

# The Creative Content Production Conference

19 – 20 JUNE 2013 | Marina Bay Sands Singapore

## Producing and Distributing Successful Content in Asia

### Keynote Speakers Include



**Mohd. Naguib Razak**  
Film & Content Industry  
Development  
Consultant, **Blue In Green  
Media** (former Director  
General, FINAS)



**Mike Lake**  
CEO  
**Pinewood Iskandar  
Malaysia Studios**

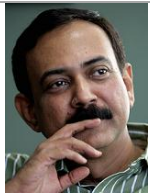


**Sharad Devarajan**  
Co-Founder & CEO  
**Graphic India**

### NEW for 2013!

- 1 Producers Dialogue
- 2 Funding Ideas and Investors Panel
- 3 Asia's Top Programmers Dialogue
- 4 New Focus Session on "The Future of Branded Content"

### SPEAKER HIGHLIGHTS



**A K Madhavan**  
CEO  
**Crest Animation**



**Stuart McAra**  
Executive Producer  
**Industrial Light &  
Magic (ILM)**



**Persis Shanker**  
Executive Producer  
**Sony Pictures  
Television  
Networks Asia**



**Chan Gin Kai**  
Executive Producer  
**Silver Media  
Group**



**Jeremy Hall**  
Executive  
Producer, Director  
**One Animation**



**Fotini Paraskakis**  
Director of Content  
**FremantleMedia**



**Michele Schofield**  
Senior Vice  
President-  
Programming &  
Marketing  
**AETN All Asia  
Networks**



**David Gunson**  
VP of Channels  
South East Asia  
**Universal Networks  
International**



**Eddy Tan**  
Vice President  
Programming  
**Fox International  
Channels**



**Charmaine Kwan**  
Vice President of  
Programming  
**Discovery  
Networks Asia-  
Pacific**

### Featuring Special Exclusive Interviews with.....



**Bey Logan**  
Founder & Producer  
**B&E Productions**



**Colin Goh**  
Co-Founder and  
Director  
**Ocean  
Butterflies Music**

### Unrivalled Networking, Funding Opportunities, Unfolding Hidden Success Stories for Filmmaking.

#### Key topics include:

- Case studies on what the profitable scripts to produce in Asia
- Right pitching strategies to secure funding for your content
- What content are programmers choosing and what goes onto the screens?
- Examining the right platform for branded content in Asia
- Innovations in TV and film education in Asia – Grooming young talented individuals for the future
- How can the power of music help tell your story and engage viewers effectively?

Colocated with:

**Broadcast Asia 2013**  
INTERNATIONAL CONFERENCE

Organised by:

Singapore Exhibition  
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A Part of :



# Welcome to The Creative Content Production Conference 2013

Back for its 4<sup>th</sup> successful year, the **Creative Content Production Conference** will run from **19-20 June 2013** at Marina Bay Sands Singapore.

The conference theme – **Producing and Distributing Successful Content in Asia** – reflects the fact that many producers in Asia are facing challenges in producing good and right content that has global appeal. The way in which content is now delivered and demand from viewers are evolving rapidly, and industry players must keep up or even be ahead of this change.

## What's New For 2013

The 2013 programme has been further developed to an even higher level – both in speaker seniority and depth of content! It will bring you a whole new series of topics from thought-leaders including an **Asia's Top Producers and Programmers Dialogue**, **Funding Ideas**, an **Investors Panel** sharing their expectations in a pitch and many more.

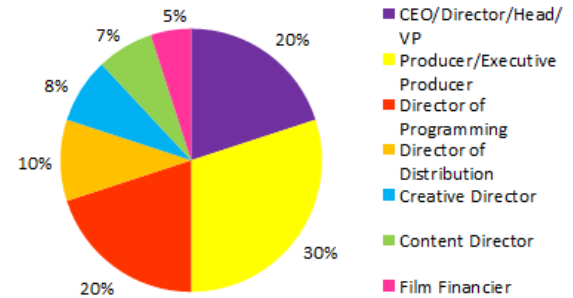
## Join Us!

Hesitate no more, gather a team and meet with key industry representatives at The Creative Content Production Conference from **19-20 June 2013** at Marina Bay Sands Singapore. Expect to meet more than 250+ delegates!

