

MARKETING INSIGHTS

a unique half-day event for marketers

Discover the Secret to Adopting Data-Driven Marketing in China

13 June 2018 • Park Royal Pickering Singapore

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

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