

# MARKETING INSIGHTS

a unique half-day event for marketers

## Discover the Secret to Adopting Data-Driven Marketing in China

13 June 2018 • PARKROYAL on Pickering, Singapore

Event Sponsor



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# Discover the Secret to Adopting Data-Driven Marketing in China

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A free informational seminar

Agenda		
08.30am	Registration & networking over coffee / tea	
08.50am	Welcome address by <i>Marketing Magazine</i>	<b>Rezwana Manjur</b> Regional Editor <i>Marketing Magazine</i>
09.00am	<b>Marking the Smart Move for Data-driven Marketing</b> <ul style="list-style-type: none"><li>How has the growing digital ecosystem impacted marketing initiatives?</li><li>iClick Introduction + Data Application</li><li>iClick solutions as to help marketers run campaigns in Digital China</li><li>Capturing, leveraging and actioning data effectively</li></ul>	<b>Raymond Teoh</b> , General Manager, SEA, <i>iClick Interactive</i>
09.30am	<b>Discover how Baidu is leading the way in China's Big Data Revolution</b> <ul style="list-style-type: none"><li>The digital landscape in China and Baidu's strategy</li><li>Discover opportunities in China and how data reflects useful insights to potential marketers</li><li>Tap into the digital moments to acquire and retain Chinese netizens</li><li>Entering the China market, learn from Baidu's perspective</li></ul>	<b>Leone Lau</b> , Associate Sales Director, <i>Baidu International</i>
10.00am	Networking Break - coffee and tea served	
10.30am	<b>How Retailers Can Thrive in the Digital Age Nowadays</b> <ul style="list-style-type: none"><li>How has the digital revolution disrupted the retail industries over the years?</li><li>Identifying key areas of digital transformation in the retail sector</li><li>Understanding your customer data to empower your decision-making</li><li>Ways of Blending Big Data and Omni-Channel to drive retail success</li><li>Successful case study</li></ul>	<b>Michelle Teo</b> , Regional Marketing Manager – APAC, Digital & Community Marketing, <i>Johnson&amp;Johnson</i>
11.00am	<b>Research House</b> <ul style="list-style-type: none"><li>Sharing of Insightful findings on China's growing opportunity</li></ul>	<b>Radhecka Roy</b> Global Lead – Strategic Curation, <i>Ipsos</i>
11.30pm	<b>Panel discussion</b> <ul style="list-style-type: none"><li>Understanding and overcoming the challenges of Digital China</li></ul>	<b>All speakers</b>
12.00pm	Closing address by <i>Marketing Magazine</i>	<b>Rezwana Manjur</b> Regional Editor <i>Marketing Magazine</i>

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