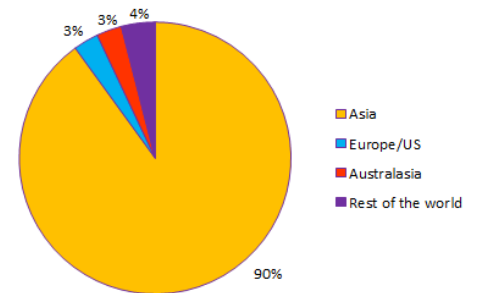
**We look forward to welcoming you to Singapore in June.**

## Who You Can Expect to Meet:

### Job Function



### Country



## Also Happening:

**BroadcastAsia2013**  
INTERNATIONAL CONFERENCE

*Enhancing User Experience,  
Monetising Content*

Recognised as Asia's definitive and largest broadcast event, BroadcastAsia2013 International Conference returns from **18-21 June 2013** at Marina Bay Sands Singapore.

### Keynote Speakers Include



## 9 Exciting Tracks for 2013

### Monetising Content – Innovative Business Models Tracks

- Embracing OTT Opportunities in Asia
- OTT: The New Content Experience – Multiscreen and Connected TV
- Pay-TV: The Next Key to Future Prosperity?
- Multi-Platform Content Monetisation and Social TV
- Half Day OTT Workshop: Emerging vs Developed Regions – Different Business Models to Monetise Content

### Broadcast Technology and Infrastructure Tracks

- Next-Gen Innovation and Technology in TV
- DVB-T2 Planning and Implementation in Asia
- File-Based Workflow and Cloud Broadcasting
- Broadcast Infrastructure and Transmission

**NEW FOR 2013**

Embracing OTT Opportunities in Asia

Connected TV Evolution

Pay-TV: The Next Key to Future Prosperity?

Broadcast Infrastructure and Transmission

Country Focus Sessions

Broadcasters Exclusive Interview Sessions

































Captains of Industry and CTO Dialogues

**WORKSHOP**

Emerging vs Developed Regions Different Business Models to Monetise Content



## BENEFIT FROM THE INSIGHTS OF 30+ VISIONARY SPEAKERS INCLUDING

	Patrick Schult CEO <b>Media Stable</b> (ex CEO, FremantleMedia Asia		Mike Lake CEO <b>Pinewood Iskandar Malaysia Studios</b>		A K Madhavan CEO <b>Crest Animation</b>		Jeremy Hall Executive Producer and Director <b>One Animation</b>
	Stuart McAra Executive Producer <b>Industrial Light &amp; Magic (ILM)</b>		Persis Shanker Executive Producer <b>Sony Pictures Television Networks Asia</b>		Chan Gin Kai Executive Producer <b>Silver Media Group</b>		Bey Logan Founder and Producer <b>B&amp;E Productions</b>
	Juan Foo Assistant Director (Quality Assessment), Assessment Group, <b>Media Development Authority (MDA)</b>		Chee Nien Lau Producer <b>18g Pictures</b>		Lorna Tee Co-Festival Director <b>International Film Festival Malaysia</b>		Dominic Ow Managing Director <b>Project Peanut</b>
	Fotini Paraskakis Director of Content <b>FremantleMedia</b>		Michele Schofield Senior Vice President- Programming & Marketing <b>AETN All Asia Networks</b>		Mok Choy Lin VP Programming <b>Channel News Asia (Media Corp)</b>		Eddy Tan, Vice President Programming, <b>Fox International Channels</b>
	Sian Ju Tan Vice President, MTV & Comedy Central Brands, Asia <b>Viacom International Media Networks</b>		Jouko Ahvenainen Chairman & Co-Founder <b>Grow VC International</b>		David Gunson VP of Channels, South East Asia <b>Universal Networks International</b>		Abhigyan Jha CEO and Founder <b>Undercover Productions</b>
	Adeline Foo Scriptwriter <b>Diary of Amos Lee</b>		Richard Powell Head of Content <b>Bartle Bogle Hegarty (BBH)</b>		Gisli Snaer Head, The Putnam School of Film, Faculty of Media Arts <b>LASALLE College of the Arts</b>		Colin Goh Co-Founder and Managing Director <b>Ocean Butterflies Music</b>
	Dr Pieter (Pia) Aquila, Associate Dean and Site Director <b>Tisch Asia</b>		Stella Wee Senior Lecturer Creative Writing for TV and New Media <b>Singapore Polytechnic</b>		Tony Chow <b>International Media Consultant</b>		Young Chien Lim Producer Partner <b>FICTION 9 INC</b>
	Sian Kevill CEO <b>MAKE World Media</b>		Natan Edelsburg Vice President <b>Sawhorse Media</b>		Danny Duijs General Manager Asia Pacific <b>Prestige Charter</b>		Percy Chua CEO <b>M2B World Asia Pacific</b>

