



CHina CHat

SHANGHAI - SEPT 2017

BROUGHT TO YOU BY

**China
Channel**

WalktheChat
v v

WHAT IS CHINA CHAT?

CHina CHat is a 2 day conference dedicated to WeChat and China online social marketing. **CHina CHat** brings together the top industry speakers and experts from across China and is co-organized by 2 of the most widely respected online sources of WeChat information: China Channel (ChCh) and WalktheChat.

CHina CHat is a place to learn, network and have fun!

- **Presentations from top WeChat experts**
- **In-depth and practical morning workshops**
- **Booth display areas featuring the latest WeChat and China social products**
- **Drinks and networking, after parties**
- **Panel discussions with experts, brands and KOLs**
- **WeChat Hackathon!**

Interested in WeChat and China online social marketing? Then you will not want to miss **CHina CHat**!



EVENT SCHEDULE: 2 DAY CONFERENCE + HACKATHON



MORNING
10:00 – 12:00

AFTERNOON
14:00 – 18:30

EVENING
from 19:00

THURSDAY
SEPT. 21ST

PRE-EVENT WORKSHOPS

MAIN EVENT



VIP DINNER

FRIDAY
SEPT. 22ND

PRE-EVENT WORKSHOPS

MAIN EVENT



AFTER PARTY

SATURDAY
SEPT. 23RD



CHINACCELERATOR'S
8x8

SUNDAY
SEPT. 24TH



HACKATHON
AFTER PARTY

PAST & PRESENT SPEAKERS



Thomas Graziani
WalktheChat

Co-founder of WeChat ecommerce platform WalktheChat. Thomas builds innovative WeChat marketing strategies and technical solutions for clients including Nestle and the American NFL.



Joseph Leveque
31Ten

Corporate Strategist turned Digital Strategy Consultant, with a strong focus on building consumer value. Through the 31Ten digital agency, Joseph has combined his experience as a corporate strategy consultant for fortune 500 companies with his passion for digital and entrepreneurship.



Kim Leitzes
ParkLU

Kim Leitzes is CEO of ParkLU, a marketplace connecting consumer brands with China KOLs. ParkLU has enabled independent and global brands, including H&M, Abercrombie & Fitch, Macy's and Swire Properties, to collaborate with KOLs.



William Bao Bean
Chinaccelerator

William is a Partner at SOS Ventures and the Managing Director of Chinaccelerator, China's the first startup accelerator based in Shanghai.



Sheng Pang
Juplus Interactive Technology

Founder & CEO of Juplus Interactive Technology. Sheng has extensive experience in digital creativity, digital media, SEO, SEM, Social media marketing. He delivers work for clients including Mercedes Benz, Porsche and Unilever.



Alvin Foo
OMD China

Head of Airwave China and a co-Founder of AppBoost, a performance-based mobile marketing agency based in Shanghai. Prior to this role, he had taken up senior executive positions at Google, Nokia and Velti.



PAST & PRESENT SPEAKERS



Matthew Brennan
China Channel

Matthew is a well-known speaker and writer about WeChat and Tencent: China's largest internet company and dominant social network. His opinions are regularly featured in global media (The Economist, BBC, The Financial Times, Forbes, TechinAsia, Campaign Asia, eMarketer).



Andrew Schorr
Grata

Andrew is the founder and CEO of Grata, a company helping businesses run customer service and sales on WeChat. Grata is a 500 Startups-backed company honored as Web in Travel's Startup of the Year.



Ashley Galina Dudarenok
Chozan

Ashley is specializing in creative, social media, digital content and campaigns – supporting client's growth and expansion strategies. Major clients include Star Cruises, Cyberport, Sa Sa, Astana Expo-2017, Synergetic, Preciosa, etc.



Run He
Social Touch

Run is the product director of Social CRM software, in charge of product design and development. The social CRM software is designed to enable thousands brands to do marketing on the Wechat. Clients include famous brands like Unilever, Mars, Nestle



Bob Wang
Ogilvy One

Bob heads social business for OgilvyOne Shanghai. After being rewarded with a Gold Lion with Great Chinese Names to Great Britain campaign in Cannes 2015, Bob moved from content-silo social work to data, CRM and commerce enabled social and digital solutions.



Alexis Bonhomme
CuriosityChina

Alexis is the Co-Founder of CuriosityChina, digital and tech company operating in Beijing, Shanghai, Hong-Kong and Paris. CuriosityChina received several awards for their innovative approach serving today +50 international brands across various industries.



