


focus on
BRANDING IN CHINA

Creating passionate brands for 1 billion people

July 31 2008

JW Marriott Hotel Shanghai at Tomorrow Square

How do you become the customer's first choice in China's increasingly fierce marketing battleground? The answer is branding – to create a brand with a unique personality that not only captures hearts and minds but also creates loyalty.

China Economic Review has invited advertising and marketing experts to talk about the innovations and challenges unique to the China market. This interactive and case study-oriented event will provide valuable know-how that will help you to create a China-focused strategy to take your brand to the next level of customer loyalty and brand recognition.

Program

08:00- 09:00	Registration
09:00- 09:05	Opening remarks
09:05- 09:45	Session I: Emotional branding and other effective branding strategies Mr. Hu Cao , President, Kolter Marketing Group China (inviting)
09:45-10:30	Session II: Case study – recent success stories of branding in China Mr. Charles Lankester , Managing Director, Edelman
10:30-10:55	Tea break
10:55-11:40	Session III: Measuring branding effectiveness and ROI
11:40-12:30	Session IV: Panel Discussion - Crisis management for brands in China Mr. Hu Cao , President, Kolter Marketing Group China (inviting) Mr. Charles Lankester , Managing Director, Edelman
12:30-13:30	Luncheon
13:30-14:15	Session V: Unleash Media Potential for Integrated Branding Mr. James Duan , General Manager, Ogilvy One China
14:15-15:00	Session VI: Safeguarding innovative branding initiatives in China Mr. Douglas Clark , Partner, Lovells
15:00-15:25	Tea break
15:25-16:10	Session VII: Internet Word of Mouth and Branding in China Mr. Sam Flemming , CEO, CIC Data
16:10-16:55	Session VIII: Panel Discussion - E-branding challenges in China Mr. James Duan , General Manager, Ogilvy One China Mr. Douglas Clark , Partner, Lovells, Mr. Sam Flemming , CEO, CIC Data
16:55	Closing remarks

Rates

Early bird rate - RMB 1,800 (before July 18)
Standard rate - RMB 2,000



Book Now @ www.chinaeconomicreview.com/conference

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