<b>Day 1 (Wednesday): 19 June 2013</b>	
08.00am	Registration
09.00am	<b>Chairman's Welcome Address</b> Tony Chow, <b>International Media Consultant</b>
<b>What is Great Content and How to Distribute Them Effectively?</b>	
09.10am	<b>Opening Keynote: Capitalising on the Opportunities of the Creative Industries and How Asia is Positioning Itself Globally</b>  Mike Lake, CEO, <b>Pinewood Iskandar Malaysia Studios</b>
09.40am	<b>Producers Dialogue: Producing the Right Content in Asia - The Hidden Success Story</b> <ul style="list-style-type: none"> <li>• Tackling the challenges of developing a series with global appeal, especially in Asia</li> <li>• How do you re-create the same user experience and story line across all platforms?</li> <li>• How are producers transforming their content to make it adaptable to different consumers?</li> <li>• Examining the different styles and approaches each producer takes from development to pre and to post production in different Asian regions</li> <li>• What are the issues of creating content for international audiences?</li> <li>• How are producers tackling the issue of the lack of good scriptwriters in Asia and/or profitable scripts to be marketed?</li> <li>• How can production houses upscale or get their content ready when the industry goes into digitisation?</li> <li>• How are producers tackling the problem of growing competition in Asia and decreasing margins in the production for content?</li> </ul> <p><u>Panellists:</u> Persis Shanker, Executive Producer, <b>Sony Pictures Television Networks Asia</b> Stuart McAra, Executive Producer, <b>Industrial Light &amp; Magic (ILM)</b> Chee Nien Lau, Producer, <b>18g Pictures</b> Jeremy Hall, Executive Producer, Director, <b>One Animation</b> Lorna Tee, Co-Festival Director, <b>International Film Festival Malaysia</b> Young Chien Lim, Producer, Partner, <b>FICTION 9 INC</b> (tentative)</p> <p><u>Moderator:</u> Juan Foo, Assistant Director (Quality Assessment), Assessment Group, <b>Media Development Authority (MDA)</b></p>
10.30am	Morning Break and Refreshments
11.00am	<b>The Production of "Every Singaporean Son" – Case Study of Cross-Platform Success: Developing Content for Internet and TV</b>  "Every Singaporean Son" is a documentary series commissioned by Singapore's Ministry of Defence, showcasing the process of Basic Military Training in Singapore. Capturing all the action on film were producer Dominic Ow and his crew from One Dash 22 and Project Peanut. The documentary, initially released in 2010 as a web series, has garnered more than two million online views, and is arguably the most popular Singapore-produced serial web content to date. The series was re-versioned for cable TV in 2011 and was nominated for "Best Cross-Platform Content" at the 16th Asian Television Awards 2011.  In this presentation, Dominic will share his experience on how he conceptualised the idea to the actual filming and distributing it on the Web and TV. He will also address some of the challenges he and his team faced and how they overcame these hurdles to making this series a success in Asia.  Dominic Ow, Managing Director, <b>Project Peanut</b>
11.20am	<b>Pushing Content to the Right Multi-Platform Devices</b> <ul style="list-style-type: none"> <li>• Strategies to deliver content effectively through multi-platforms and screens in Asia - what's working, what's gone wrong?</li> </ul>

