

# MARKETING INSIGHTS

## Discover the secret to adopting data-driven marketing in China

Creating a strategic, data driven digital marketing in China

A [free](#) informational seminar

Wednesday, 13 June 2018, Park Royal Pickering Singapore, 08.30am-12.30pm

Admission is by invitation only

Agenda		
08.30am	<b>Registration &amp; networking over coffee / tea</b>	
08.50am	<b>Welcome address by <i>Marketing Magazine</i></b>	<b>Rezwana Manjur</b> 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, <b>iClick Interactive</b>
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, <b>Baidu International</b>
10.00am	<b>Networking Break - coffee and tea served</b>	
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, Johnson&Johnson
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 Ipsos
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	<b>Closing address by <i>Marketing Magazine</i></b>	<b>Rezwana Manjur</b>

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