

Workshop: China Digital Marketing

Website: www.chinadigitalmarketing.global

WORKSHOP DAY 1 (MALAYSIA)	
08 30	Registration and morning refreshments <i>VIP pass holders meet with Ashley and collection of autographed books + Photo-time</i>
0850	Welcome note
0900	Speed networking/ Warm-Up.15 minutes for delegates to get to know each other + Group Photo Time
09 15	<p>China Market, Consumers & Digital trends</p> <ul style="list-style-type: none"> • Overview of the China Market • Modern Chinese consumers overview (1st, 2nd and 3rd tier cities) • Most desired product categories and reasons behind it • Overview of China's marketing & sales channels • Group Activity: Understanding China • Q&A with Ashley
1100	Morning break
1115	<p>WeChat – A 360° Understanding of China's Most Powerful Social Media</p> <ul style="list-style-type: none"> • Overview of WeChat: messaging, groups, official accounts and payments • Driving followers to your WeChat • How to launch effective WeChat campaigns and what kind of content works • WeChat advertising options • Introduction to the WeChat mini programs • Cases and best practices from B2C and B2B industries • Q&A with Ashley
1300	Networking lunch
1415	<p>Weibo - Winning on Weibo</p> <ul style="list-style-type: none"> • Overview of Weibo for marketing • Weibo customization • Developing a solid content strategy: the 4-1-1 rule • Followers acquisition and development • Weibo's newest features and future of the platform • Cases and best practices from B2C and B2B industries • Q&A with Ashley
1545	Tea Break
1600	Project Discussions + Day 1 Summary

WORKSHOP DAY 2 (MALAYSIA)	
08 30	Registration and morning refreshments
0900	Summary of Day 1 + Day 2 Intro
09 15	<p>Social Media Campaigns and Chinese Key Opinion Leaders (KOLs) - How to Run Effective SMM Campaigns</p> <ul style="list-style-type: none"> • Strategise your campaign, set realistic budgets and KPIs • WeChat & Weibo campaign rules to watch out for • Three types of campaigns that work on Chinese social • Step-by-step guide to launch an effective campaign • Q&A with Ashley <ul style="list-style-type: none"> • Overview of KOL industry in China: four types of Chinese KOLs • Find and audit your KOLs before promotion • How and how much will you pay • 5 steps to an effective KOL promotion • Group Activity: Becoming the campaigns guru and KOLs master • Q&A with Ashley
1100	Break
1115	<p>How to reach and attract the Chinese tourist in Malaysia</p> <ul style="list-style-type: none"> • Chinese tourist industry overview for marketers • Modern Chinese tourists: what do they want and how to sell it to them • Best way to market to travelling Chinese: KOLs, cross border ads, WOM • Is your shop ready: three things you can do now to double your sales from the Chinese tourists • Group Activity: Create your own China tourists strategy • Q&A with Ashley
1300	Networking lunch
1400	<p>What's next in China's digital space</p> <p><u>Looking beyond Weibo and WeChat</u></p> <ul style="list-style-type: none"> • Introduction to short video, forums and live streaming industry in China • How to win on MiaoPai & Yizhibo • Cheaper alternative to major platforms: Douyin, Yinke, Bilibili & Danmu • How to leverage the boom: China's hottest Toutiao and Kuaishou • B2B marketing in China: discover Zhihu, Douban and Baidu Zhidao • Group Activity: Experience the difference <p><u>How technology is setting a new reality in China and the world</u></p> <ul style="list-style-type: none"> • Overview of Alibaba's New Retail, JD's Unbounded Retail and Tencent's Smart Retail • There trends you can't miss: retail as entertainment, unified channel, gamification • The future is now: pop-up stores, LST retail integrated, merging social media & retail • Cases and best practices from B2C and B2B industries
1530	Fireside Chat & Project Discussion



CHINA

DIGITAL MARKETING

9-10 August
Kuala Lumpur

	<ul style="list-style-type: none">• How to decide objectives and KPIs, set budget and calculate ROI for China• Review and discuss one real case/project from the audience
1630	<i>Day 2 Summary and Final Q&A</i>
1700	<i>End</i>