	<ul style="list-style-type: none"> <li>• What is the changing face of content production in Asia?</li> <li>• Addressing the challenge of obtaining rights for live channels for other markets</li> <li>• How are the industry players planning to work together to drive up ratings for their shows?</li> <li>• How can the industry be prepared on to meet the changing demands of today's and tomorrow's audiences - what's beyond this?</li> </ul> <p><u>Panellists:</u>  Fotini Paraskakis, Director of Content Asia, <b>FremantleMedia Asia</b>  Sian Ju Tan, Vice President, MTV &amp; Comedy Central Brands, Asia, <b>Viacom International Media Networks</b>  Percy Chua, CEO, <b>M2B World Asia Pacific</b></p>
12.00pm	<p><b>Case Study: How the Shorty Awards Created an Awards Show From a Viral Web Platform</b></p> <p>The Shorty Awards honour the best of Twitter, Facebook, Foursquare, YouTube, Tumblr, Quora and more. Shortys are, in a nutshell, the first ever major Hollywood-type awards show that uses one of the mediums its honouring as part of the nomination process. Whether you just have a Facebook page, have dabbled in Twitter or seeing some #hashtags on TV, it's clear that social media is affecting pop culture the same way television and the movies have.</p> <p>Learn from Supervising Producer, Natan Edelsburg on:</p> <ul style="list-style-type: none"> <li>• How the Shorty grew from a small voting idea to a major show</li> <li>• Unique ways the Shortys produce content on a year-round basis and how the Academy was built from the ground up</li> <li>• How the Shortys are redefining the ways of working with celebrities</li> <li>• Innovating the awards show format via social and live streaming</li> </ul> <p>Natan Edelsburg, Vice President, <b>Sawhorse Media</b></p>
12.30pm	Lunch Break and Exhibition Viewing
13.40pm	<p><b>Creating and Developing Successful Content in Asia</b></p> <p>Undercover Productions CEO and Founder, Abhayan Jha will talk about how the company creates and generates audiences across the entire content spectrum. He will also share about his team's content insights and strategies for the next multi-platform era in Asia.</p> <p>Abhayan Jha, CEO and Founder, <b>Undercover Productions</b></p>
<b>Funding Ideas</b>	
14.10pm	<p><b>In Conversation with..... Bey Logan, Founder and Producer, B&amp;E Productions</b></p> <p>British-born writer-producer Bey Logan began his film career in Hong Kong independent cinema crafting screenplays for the films 'White Tiger' and 'Ballistic Kiss'. In 1998, he joined the Media Asia film company, where he wrote and co-produced two documentaries, 'Jackie Chan: My Story' and 'Jackie Chan: My Stunts'. He went on to write the English dialogue scenes for the film 'Gen-X Cops', and was a co-writer on its sequel, 'Gen-Y Cops'.</p> <p>In this interview, Bey will share his strategies on <b>Securing Funding for the Right Content in Asia</b>. Some of the issues he will discuss include:</p> <ul style="list-style-type: none"> <li>• Resolving the problems encountered when making both local and international films</li> <li>• Challenges faced as a producer - what can new producers learnt from his experience?</li> <li>• What are the challenges faced in securing funding for productions?</li> <li>• What can new start-ups learn when it comes to pitching investors on ideas?</li> <li>• Content that would have global appeal in Asia</li> <li>• The role of crowd funding and alternative sources of financing – how can these work in Asia?</li> </ul> <p>Bey Logan, Founder and Producer, <b>B&amp;E Productions</b></p>

14.40pm	<p><b>How Can Crowd Sourcing Works in Asia?</b></p> <ul style="list-style-type: none"> <li>• What on earth is crowd sourcing?</li> <li>• How are great ideas being funded?</li> <li>• How is content being evaluated?</li> <li>• How does ownership or intellectual property work in such models?</li> <li>• What are the most funded projects for such models?</li> <li>• The role of crowd funding and alternative sources of financing – how can these work in Asia?</li> </ul> <p>Jouko Ahvenainen, Chairman &amp; Co-founder, <b>Grow VC International</b></p>
15.20pm	<p><b>POWER PANEL: Investments in Ideas</b></p> <ul style="list-style-type: none"> <li>• What are the financiers' expectations from producers in this new era?</li> <li>• How much investment dollars are typically invested into an idea?</li> <li>• What are financiers looking for in a pitching from the producers?</li> <li>• How do financiers evaluate an idea or story?</li> <li>• What are financiers' main goals of each funding initiative in Asia, especially for smaller production houses?</li> <li>• What new initiatives are financiers' looking at for 2014?</li> </ul> <p><u>Panellists:</u>  Chan Gin Kai, Executive Producer, <b>Silver Media Group</b>  Chen Man Lung, President, <b>Mutual Work Media Investment Fund</b>  Jouko Ahvenainen, Chairman &amp; Co-founder, <b>Grow VC International</b>  Sharad Devarajan, Co-Founder &amp; CEO, <b>Graphic India</b></p>
16.00pm	<p><b>Chairman's Closing Remarks</b></p>
16.10pm	<p><b>End of Conference Day 1</b></p>

