

DIGITAL360 MAIN CONFERENCE

Adapting To High-Speed Digital Evolution

China is in the midst of profound digital change. The Chinese consumer and economy are in constant state of evolution, accelerated through the emergence of new technologies and platforms along with increased data capabilities.

The crucial questions are: how can brands react and adapt at the speed of change? How are agencies and tech companies providing measurable results for their partners?

Digital360, a pivotal one-day top-level conference, brings together senior brand marketers and top agency leaders to identify, evaluate and develop effective plans to meet future challenges, using innovations that are reshaping the way consumers interact with the world.

It delves into issues such as how human-machine collaborations will redefine the digital marketing ecosystem, how customer experiences are being transformed through technology, how social media and omni-channel marketing strategies are optimizing customer interactions and creating new forms of brand loyalty.

数字转型，斗“智”斗“用”

站在数字化变革的浪尖，中国的消费者和经济模式发生了翻天覆地的变化；数字化的进程，亦随着新技术与新平台的不断涌现，及对数据应用的提高而不断加速。

数字转型，刻不容缓，营销人面临的关键问题是：面对这样高速的转变，品牌应该如何应对？代理商与科技公司又该如何为合作伙伴提供有效的投资回报？

为期一天的 **Digital360** 峰会是一个汇集品牌高级营销人员及顶级代理商的顶级会议，评估和制定有效的商业计划，以迎接未来的挑战；探讨创新的模式，重塑消费者与世界互动的方式。

在峰会上，嘉宾将深入探讨影响数字营销领域的热门议题，包括：人机协作如何重新定义数字营销生态；如何通过技术革新提升客户体验；如何利用社交媒体及全渠道营销策略优化客户互动；开创提升品牌忠诚度的新形式。

DIGITAL360 MAIN CONFERENCE AGENDA

Thursday, 26 April 2018

08:00am – 09:00am **Registration & Networking**

09:00am – 09:10am **Campaign's Opening Remarks**

09:00am – 09:30am **KEYNOTE: Evolve or Die – How KFC's new digital marketing recipe spiced up its traditional brand in China**

09:30am – 10:00am **KEYNOTE: New Media Marketing – Reaching Your Customers In A Digital World Without Borders**

New social media platform and chatbot, technologies are quickly changing the way consumers perceive and interact with brands and other customers. In this session, we explore the impact of technology on traditional marketing media and tackle the key challenges around making direct connections with customers.

10:00am – 10:40am **PANEL DISCUSSION: 'Thoughtful Automation': How Human-Machine Collaboration Can Improve Digital Marketing**

Artificial intelligence is fast becoming a core part of digital transformation. It is changing the way we live and work. While AI has the potential to solve many challenges, are marketers and machines working as efficiently as they could be? In this session, speakers explore how to combine the knowledge, algorithms and power of machines with human creativity, intuition and understanding to create real digital transformation.

10:40am – 11:00am **Morning Refreshment Break**

11:00am – 11:40am **PANEL DISCUSSION: Sizing Up The Future Of Live-streaming In E-commerce?**

From O2O to O2O2O, e-commerce marketers have been trying hard to optimize customer interactions. In China, live-streaming introduced a new media-driven business model, shortening the customers' decision-making path, delivering an immense amount of product information in a short time and invoking impulse buys. But is the appetite for live-streaming e-commerce strong enough to last longer than the popularity of the individual influencers that drive it?

11:40am – 12:20pm **PANEL DISCUSSION: Let's Get Physical: How 'Bricks And Mortar' Retail Stores Survive In The Digital Age**

Thanks to the E-commerce revolution, Chinese consumers now shop less in-store than on mobile. Yet despite the rise of digital, online giants are shifting to the physical-store business; trying to use online channels to drive consumers into physical stores. The New Retail model blurs the traditional lines between offline and online. The question is: how will the role of physical stores evolve and how can they survive in the digital age?

12:20pm – 12:50pm **YOUNG TALENT THEATRE: The Challenges Of Creating The Best Digital Team Mix**

12:50pm – 01:00pm **DigitalWorks 2018 Winner’s Announcement And Awards Ceremony**

01:00pm – 02:00pm **Networking Lunch**

02:00pm – 02:40pm **PANEL DISCUSSION: Building Brand Loyalty One Post And One Chat At a Time**

Social media is becoming an indispensable tool for brands to increase their awareness and expand their customer base. It is also the most risky medium for inciting consumer backlash. What is the impact of social media on consumer behaviors? How can brands make use of social media to enhance consumer loyalty and increase brand affinity?

02:40pm – 03:20pm **PANEL DISCUSSION: Finding The Right Influencer: The Hard Lessons Of Brand – KOL Courtship Before Finding True Engagement**

Consumer behaviors have become more fragmented and complex, as social media offers a platform for personal expression and individualism. KOL marketing is fast becoming one of the most effective methods to communicate with fans and consumer. However, not all KOLs deliver the expected return and are difficult to measure. How can brands choose the right ambassador and what steps and considerations should brands make before their KOL search begins?

