



How to Win on Digital Marketing?

MarketingPulse

20 March 2019
Hong Kong Convention and Exhibition Centre

Special 40% Off for HKSIA Members!
Promo Code: **NMU24E4P**



➤ **Register HERE**



Join the **MarketingPulse** conference to hear the branding and marketing insights shared by 40+ international speakers, to network with 1,200 marketers and brand in Asia, and to capture the business opportunities in the region.

Digital Marketing Workshop



Screen Integration Marketing: The Winning Formula for Tapping into China Market

- China digital marketing trends in 2019
- Tips for developing your China Digital Marketing Strategies
- Successful case sharing



How Augmented Intelligence (A.I.) Assist Influencer Marketing Campaign Management and Amplify the Brand

- Challenges and opportunities for brands to collaborate with KOLs
- How Augmented Intelligence (A.I.) identifies those who are most relevant and effective KOLs
- Tools to optimise ROI, campaign strategy, planning and management for successful brand building



Market You and Your Business

- How your business can engage with its most valuable audiences by leveraging LinkedIn Page
- Tips and tricks on how to "rock" your individual profile



The Power of Data: A Digital Marketing Formula – Mapping Out How to Win in China

- Key advantages of adopting a data-driven multichannel marketing strategy
- Best practices to enter the lucrative China market



How to win on Video and Searching Engine Marketing

Listen to 40+ Masterminds About Innovative Brand Strategies



Dr. Marcelo Pascoa
Head of Global Brand Marketing,
Burger King



Mr Shuhei Tsuji
Creative Director, TBWA\HAKUHODO
TBWA\HAKUHODO



Ms Bozoma Saint John

- Chief Marketing Officer, Endeavor
- Former Chief Brand Officer, Uber
- Former Head of Global Consumer Marketing, iTunes & Apple Music
- Former Head of Music & Entertainment Marketing, PepsiCo

ENDEAVOR



Mr Jonathan Mildenhall
• Co-Founder & CEO, TwentyFirstCenturyBrand
• Former Chief Marketing Officer, Airbnb
• Former Vice President of Global Advertising Strategy and Creative Excellence, The Coca-Cola Company

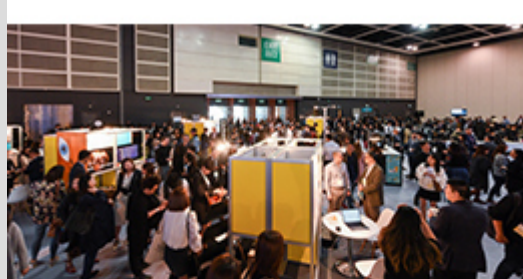


Other Speakers from



🚀 **Programme**

🚀 **Speaker List**

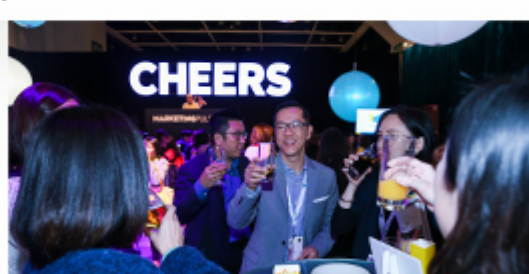


Exhibition and Business Matching

Around 35 companies specialising in digital marketing strategies, ad-tech / mar-tech solutions, video production, e-commerce, event management solutions and PR strategies will offer bespoke solutions.

Cheers!

Enjoy and exchange with 1,200 marketers and brands in Asia and to capture the business opportunities in the region.



Who are Joining?

🚀 **Participant List**

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Full Day Programme:

USD 250 / HKD 1,950 ➤ **USD 150 / HKD 1,170**

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Enquiries

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#MarketingPulse



For more information, visit
www.marketingpulse.com.hk

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