



MARKETING

360 INFLUENCE

Nothing but content

Event Brochure – 27-29 April 2021 (3-Full Days)

MARKETING

360 INFLUENCE

What is Influence 360?

The concept is simple; this is an event that caters to market needs, built for content and communications strategists with the aim of making marketing interesting and impactful. If you care about making content better for your audience, your customers and your organization, then you're in the right place.

**The only content
conference
worth your time**



Nothing but content

We are not going to bore with inane stuff you already know or could read somewhere, this is THE bootcamp for all things content and communications that will make you simply one heck of a content strategist!

Event details

Why Influence 360

When everyone's making content, you know it'll take next level creativity and a solid game plan for your content to stand out. Writing a good article or taking a good picture are no longer *good enough*.



More detail

At a
glance

3 full-days

Action-packed to the max with multiple formats for a robust learning experience

300+ attendees

Content leaders and influencers From all around APAC

70% plus

Attendees are director-grade or above senior professionals within the region

50+ speakers

Content leaders and influencers speaking, sharing and teaching

Influence 360 is an all-round conference that will take you through the practical steps of crafting good content for the modern audience, honing your storytelling skills, deploying effective strategies for constant change and turbulent times, and discussing challenges and opportunities that you should capitalize to maximise engagement, influence and impact in every piece of work and campaign.

20+

No BS, only action and solutions-oriented sessions

Who Influence 360 is for

- Senior marketing and PR professionals (in-house or agencies)
- Company leaders
- Content strategists, creators and managers
- Industry thought leaders
- Community managers
- Influencers & KOLs

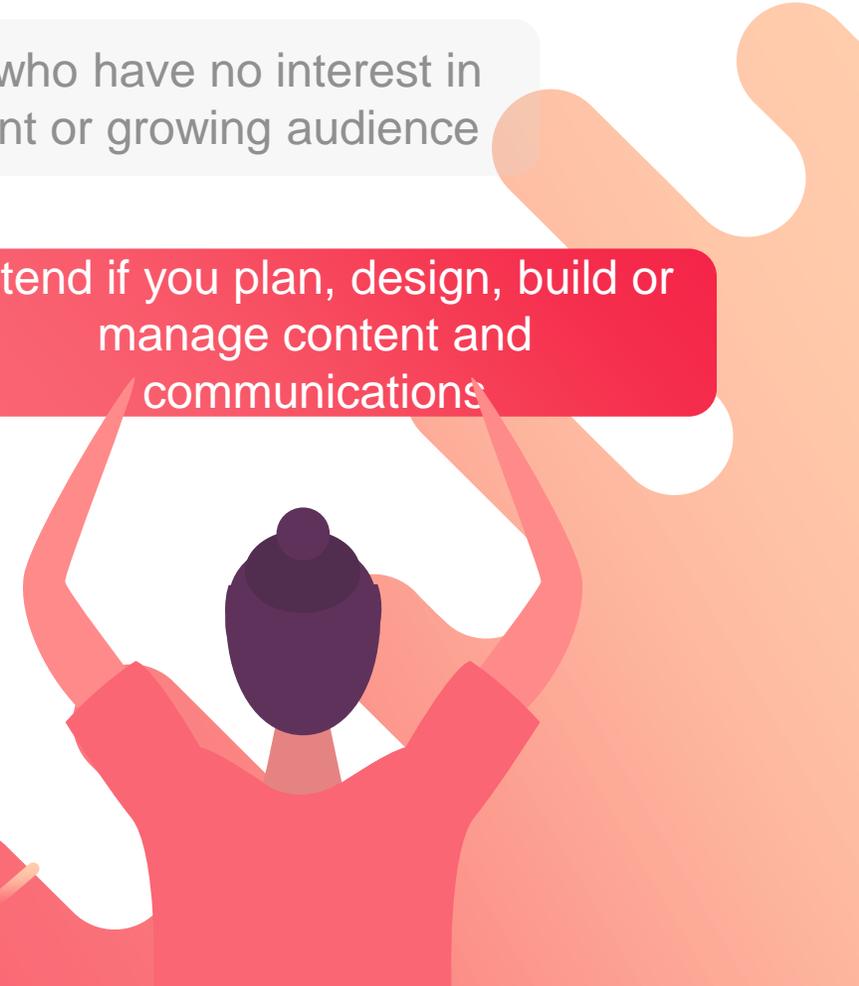
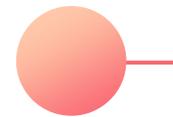
70% plus

