



DAY I, 25 April 2018 (WED) Pre-Conference Workshop

Stay Customer Focused

08:00 Registration & Grouping

09:00 Chairperson's Welcome Address



Jane Lin-Baden
CEO of Isobar APAC

09:10 Engaging Customer Interaction On Social Media



Milan Jiang
CEO of Very Star

09:35 Technology Upgrades Customer Experience



Wilson Yao
CEO of Allyes

10:00 Morning Coffee & Tea Break

10:25 Design Innovation – Customer As Co-creator



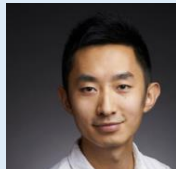
Cathy Huang,
Chairperson of CBI China Bridge

10:50 Client Brief

11:10 Mentor Introduction and Group Warmup



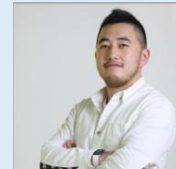
Milan Jiang
Very Star



Yi Liu
Mindshare China



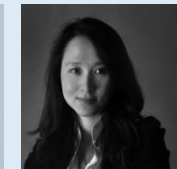
Henry Shen
McCann Health



Uming Tong
Carat China



Wilson Yao
Allyes



Heidi Zhang
Publicis

12:00 Working Lunch

13:00 Roundtable Group Discussion

16:00 Client Pitch Presentation to Jury Panel

17:00 Judges' Feedback and Chairperson's Remark

DAY II, 26 April 2018 (THU), Main Conference & Awards

Adapting To High-Speed Digital Evolution

08:00 Registration & Networking

09:00 Campaign's Opening Remarks



Robert Sawarzky
Head of Content, *Campaign APAC*

09:10 Evolve or Die – How KFC's new digital marketing recipe spiced up its traditional brand in China



Steven Li
Chief Marketing Officer, *Yum China*

09:40 KEYNOTE



Matilda Wei
Senior Advisor, Uni Marketing Centre, *Alibaba Group*

10:00 New Media Marketing – Reaching Your Customers In A Digital World Without Borders



Linda Chang
Greater China Watch Leader, Media, *Nielsen*

10:20 Presentation: IoT Solutions – the Future is Now



Q.Chen
VGM of Advertising & Sales Dept, *MIUI, Xiaomi*

10:40 Morning Refreshment Break

11:00 Smart Marketing - Make the data flowing for marketing activities



Jimmy Liang
VP Business Development, *AddNewer*

11:20 Finding The Right Influencer: The hard Lessons Of Brand – KOL Courtship Before Finding True Engagement



Michael Tang PhD.
Presisend
hdtMEDIA



Bonnie Chan Woo
CEO
ICICLE Group



Allen Chen
Head of Insight Products
Miaozhen



Jing Hsiang Chang
COO & GM in China
Wavenet

12:00 Dialogue: Challenges of Finding the Right Team in Making Digital Transformation



Jane Lin-Baden
CEO
Isobar APAC



Jalin Wu
CMO
Uniqlo China

12:30 DigitalWorks 2018 Winner's Announcement and Awards Ceremony

12:45	Networking Lunch
13:45	Digital A-List Ceremony - Winner's Announcement
14:00	Case Study: Mead Johnson
	Liana Yu Associate Digital Transformation Director, <i>Mead Johnson</i>
14:20	Case Study: One Championship
	Victor Cui CEO, <i>One Championship</i>
14:40	'Thoughtful Automation': How Human-Machine Collaboration Can Improve Digital Marketing
	Robert Sawatzky Head of Content Campaign APAC
	James Lee Integrated Media Director Kraft Heinz
	Ming Liao PhD Adjunct Professor of Business and Economics NYU Shanghai
	Eve Lo Chief Data Officer Dentsu Aegis Network
15:20	Afternoon Refreshment Break
15:40	Let's Get Physical: How 'Bricks And Mortar' Retail Stores Survive In The Digital Age
	Olivia Parker Deputy Editor Campaign APAC
	Iris Chin GM MediaCom Shanghai
	Christian Solomon Chief Digital Officer MediaCom China
	Zoe Zhao Partnership Innovation Manager Mars China Digital Innovation Center
16:20	Shaping The Future Of Advertising: How Blockchain Technology Can Boost Brand Marketing
	Alvin Foo Managing Director IPG Reprise Media China
	Connor Doyle Marketing Technologist Noiz
	Miranda Tan CEO Robin 8
	Joe Wong GM, Integrated Marketing Services George P. Johnson, Greater China
17:00	Closing Remarks
19:00 - 21:30	Digital Media Awards Cocktail Party

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