

From IT to DT

DT 新时代

2017 DMA China is a one-day high-end event for brand marketers and data technology professionals to discuss China's unique data environment. Leading big data experts, data scientists and technology officers from the most influential brands will share view points and best practices on how marketers should navigate China's ecosystem and tackle the issues brands and agencies face today.

2017 DMA 中国峰会是一次针对中国市场营销和数据技术专业人士的高端会议，旨在深入剖析中国独特的数据市场环境。是次为期一天的会议，将汇聚国内外最具影响力的品牌嘉宾，包括领先的大数据专家，数据科学家以及资深技术人员，共同探讨有关营销人员如何有效触及中国独特的营销生态系统及解决品牌与机构所面临的问题。

Date: December 12th (Tuesday)
Time: 09:00 to 17:00
Location: Royal Shanghai Grand Ballroom I & II
9th Floor, Le Royal Meridien Shanghai

日期: 2017年12月12日 (周二)
时间: 上午9时 - 下午5时
地点: 中国上海世茂皇家艾美酒店
九楼上海皇家宴会厅 I & II

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12 DECEMBER 2017 • SHANGHAI

Speakers | 演讲嘉宾

- **Silver Sun**, General Manager of Planning, *Alimama*
孙岩岩 全国策划总经理 阿里妈妈
- **Lawrence Wan**, Managing Director, *Amnet China*
温道明 董事总经理 安纳特中国
- **Jef Ji**, Partner & SVP, *@Comm*
纪寅 合伙人兼高级副总裁 艾特
- **Robert Sawatzky**, Head of Content, *Campaign Asia-Pacific*
Robert Sawatzky 主编 Campaign 亚太
- **Eric Weng**, Managing Director of Client Solutions, *Carat China*
翁佩军 解决方案董事总经理 凯络中国
- **James Wang**, Head of Big Data Labs, *China Eastern Airlines*
王学武 东航数据实验室负责人 中国东方航空
- **Kevin Guo**, General Manager of Strategic Cooperation & Marketing Innovation Dept, *Ctrip*
郭为文 战略合作和营销创新部总经理 携程集团
- **Max Yin**, Head of the FT Intelligence and the FT Camp, *FT Chinese*
阴东山 FT 研究院和 FT 训练营负责人 FT 中文网
- **Derek Kwok**, Head of Platforms and Audience Insights, Greater China & Korea, *Google*
郭志明 大中华及韩国区平台与受众洞察总经理, 谷歌
- **Annie Wu**, Researcher of Marketing Academy, *Miaozhen Systems*
吴晓露 营销科学院研究员 秒针系统
- **James Huang**, Senior Director of Market Effectiveness, *Nielsen*
黄英俊 营销优化高级总监 尼尔森
- **David Lu**, Senior Product Manager of Business Dept, *Qihoo360*
陆振宇 商业产品事业部高级产品经理 奇虎 360
- **Jack Yu**, CSO, *Reload Communication*
俞暘, 首席战略官, 睿路传播
- **Yujie Xu**, Director of Performance-based Advertising, *Toutiao*
徐宇杰 效果广告负责人 今日头条
- **Susan Ren**, Data & Digital Development Senior Director, *Unilever*
任远, 大数据及数字化发展资深总监, 联合利华
- **Q.Chen**, GM of Advertising and Sales Eastern China, *MIUI, Xiaomi Inc*
陈高铭 广告销售部华东区总经理 MIUI 小米公司

Agenda | 会议流程

08:00 Registration coffee and business card exchange

注册、茶歇并交换名片

08:55 Campaign Asia-Pacific's opening remarks

Campaign 亚太致开幕辞

- **Robert Sawatzky**, Head of Content, *Campaign Asia-Pacific*
Robert Sawatzky 主编 Campaign 亚太

09:00 【Panel Discussion】 Brands versus bots: how can brand marketers get rid of ad fraud?

【圆桌论坛】品牌智斗机器：营销人如何摆脱广告欺诈的困境

When trust is eroded, it can be impossible to rebuild. We live in a digital world, taking for granted that ad fraud is part of our digital lives. However did you ever think of finding ways to minimize the risk of been a victim of such activities? In this session, expert speakers will discuss how ad fraud affects our digital marketing and why more and more brand marketers are pushing for more transparency in the murky digital media landscape and how to deal with ad fraud.