Director-grade or above senior executives and decision makers

Not for people who don't create or handle any form of content

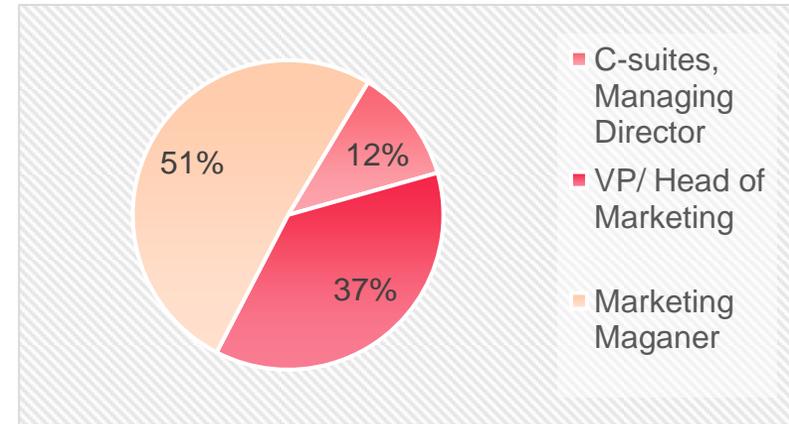
Not for people who have no interest in bettering content or growing audience

Attend if you plan, design, build or manage content and communications

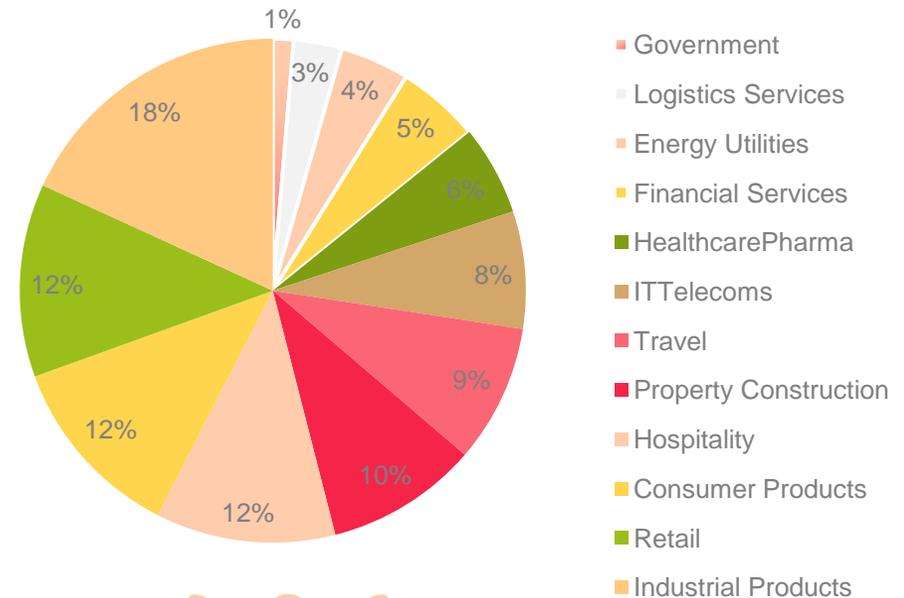


Attendee Demographics

By Seniority



By Industry



What's in it for delegates

- **Trendsetting topics**
- **No BS or sales pitches**
- **Real learning and guaranteed takeaways**
- **Expand your network**

As usual with Marketing Magazine events, we bring about an immersive and interactive experience to the audience and Influence 360 is no different.

01 Trendsetting topics

We invite only masterminds who really have done the legwork, who knows what they're doing and are so good in their craft they can teach even experts a thing or two about content and influencer marketing

02 No BS or sales pitches

The whole programme is curated to only bring out useful and practical information (see agenda) that you can implement straight away. Moderators and content developers will ban all fluff or sales pitches

03 Real learning

Forget about events where you attend and wonder where your time went or what you've learnt. You'll have all the tools and solutions to begin action by end the conference

04 Strong network

Strengthen your network with over 500 like-minded marketing practitioners and share the secrets of success

What's in it for sponsors

- **Brand in the spotlight**
- **Generate Leads and new contacts**
- **Demonstrate thought leadership**
- **Showcase your products and services**

As usual with Marketing Magazine events, we bring about an immersive and interactive experience to the audience and Influence 360 is no different. Sponsors get immense value from our events and can look at bespoke packages to cater to business needs.

01 Branding

Build brand awareness through our marketing and promotions and be seen by 500+ event attendees

02 Lead - Gen

Meet and network with delegates, speakers and fellow sponsors

03 Thought Leader

Gain competitive advantage by building trust in your brand, developing your community and positioning yourself as an authority in the industry as a speaker

04 Showcase

Promote your offering directly to attendees during networking and breaks

Themes and Formats

Day 1 - Captivate

- Start conversations and attract interest
- Impactful storytelling and trendsetting
- Develop engaging experiences and customer journeys

Day 2 - Convince

- Advanced copywriting and communications
- Growing your audience and reach

Day 3 - Convert

- Action-oriented content strategies
- Proven content technologies
- Future of content



Virtual but not limiting

This is unlike any virtual event; Influence 360 comes in different formats and levels of interaction. You can still meet with people and engage with speakers, on top of learning - this is curated for a truly immersive experience similar to what you can get in a physical event.