03:20pm – 03:50pm **Afternoon Refreshment Break**

03:50pm – 04:20pm **CASE STUDY: Immersion Conversion: How New Technologies Are Creating Richer, More Immersive Customer Experience**

With the explosion of information, it is getting difficult to grab a customer’s attention in a distracted world. Brand marketing campaign can be unmemorable and often struggle to make a long-term impression. With so many emerging technologies to help, is there a solution? In this session, we hear the best practices from leading brands on how to use immersive marketing to connect with their customers and create strong brand loyalty.

04:20pm – 04:50pm **DIALOGUE: Leveraging Design Thinking To Drive Cutting Edge Customer-Centric Product Innovation**

04:50pm – 05:00pm **Closing Remarks**

05:00pm **End of Main Conference**

DIGITAL360 主峰会议程

2018年4月26日(周四)

上午 08:00 – 上午 09:00 签到，咖啡接待及名片交换

上午 09:00 – 上午 09:10 **Campaign 致开幕词**

上午 09:10 – 上午 09:40 主旨演讲：传统品牌与时具进的生存挑战 – 肯德基的新型数字营销方案如何在中国市场中脱颖而出

上午 09:40 – 上午 10:10 主旨演讲：万物皆媒，创新营销

微信公众号的崛起，智能音响的出现，预示一个万物皆媒的时代已经不再是幻想。信息的自动采集，数据的自由共享，让所见所思都有了成为媒体的可能。在这个泛媒体时代，数字营销将有何种新发展方向？品牌又该如何整合每个可能的流量入口，实现 360 度无缝触达目标受众？

上午 10:10 – 上午 10:40 **圆桌讨论：自动化与控制权，打造人机共生营销新生态**

作为未来的主流科技，人工智能改变着人类生活与工作的方式，人机共生已经成为一种必然趋势。人工智能无疑可以解决大部分的挑战，营销人与机器如何更有效的合作将成为下一个炙手可热的议题。这一环节，专家从营销角度出发，解析如何将人工智能与人类的智慧融合，打造独特的智能数字营销生态系统，帮助品牌顺利渡过数字化转型。

上午 10:40 – 上午 11:00 **上午茶歇**

上午 11:00 – 上午 11:40 **圆桌讨论：直播+电商，会否成为下一波电商热潮**

从 O2O 到 O2O2O，电商一直在努力寻找一种既能迅速勾起消费者购物冲动，又能同时满足消费者体验的商业模式。直到直播的旋风席卷全国，于是电商搭上直播，发展出了一种全新的商业模式。电商平台为品牌提供了直播渠道，让产品在最短时间内受到受众注目；同时在直播中与消费者产生的互动，满足了消费者对购物与娱乐的需求。电商结合直播，会否成为下一波的热潮？

上午 11:40 – 中午 12:20 **圆桌讨论：实体商业如何在数字时代『活』起来？**

电商的兴起让中国的消费者已经习惯线上购物的消费模式。然而，随着新零售的出现，近来线上巨头却又纷纷将触角伸向实体企业。在品牌高速推进数字化发展的今天，为何又不约而同地回归线下，押宝于实体产业？数字时代，实体经济是『危』还是『机』？

中午 12:20 – 中午 12:50pm 决胜人才市场 —— 数字时代的下一个战场

中午 12:50 – 下午 01:00 **DigitalWorks 2018 获胜小组颁奖典礼**

下午 01:00 – 下午 02:00 **社交午餐**

下午 02:00 – 下午 02:40 **圆桌讨论：社交媒体助力提升品牌忠诚度**

在数字经济的今天，社交媒体已经成为品牌提高认知度及拓展用户群的不可获取的工具，然而也是最具风险令消费者反感的媒体。社交媒体对消费者行为究竟有什么影响？品牌如何利用社交媒体，提升消费者对品牌的忠诚度？

下午 02:40 – 下午 03:20 **圆桌讨论：KOL 营销——广告主如何找到适合自己的时代代言人**

在社媒快速发展的今天，品牌面对庞大却越来越破碎而复杂的消费群，KOL 营销已经成为品牌对粉丝进行品牌传播或产品销售最便捷而有效的途径。但并非所有的 KOL 投放都能取得预期的回报；如何选择适合自己的品牌代言人，事半功倍，成为每个广告主在投放 KOL 之前要研究的课题。

下午 03:20 – 下午 03:50 **下午茶歇**

下午 03:50 – 下午 04:20 **主旨演讲：科技赋能，开启沉浸式体验**

信息爆炸的时代，消费者的注意力迅速被新的热点吸引，品牌的营销常常如昙花一现，无法给消费者留下深刻的印象。如何打破这种传统僵局？营销人纷纷开始从营造受众感觉，强化用户体验入手。通过新技术的应用，增加用户对于品牌的感知力，全方位包围消费者，传递品牌价值。在这个环节，将通过最新的案例研究，深入探讨沉浸式营销如何使品牌形象更深入人心。

下午 04:20 – 下午 04:50 **前沿对话：延展产业链——拓展以消费者为主导的产品创意**

下午 04:50 – 下午 05:00 **闭幕词**

下午 05:00 **主峰会结束**