**Day 2 (Thursday): 20 June 2013**

08.00am	Registration
09.00am	<b>Chairman's Welcome Address</b> Janine Stein, Editorial Director, <b>ContentAsia</b>
09.10am	<b>Opening Keynote: Transmedia &amp; Transcreation: How Technology and Globalisation are Transforming Media &amp; Entertainment</b>  Today there is an increased convergence of media activity as Hollywood studios, gaming companies, digital media companies and television networks all begin to compete and consolidate in creating multi-platform, IP franchises, designed to engage worldwide consumers across various media devices simultaneously. These franchises allow media companies to mitigate their risk through multiple revenue streams, while providing consumers new levels of engagement and storytelling with their favourite characters and stories. Beyond technology, as consumers interact with and engage with content across borders at digital speed, will the type of entertainment they want to experience also begin to fundamentally change? What are the new creative strategies needed by producers to keep up with this technology and globalisation?  This session will explore two of the biggest disruptive trends taking place in media today – technology and globalisation.  Sharad Devarajan, Co-Founder & CEO, <b>Graphic India</b>
09.40am	<b>POWER PANEL: Asia's Top Programmers Dialogue</b> <ul style="list-style-type: none"><li>• What opportunities and hurdles are programmers facing in Asia; what types of content are they getting?</li><li>• What are Asian buyers' programming, scheduling and marketing challenges?</li><li>• How are programmers choosing what goes onto the screens in Asia?</li><li>• What format or content is HOT and is now in demand in the market?</li><li>• Getting hired on TV programming team - what are programmers expecting in producer's pitch?</li><li>• The importance of ratings</li><li>• What new initiatives are programmers thinking for 2014?</li></ul> <p><u>Panelists:</u> Michele Schofield, Senior Vice President - Programming &amp; Marketing, <b>AETN All Asia Networks</b> Mok Choy Lin, VP Programming, <b>Channel News Asia (Mediacorp)</b> Eddy Tan, Vice President Programming, <b>Fox International Channels</b> David Gunson, VP of Channels, South East Asia, <b>Universal Networks International</b> Charmaine Kwan, Vice President of Programming, <b>Discovery Networks Asia-Pacific</b></p> Moderator: Patrick Schult, CEO, <b>Media Stable</b> (ex CEO, FremantleMedia Asia)
10.20am	Morning Break and Refreshments
10.50am	<b>Keynote: The Dream of a Creative Economy: The Challenge for Asian Policy Makers and its Creative Content Community</b> <ul style="list-style-type: none"><li>• What is a "Creative Economy"? Why "Creative Economy"? Why are cities, states and nations, even UN looking at this seriously?</li><li>• Are Creative Economies competitive/mutually exclusive? Can they be collaborative/complementary?</li><li>• What is the potential and promise of Creative Economy for Asia and ASEAN?</li><li>• A Euro model for Asia/ASEAN?</li><li>• The Creativity-first vs Content-first conundrum.</li><li>• Why our policy makers should not be left alone to design and deliver our Creative Economies</li><li>• The crucial role of the Creative Content community in stewarding the Creative Economies agenda.</li></ul> Mohd Naguib Razak, Film & Content Industry Development Consultant, <b>Blue In Green Media</b> (former Director General, FINAS)