We take heed to ROI

Employers can see proof that this is a conference that delivers, we have a full guide as to why this event is worth the time and every cent spent, but the agenda and lineup of speakers, experts, thought leaders and who attends could speak for itself.

● Speaking sessions

The usual keynotes, panels and fireside chats / interviews (30-45min)

● Content corners

Short break-out sessions for stories, content ideas, ask-me-anything (<20 min)

● Intensive crash courses

Deep-dive into a topic with a industry expert (30min-1hr)

● Content club

Slack channels for different sessions for networking and community

Day 1 – Captivate

Tentative Topic Ideas

Surviving COVID as a Marketer

Mark came down with the virus that subsequently led to his business crashing. Hear the story of how Mark reimaged and rebuild his business amidst a global pandemic

- Mark Schaefer, Author, *The Content Code*



Why your content and editorial calendar is failing you and your business

There are common reasons and mistakes that render your content calendar useless, here are the ways to avoid them and a template that shows you how to build a content calendar



First, you have to be human

Humanising your content needs to be at the forefront of your influence and content strategy



Just because you can doesn't mean you should – debunking content myths for 2021

Say no to content fake news, this is a low down on advice and suggestions going outdated and irrelevant, how to interpret what's happening right now, and what you should be doing in response.

Evergreen content – perks of repurposable materials

Let's be honest – it's simply impossible to produce an endless stream of brand new content every single day, especially given time and resources constraints. That's why you need to prioritise content that doesn't go out of date learn to repurpose existing content into another format or for another platform.



The power of sound: sonic content strategies



How do you write about something that won't be read? Furnish your content strategy with an audio experience and learn to make podcasts and narrated stories as part of your content plan

Responding to and aligning with societal issues

Customers increasingly expect the content they interact with to provide them with Relating to the social issues and trends they care about. Realising the value of purpose of this type of content and your intent will help avoid massive faux pas.

Producing content at scale: tips and tricks

Generate hundreds of content ideas quickly and easily



What neuroscience teaches us about creating genuinely memorable content

Psychology is the shortcut to effective content that achieves whatever goals you set, improve user experience, and make long-lasting impact. And it's as simple as adhering to 5 principles.



Engineer experiences that inspire action in an unpredictable world

At the end of the day, you want to know that the content you put out has made a change in the world, in form of convincing a customer to make a purchase or to convert someone from a non-believer to a believer.

My career in content

Hear from a master creator how they carved out a piece of the world with their unique take on creating content that people just can't get enough of.

Day 2 – Convince

Tentative Topic Ideas



Copywriting RULES

You cannot rise above the noise when your emails, your white paper, your ads, your videos and everything you throw into your content bucket is largely ignored, and usually the biggest problem is that your copy sucks. Here is a copywriting workshop to change the way you go about this highly useful discipline



The fight starts within



It's all well and good to fight for clout amongst customers, but if the people you work with don't see the value, your hard work will never get the exposure it deserves. Strengthen the role of content within your structure and work better with different internal stakeholders.



Scientific secrets to satisfy: habits of highly persuasive communicators

To be a persuasive communicator—prompting people to do what you want them to—you need to know the decision-making shortcuts all humans have. And you need to know how to use them to your advantage,

Audience-driven content: expand your reach with the right tools

Any of your effort will be pointless if you don't know what your audience thinks and therefore wants to hear. Keep up and embed yourself into the conversation with social listening and analysis tools and let your audience tell you what to say.



Audience growth on budget

Build a content system for all intents for the bootstrapped marketer

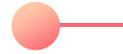
Neutrality or authenticity: a post-truth era soul search

As we find ourselves in polarizing situations increasingly often, you need to walk that fine line, find the best way to be true to your beliefs while not alienating any of your fan base.



Winfluence: Changing the entire influencer gameplan

Rethink influencer marketing and why developing strategies around KOLs with enormous audiences could be that one campaign that can fail your business



Hear me out: publish and disseminate content the right way

How do you know and choose the right time and the right platform to let your creative content into the wild?



Mobilizing a content community

Find and secure valuable partnerships with other content creators and distributors, use customers-generated content to create buzz, and mobilize your brand leaders, sale and communication departments to create new distribution channels.



Day 3 – Convert

Tentative Topic Ideas

Segmentation and localization – how technology can help you



All about personalisation, and finding what makes each unique customer tick

The good and bad of having your own data team

As the fastest-growing business functions, it seems logical to want an in-house team, but is it truly right for your organisation at this moment? Are there hidden risks and costs? And is outsourcing the only alternative?

