

Digital Marketing Communication China 2006

Conference Day One • Wednesday • 29 November 2006 • Ballroom 1 Level 4

0830 - 0900	Registration and coffee	
0900 - 0910	Chairman's Opening Remarks Sam Flemming, CEO CIC Data	
	DIGITAL MARKETING IN CHINA: WHAT'S HOT AND WHAT'S NOT	
0910 - 0950	Cost vs benefit of digital and traditional marketing channels David Ketchum, Chairman Asia Digital Marketing Association	1
0950 - 1030	Leveraging digital media to connect with youth in China Ed Elworthy, Brand Communications Director Nike China	2
1030 - 1100	Morning refreshments	
1100 - 1140	Win-win cooperation between traditional industry players with on-line gaming companies Tammy Chen, Senior Business Development Director The 9 Computer Technology Consulting (Shanghai) Co., Ltd	3
1140 - 1220	Utilizing Internet Word of Mouth for consumer insight Sam Flemming, CEO CIC Data	4
1220 - 1400	Networking lunch	
1400 - 1440	Mobile advertising: deploying and measuring wireless media	5

	<p>David Turchetti, CEO 21 Communications Low Li Ting, Regional Interactive Marketing Manager Johnson & Johnson Vision Care Asia Pacific</p>	
1440 - 1520	<p>3G Technology: myth or future marketing channel?</p> <p>Ian Chapman-Banks, Vice President Motorola Asia Pacific Pte Ltd General Manager, Marketing and Business Development North Asia, Mobile Devices</p>	6
1520 - 1550	Afternoon refreshments	
1550 - 1630	<p>Leveraging great content, building a digital entertainment company</p> <p>Yi Fei Li Executive Vice President of MTV Networks Asia Managing Director of MTV Greater China MTV China</p>	7
1630 - 1710	<p>Interactive Panel Session</p> <p>The digital era: How do you fully utilize the new Medias to effectively reach your audience and increase ROI?</p> <p>Alvin Wang Graylin, CEO, mInfo Inc. (Moderator) David Ketchum, Chairman, Asia Digital Marketing Association Kamel Ouadi, E-business and CRM Director, L'Oréal China Jason Jiang, Digital Marketing Manager, Nike China</p>	
1710	Chairman's Summary And Close Of Conference Day 1	

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Conference Day Two • Thursday • 30 November 2006 • Ballroom 1 Level 4

0830 - 0900	Re-registration and Coffee	
0900 - 0910	Chairman's Opening Remarks Lily Zou, Vice President iResearch	
	DIGITAL MARKETING IN CHINA: MOVING FROM THEORY TO PRACTICE	
0910 - 0950	China's digital marketing industry Gang Li, E-marketing Manager Electronic Arts	8
0950 - 1030	Enhance branding through effective cooperation with on-line portals Kamel Ouadi, E-business and CRM Director L'Oréal China	9
1030 - 1100	Morning refreshments	
1100 - 1140	Choosing the best online partner for your brand to increase results Lau Seng Yee, Executive Vice President, Online Marketing Services & Corporate Tencent	10
1140 - 1220	Effective ways to measure results from online advertising, online sales and marketing campaigns and your website activities. Magdalena Wszelaki, Regional VP, Strategic Planning Agenda Corporation	11
1220 - 1400	Networking lunch	

1400 - 1440	<p>Media's strategy--Shift from traditional to digital</p> <p>Ye Cai, Executive Chief Editor CCID China Computer Education</p>	12
1440 - 1520	<p>Linking digital marketing to your integrated communications strategy</p> <p>Lili Wang, CMO GE Consumer & Industrial, Asia Pacific</p>	13
1520 - 1550	<p>Afternoon refreshments</p>	
1550 - 1620	<p>Building strong brand image through digital marketing</p> <p>Yi Lun Ying, CEO, Energy Source Lei Liu, Senior Manager, CRM department, Shanghai Volkswagen</p>	
1620 - 1710	<p>Interactive Panel Discussion</p> <p>Looking for effective performance measurement practice to push sales or branding</p> <p>Lily Zou, Vice President, iResearch (Moderator) Gang Li, E-marketing Manager, Electronic Arts David Feng, Senior Brand Manager, The 9 Computer Technology Consulting (Shanghai)</p>	
1710	<p>Chairman's Summary and Close of Conference</p>	

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Pre-Conference Workshops • Tuesday • 28 November 2006 • Danue room Level 4

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0900 - 1200	Workshop A Utilizing Internet Word of Mouth for consumer insight Facilitated by: Sam Flemming, CEO CIC Data Registration starts @ 0830	
1200 - 1400	LUNCH	
1400 – 1700	Workshop B Utilizing E-marketing to strengthen you brand; win more market share and beat the competition Facilitated by: Mr. Yi Lun Ying, CEO Energy Source Registration starts @ 1330	

Post-Conference Workshops • Friday • 1 December 2006 • Danue room Level 4

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0900 - 1200	Workshop C Effectively utilizing and controlling results when using Web2.0 to enhance media communication Facilitated by: Lily Zou, Vice President iResearch Registration starts @ 0830	
1200 - 1400	LUNCH	
1400 – 1700	Workshop D Introducing effective performance assessment to reduce your investment risk on digital marketing Facilitated by: Mrs. Jayne Leung, Asia Regional Director DoubleClick Digital Advertising Solutions division Registration starts @ 1230	