of Business and Finance Professionals	
13:45 - 14:15	Value of Internal Audit in Organisations in the Changing World	
14:20 - 14:50	The New Technology Ecosystem in the Financial Services Industry	

## Event Schedule

23 Mar 2017 (Thu) ▶ Marketing		NTUC Centre, One Marina Boulevard
Time	Topic	
13:15 - 13:45	Registration	
13:45 - 15:00	Culture of Innovation in Marketing	
15:00 - 16:00	Pokémon Pioneers: Innovations in Using Data to Disrupt the Customer Experience	
16:00 - 17:00	The Future of Creativity: Top 5 Tips to Optimise Ads Across Media Platforms in the Digital World	
17:00 - 18:00	What Your Personal Brand Really Says About You	

### Other inspiring events to look out for at U PME Week

Date & Time	Topic	Venue
20 Mar 2017 (Mon) 14:00-17:00	Disruptive Marketing Series: Digital Acceleration and Growth Opportunities in 2017	70 Pasir Panjang Rd <b>Google Asia Pacific</b>
21 Mar 2017 (Tue) 18:00-20:30	PME Freelancing Triple Bill	<b>NTUC Centre, One Marina Boulevard</b> Level 9, Room 903
21 Mar 2017 (Tue) 18:30-21:00	Tech in Asia	<b>NTUC Centre, One Marina Boulevard</b> Level 7, Room 701
22 Mar 2017 (Wed) 19:00-21:00	So You Want To Be a Product Manager?	<b>NTUC Centre, One Marina Boulevard</b> Level 7, Room 701
23 Mar 2017 (Thu) 18:30-21:00	101 on Digital Marketing	<b>NTUC Centre, One Marina Boulevard</b> Level 9, Room 903

Schedule is correct at time of printing. Schedule is subject to change without prior notice.

### Attended U PME Week?

Visit [ntuc.co/pmeweek17feedback](http://ntuc.co/pmeweek17feedback) to share your feedback with us!

For more information on U PME Week, visit:

 [ntuc.org.sg/pmeweek](http://ntuc.org.sg/pmeweek)  [fb.com/UPMEcentre](https://fb.com/UPMEcentre)

# Start up your career at UPME EXCHANGE

25 Mar 2017 (Sat) | 10am – 5pm  
Suntec Singapore Convention & Exhibition Centre  
Hall 404

**NTUC Members \$18 (Public \$25)**



Startups thrive on innovation as well as disruption and have been shaking-up many stagnant industries. Can we adopt a similar mindset to shake-up our careers and progress further than we thought possible?

Gain insights from our speakers:



**GRACE SAI**  
CEO & Co-Founder  
Impact Hub Singapore



**MICHAEL DISTEFANO**  
Senior VP & Chief Marketing Officer  
Korn Ferry



**JOEL LEONG**  
Co-founder, ShopBack



**VIRGINIA CHA**  
Adjunct Professor,  
NUS Business School, INSEAD  
Professor-in-Residence SIM Platform E

...and many more!

Join in an interactive dialogue with:



**CHAN CHUN SING**  
Secretary-General  
National Trades Union Congress

Discover how you can adopt the mindset of a startup to win with disruptive innovation.

**Register now at [ntuc.co/upmexchg](http://ntuc.co/upmexchg)**

Jointly organised by:



Supported by:

