

Pre-conference Workshop - DigitalWorks

Staying Customer-Focused

DigitalWorks is an interactive workshop for China's rising stars in the digital marketing industry. The training programme is designed to equip the region's leading talent with best practices and proven techniques in China's evolving digital marketing landscape.

This year we will focus on how brands connect and engage their consumers digitally and physically, enriching an unique experience and co-creating a brand value.

This interactive course guarantees to challenge delegates through an ultimately rewarding experience which will serve as a major stepping stone in their careers.

以人为本，客户“智”上

DigitalWorks 是为中国数字营销行业的新星打造的一个互动式研讨会；培训议程旨在为大中华区的行业领袖提供最佳及行之有效的方法，以应对中国不断发展的数字营销环境。

今年我们将聚焦消费者议题，重点探讨品牌如何通过数字及传统渠道，有效触达消费者，升级消费者体验，共同创造品牌价值。

这个互动的培训通过获益匪浅的经历，确保为参与者带来挑战，这次满载而归的经验，将会成为参加者职业生涯中的踏脚石。

Pre-conference Workshop – DigitalWorks Agenda

Day One (Wednesday, 25 April 2018)

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| 08:00am – 09:00am | Registration & Grouping |
| 09:00am – 09:10am | Chairperson’s Welcome Address Jane Lin-Baden, CEO of <i>Isobar APAC</i> |
| 09:10am – 09:40am | KEYNOTE: Integration of MarTech and human in the digital evolution age |
| 09:40am – 10:00am | SESSION I: Engaging Customer Interaction On Social Media |
| 10:00am – 10:20am | SESSION II: Upgrading Customer Experience With Emerging Technology |
| 10:20am – 10:40am | Morning Coffee & Tea Break |
| 10:40am – 11:00am | SESSION III: Driving Smarter Customer Service Through Big Data |
| 11:00am – 11:20am | SESSION IV: Design Innovation – Customer As Co-creator |
| 11:20am – 11:40am | Client Brief |
| 11:40am – 12:30pm | Mentor Introduction and Group Warm-up |
| 12:30pm – 01:30pm | Working Lunch |
| 01:30pm – 04:00pm | Roundtable Group Discussion |
| 04:00pm – 05:00pm | Client Pitch Presentation to Jury Panel |
| 05:00pm – 05:45pm | Judges’ Feedback and Chairperson’s Remark |

Day Two (Thursday, 26 April 2018)

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| 12:50pm – 01:00pm | DigitalWorks 2018 Winner’s Announcement And Awards Ceremony (at Main Conference Stage) |
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精英培训 – DigitalWorks 日程安排

第一天 (2018 年 4 月 25 日, 周三)

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| 上午 08:00 – 上午 09:00 | 注册及分组 |
| 上午 09:00 – 上午 09:10 | 主席致开幕词 Jane Lin-Baden, CEO of <i>Isobar APAC</i> |
| 上午 09:10 – 上午 09:40 | 主旨演讲: 科技与人类融合, 重塑数字营销变革 |
| 上午 09:40 – 上午 10:00 | 第一课: 社交媒体解锁消费者互动 |
| 上午 10:00 – 上午 10:20 | 第二课: 科技升级消费者体验 |
| 上午 10:20 – 上午 10:40 | 课间小憩 |
| 上午 10:40 – 上午 11:00 | 第三课: 活用大数据开启智能客服 |
| 上午 11:00 – 上午 11:20 | 第四课: 客户共同参与的设计创新实践 |
| 上午 11:20 – 上午 11:40 | 客户简报 |
| 上午 11:40 – 中午 12:30 | 导师简介 |
| 中午 12:30 – 下午 01:30 | 工作午餐 |
| 下午 01:30 – 下午 04:00 | 圆桌讨论 |
| 下午 04:00 – 下午 05:00 | 比稿演讲 |
| 下午 05:00 – 下午 05:45 | 评审团点评及主席总结 |

第二天 (2018 年 4 月 26 日, 周四)

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| 中午 12:50 – 下午 01:00 | 获胜小组颁奖典礼 (主峰会大舞台) |
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