

The Digital City: Designing Experiences For eCommerce Consumers

Given the increasingly competitive business landscape, leaders need to be able to identify and capitalize on new opportunities.

When you want to..

Unify online and offline brand experiences.

Ensure consistent omnichannel branding and service.

Optimize customer journeys with data-driven decisions.

Designed ideally for...

Senior Leaders

Middle Management

Associates & Professionals

University Students

Associations

Client **Events**



In this practical keynote, you will:

- Explore strategies for seamlessly connecting the online and offline worlds to create a unified brand experience.
- Learn what it takes to achieve consistency in branding, messaging, and customer service across all channels.
- Reflect on the importance of data-driven decision-making in optimizing the omnichannel customer journey.



Aeton Lim, MSID-AD

Strategic Innovation & Foresight Consultant
Accredited Board Director (SID-AD)

Aeton brings extensive [consulting and forecasting experience on innovation and go-to-market strategies](#), particularly for leading, world-class clients in the Fast Moving Consumer Goods (FMCG) industry, both in Asia-Pacific region as well as other markets within Europe, the United States, Middle East and Latin America.

Aeton is also a [NielsenIQ award-winning Thought Leadership expert](#) that regularly provides his perspective to Asia C-suite thought leadership pieces to help advance and shape perspectives. [He is also an Honoree in the prestigious Global GreenBook Future List in 2025](#), a recognition to his leadership, professional growth and helping to trailblaze the future of the industry. In 2024, he worked together with London's deputy major of Business; Howard Dawber's agency, London & Partners to enable organizational global capability enhancement.

Outside of work, Aeton is an [accredited board director](#) at the Singapore Institute of Directors that advocates for effective corporate governance, sustainability and transformation for meaningful change. He has also mentored non-profit leadership alongside board-level executives, providing guidance on growth direction.

What We Need From You

Audience Context

- Company Brief Background
- Audience Brief Background
- Context Of Event

Event Arrangements

- Confirmed Venue / Potential Venue
- Date of Event
- Time of Event

Speaker Context

- Role Expected of Speaker
- Topic of Speaking Engagement
- Keynote? (Y/N)
- Any other details/special requests to take note of?

Budget Context

- Optimal budget / budget range for this speaking engagement

Speaker Logistics

- Please arrange for all podiums to be moved off-stage or to either side of the stage, if possible.
- A wireless, lavalier (preferred) or lapel microphone
- Power supply to power his laptop
- A projector (VGA or HDMI input)
- A speaker system with a mini plug for audio output from the laptop
- A confidence monitor (if possible)

Thank you!

As next steps, feel free to reach out to share the details around your speaking engagement needs, so that the approach would be tailored around your needs.



Aeton Lim, MSID SID-AD

Accredited Board Director of Singapore Institute of Director (MSID-AD)

Strategic Analytics & Insights, Innovation Consultant

Certificated Foresight Practitioner