Beyond Technology

Revamp your digital transformation game plan to reflect both the change in customer journey as well as how your business operates internally, keeping in mind a true transformation is a culture shift



Micro-moment optimisation

The customer journey now consist of thousands of moments and tiny interactions: when they visit websites, social media, apps, or do a web search. Capturing their attention and implanting yourself into their subconscious is paramount now more than ever.



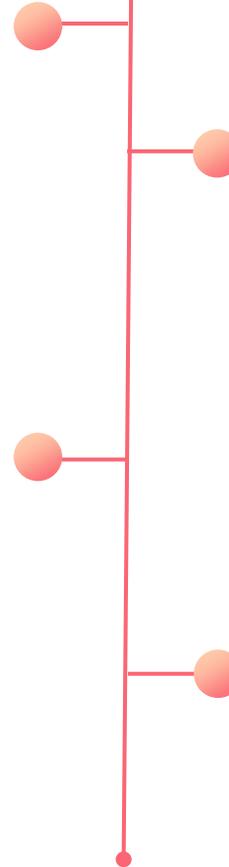


Optimising technology budget

How to do more with less and make sure that your investments in technology are making maximum return (monetarily and otherwise)

Conversion tactics across multiple touchpoints

Strategic email CTAs and realigning SEO optimization goals in an age of zero-click



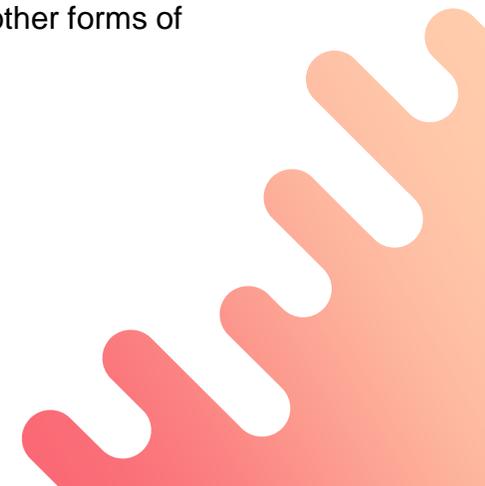
Measurement metrics that actually matter

Find out whether your content is truly effective by figuring out the measurement techniques that fit your overall organisational goals, and the tools that can help you



Constructive AI takeover

Let AI do the leg work for you. Explore ways you can incorporate AI copies, AI customer interactions, AI customer insights, AI content curation, and other forms of automation to save time and effort



**All sponsorship packages have limited numbers, and are sold on a first-come-first-serve basis*

Sponsorship Packages

Reach out to us for more bespoke sponsorship options to fit your needs

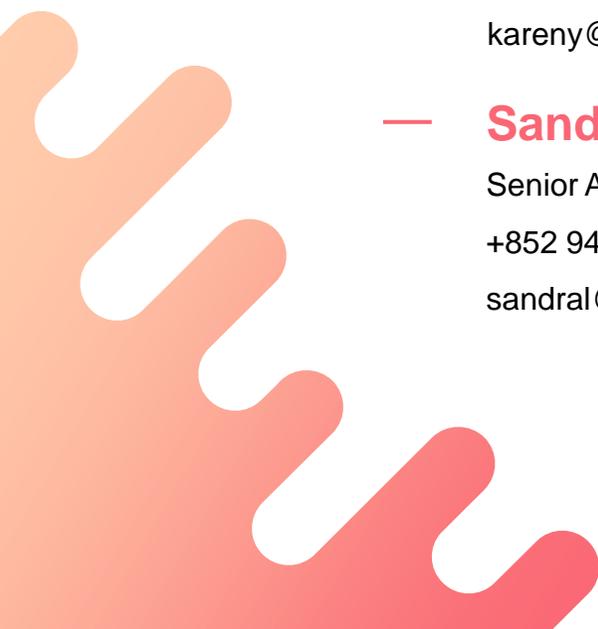


	Platinum	Gold	Silver	Exhibitor
Competitor exclusion (up to 3 companies)	•			
30-minute presentation (includes Q&A)	•			
20-minute presentation (includes Q&A)		•		
Panel participation (moderator or panelist)			•	
One virtual booth	•	•	•	•
30-second airtime showreel during intermissions (any one day)	•	•	•	
Access to attendees list	•	•	•	•
Featured on all email communications	•	•	•	•
Email distribution to all registrants post-event featuring sponsored thought leadership	•	•	•	•
Quoted and featured in post-event ebook	•	•	•	
Sponsor branding on event website	•	•	•	•
Sponsor branding on virtual event platform	•	•	•	•
Conference tickets	10	8	5	3
PRICING (HKD)	118,000	108,000	98,000	58,000

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Thank You

Please feel free to contact us should you have any questions

www.marketingmag.asia/influence360