11.20am	<p><b>Innovating TV and Film Education in Asia – Grooming Young Talented Individuals For the Future</b></p> <ul style="list-style-type: none"> <li>• Examining the production talent in Asia - how are we overcoming the lack of talent in Asia?</li> <li>• Establishing systemic TV and film education and training institutions - how are schools nurturing young talented individuals for the development of the industry?</li> <li>• Role of the tertiary institution as educator: Theory versus practice</li> <li>• Global vs regional media production curricula for a transnational marketplace</li> <li>• Creativity vs Discipline: Nurturing not only the talent but the discipline required to survive in the media industry</li> <li>• Identifying the challenges of writing English content in Asia</li> <li>• Managing expectations: Everyone wants to be a film maker, what about creating content for TV and the Web?</li> </ul> <p><u>Panelists:</u>  Dr Pieter (Pia) Aquilia, Associate Dean and Site Director, <b>Tisch Asia</b>  Gisli Snaer, Head, The Putnam School of Film, Faculty of Media Arts, <b>LASALLE College of the Arts</b>  Stella Wee, Senior Lecturer, Creative Writing for TV and New Media, <b>Singapore Polytechnic</b>  Adeline Foo, Scriptwriter, <b>Diary of Amos Lee</b>  Juan Foo, Assistant Director (Quality Assessment), Assessment Group, <b>Media Development Authority (MDA)</b></p> <p><u>Moderator:</u>  Danny Duijs, General Manager Asia Pacific, <b>Presteigne Charter</b></p>
12.00pm	<p><b>Betting Big on 3D Animation Movies in Asia</b></p> <ul style="list-style-type: none"> <li>• Overview of Asia's 3D content production</li> <li>• Illustration of "Alpha and Omega" a 3D animation film that goes across genres and generations - how has this been a success?</li> <li>• How was the storyline developed and distributed across multi-platform devices?</li> <li>• What are the challenges faced in conceptualising a 3D animation film from filming to distribution?</li> </ul> <p>A K Madhavan, CEO, <b>Crest Animation Studios</b></p>
12.30pm	Lunch Break and Exhibition Viewing
<b>The Future of Branded Content and Content Protection</b>	
14.00pm	<p><b>Finding the Right Platform for Branded Content in Asia</b></p> <ul style="list-style-type: none"> <li>• Examining how the industry has advanced over the past year for branded content screenings</li> <li>• Understanding how brands are using content effectively and on which platform</li> <li>• Measuring the value of branded content</li> <li>• Case study examples</li> </ul> <p>Sian Kevill, CEO, <b>MAKE World Media</b></p>
14.30pm	<p><b>How can the Power of Music Help Tell Your Story Effectively? – Using Music to Engage Consumers</b></p> <p>Ocean Butterflies Music is the most influential and comprehensive independent music powerhouse in Asia. It administers over half of a millions songs from all over the world, partnering with strategic partners on extensive digital/mobile distribution and licensing network. In this conversation with Colin Goh, Co-founder and Managing Director of Ocean Butterflies Music, he will discuss:</p> <ul style="list-style-type: none"> <li>• How can producers convey the often abstract qualities of tone and feeling they want their project's music to capture?</li> <li>• How do music supervisors translate those discussions into a compelling</li> </ul>



	<p>soundtrack?</p> <ul style="list-style-type: none"> <li>• In what ways can the music industry help brands to accelerate consumer engagement through music?</li> <li>• What should you be looking for in music to fit the topic, mood, theme or pace of your video/film story?</li> <li>• Respecting copyright laws - how do you abide to it?</li> <li>• What should music services and content providers do to leverage new social opportunities?</li> <li>• How can the music industry and musicians change the way they compose, produce and license music in order to become better business partners?</li> </ul> <p>Colin Goh, Co-Founder and Managing Director, <b>Ocean Butterflies Music</b></p>
15.00pm	<p><b>Case Study: Realising the Power of Branded Content in Asia</b></p> <ul style="list-style-type: none"> <li>• Key strategies on how to do branded content successfully</li> <li>• Understanding how branded content is evolving in Asia</li> <li>• Examining how advertisers are using it – what can you learn from these examples</li> <li>• Other case study examples</li> </ul> <p>Richard Powell, Head of Content, <b>Bartle Bogle Hegarty (BBH)</b></p>
15.30pm	<p><b>Protecting Your Content In The New Digital World</b></p> <ul style="list-style-type: none"> <li>• Identifying the big changes going on across the entertainment business landscape and what they mean to content security</li> <li>• Examine how content security can pose business opportunities</li> <li>• Understanding the legal aspects of data protection and regulation for social media</li> <li>• What are the risks to employing a distribution model via social media and how are these managed?</li> <li>• What must companies do to comply with the relevant Data Protection Regulations?</li> </ul> <p>Cheah Yew Kuin, Senior Associate, <b>Baker &amp; McKenzie</b></p>
16.00pm	<b>Chairman's Closing Remarks</b>
16.10pm	<b>End of Conference</b>