信任一旦被摧毁便很难再建。进入到数字时代，我们已经理所当然地接受了广告欺诈作为数字生活的一部分。然而，作为一名广告人是欣然接受这个困局，还是积极尝试寻找有效途径，降低广告欺诈可能带来的潜在风险？在这个环节，专家们将共同探讨有关广告欺诈如何影响数字营销，亦会深入分析为何品牌营销专家迫切要求提高数字媒体的透明度以及如何有效对抗广告欺诈。

Moderator | 主持人:

- **Robert Sawatzky**, Head of Content, *Campaign Asia-Pacific*
Robert Sawatzky 主编 Campaign 亚太

Panelists | 圆桌嘉宾:

- **Lawrence Wan**, Managing Director, *Amnet China*
温道明 董事总经理 安纳特中国
- **Annie Wu**, Researcher of Marketing Academy, *Miaozhen Systems*
吴晓露 营销科学院研究员 秒针系统

09:45 【Keynote Speech】 Being Smarter with data

【主旨演讲】智用数据

Today's customer journey is more complex than ever. There are increasing data points along the customer journey making it difficult to identify and take action on customer insights quickly. With AI at the center of our strategy, Google has been working closely with marketers to connect audience insights to media activation and drive higher ROI.

现今的客户体验旅程比以往更复杂，越来越多的数据点出现，为品牌迅速洞察客户反应并及时应对增加难度。谷歌一直致力于与营销人员紧密合作，以人工智能为核心，通过将受众洞察与媒体活动有效关联，提高投资回报率。

Speaker | 演讲嘉宾:

- **Derek Kwok**, Head of Platforms and Audience Insights, Greater China & Korea, **Google**
郭志明, 大中华及韩国区平台与受众洞察总经理, 谷歌

10:15 【Keynote Speech】 Winning digital battles – from last click to multi-touch

【主旨演讲】全链路时代，智胜数字广告营销

Speaker | 演讲嘉宾:

- **James Huang**, Senior Director of Market Effectiveness, **Nielsen**
黄英俊, 营销优化高级总监, 尼尔森

10:45 Networking coffee break

社交茶歇

11:15 【Keynote Speech】 Big Data and Performance Marketing

【主旨演讲】经典命题的创新实践：大数据与效果营销

Speaker | 演讲嘉宾:

- **Yujie Xu**, Director of Performance-based Advertising, **Toutiao**
徐宇杰 效果广告负责人 今日头条

11:45 【Keynote Speech】 Consumer insights and trends into the homecoming Lunar New Year middle class

【主旨演讲】流动时代下的城市新中产归巢

Speaker | 演讲嘉宾:

- **Silver Sun**, General Manager of Planning, **Alimama**
孙岩岩 全国策划总经理 阿里妈妈

12:15 【Keynote Speech】 Is PC dying? – The revival of desktop E-marketing

【主旨演讲】桌面互联网营销的复兴

- The development of PC E-marketing and the remarkable growth in 2017
- How can advertisers achieve target both in Brand building and ROI?
- AI generates more possibility
- 桌面互联网营销的发展史及 2017 年复兴之势
- 广告主如何透过桌面互联网营销策略，在品牌建设与提高投资回报率上取得成效？
- 人工智能为未来带来的可能性

Speaker | 演讲嘉宾:

- **David Lu**, Senior Product Manager of Business Dept, *Qihoo360*
陆振宇 商业产品事业部高级产品经理 奇虎 360

12:45 Networking lunch

社交午餐

14:00 【Case Study】 Digital transformation in aviation industry: building effective big data analytics ecosystem

【案例分享】航空业数字化转型：构建大数据分析与应用生态体系

Speaker | 演讲嘉宾:

- **James Wang**, Head of Big Data Labs, *China Eastern Airlines*
王学武 东航数据实验室负责人 中国东方航空

14:30 【Panel Discussion】 How to apply AI to brand marketing in digital transformation

【圆桌论坛】人工智能如何更好地推进品牌数字化演进

Moderator | 主持人:

- **Jef Ji**, Partner & SVP, *@Comm, A member of CMC Group*
纪寅 合伙人兼高级副总裁 艾特

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15:15 Networking coffee break

社交茶歇

15:35 【Panel Discussion】 Data=Revenue: how to develop effective data monetization strategies

【圆桌论坛】数据=资产: 大数据时代，如何将数据有效变现？

The new frontier is to exploit and to monetize data effectively. In this session, we will explore how to make considerable revenues based upon collecting and storing the data and what the insights and outcomes can be sold for big data.

大数据时代，有效利用数据获利将成为最前沿的课题。这个环节，我们将探讨如何科学的收集储存数据从而获得最大的利润，以及如何从大数据中提取有价值的洞察作为销售资本。

Moderator | 主持人:

- **Max Yin**, Head of the FT Intelligence and the FT Camp, *FT Chinese*
阴东山 FT 研究院和 FT 训练营负责人 FT 中文网

Panelists | 圆桌嘉宾:

- **Susan Ren**, Data & Digital Development Senior Director, *Unilever*
任远, 大数据及数字化发展资深总监, 联合利华
- **Jack Yu**, CSO, *Reload Communication*
俞暘, 首席战略官, 睿路传播

16:20 End of the conference

活动结束