PAST & PRESENT SPEAKERS

- **Antonio Carriero**, Digital Service Director at Richemont
- **Aaron Chang**, CEO and Founder of JING digital
- **Aaron Chang**, Cofounder of Parllay China, Sales & Marketing VP of Parllay China
- **Adam Liu**, CMO & Co-Founder of Spoonhunt
- **Alex Duncan**, Product Lead at KAWO
- **Augustin Missoffe**, General Manager at Phoceis Asia
- **Benjamin Pearce**, Creative Director at 5:IT
- **Christopher Roskowitz**, Business Director at Interone China
- **David 'DC' Collier**, RIKAI Labs
- **Drew Kirchhoff**, Co-founder of Yoli
- **Edaan Getzel**, COO at RIKAI Labs
- **Frank Desvignes**, Global Digital Transformation Director for Asia at AXA
- **Grégoire Thiebault**, Co-founder of 31Ten
- **James Flanagan**, TEDxBeijing
- **James LaLonde**, yoli
- **Jason Ng**, Yokeneng Academy
- **Jean-Baptiste Le Blan**, Director of Marketing at ACCOR HOTELS Greater China
- **Jenny Chen**, Co-founder of WalktheChat
- **Jim Fields**, Founder and Managing Director of Relay
- **Kiran Patel**, British Council
- **Malgorzata Modlinska**, KOL at ShanghaiCityGirl
- **Maximilian Rech**, Academic Director at Digital Marketing and Business at ESSCA Shanghai
- **Michael Michelini**, Social media & e-commerce specialist at Shadstone Ltd
- **Mikey Chee**, Founder of Fresh Prints
- **Nichole Zuo**, China Channel
- **Nicky Szmala**, K1ND - an Ogilvy & Mather company
- **Oscar Ramos**, Chinaccelerator
- **Patrice Nordey**, Founder & CEO of VELVET
- **Peter Petermann**, Chief Strategy Officer at Mediacom China
- **Rafael Jimenez**, Business Development Advisor at EU SME Centre
- **Salim Bourezane**, Business Development at QP Software
- **Stephane Monsallier**, Founder and Managing director of System in Motion
- **Thomas Knoop**, GM and Co-Founder of Livecom
- **Wang Long**, WeChat Pay International
- **Zijie Huang**, Marketing Director at KEYS China

PEOPLE FROM THESE ORGANIZATIONS HAVE ATTENDED



Mercedes-Benz



CITROËN



L'ORÉAL
PARIS



ACCOR
HOTELS

HASSELL

The
New York
Times



清华大学
Tsinghua University

Tencent 腾讯

Bloomberg



UBISOFT



BOSCH

JCDecaux



ERICSSON

ACCOR HOTELS
Feel Welcome

Club Med

ORACLE®



FORRESTER®



BRITISH
COUNCIL

Wirtschafts
Woche

CHINA DAILY



English
First

ATTENDEES BREAKDOWN

500+

Attendees

last year in Shanghai

(Marketing) Director
/ CEO / VP

48%

Job Title

Marketing /
Social Media
Manager

23%

Other

(Senior)
Manager

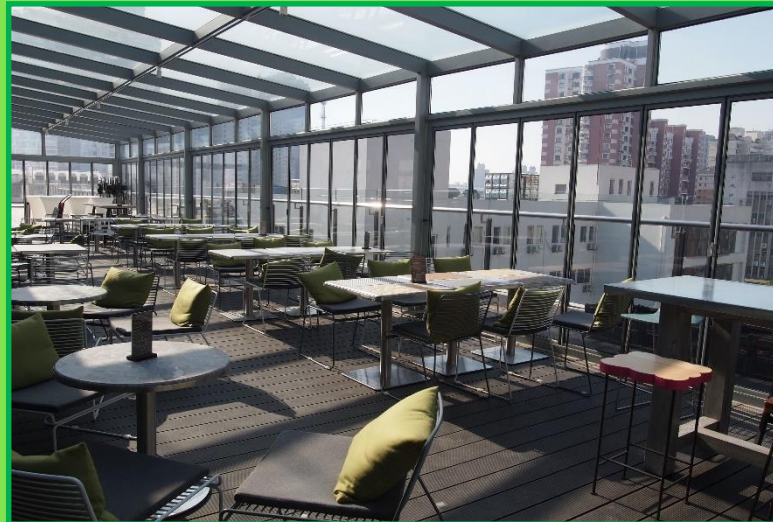
Founder /
Owner

Top represented industries:

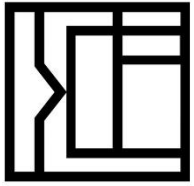
- 1) IT services
- 2) Marketing & advertising
- 3) FMCG
- 4) Manufacturing
- 5) Travel & leisure



VENUE



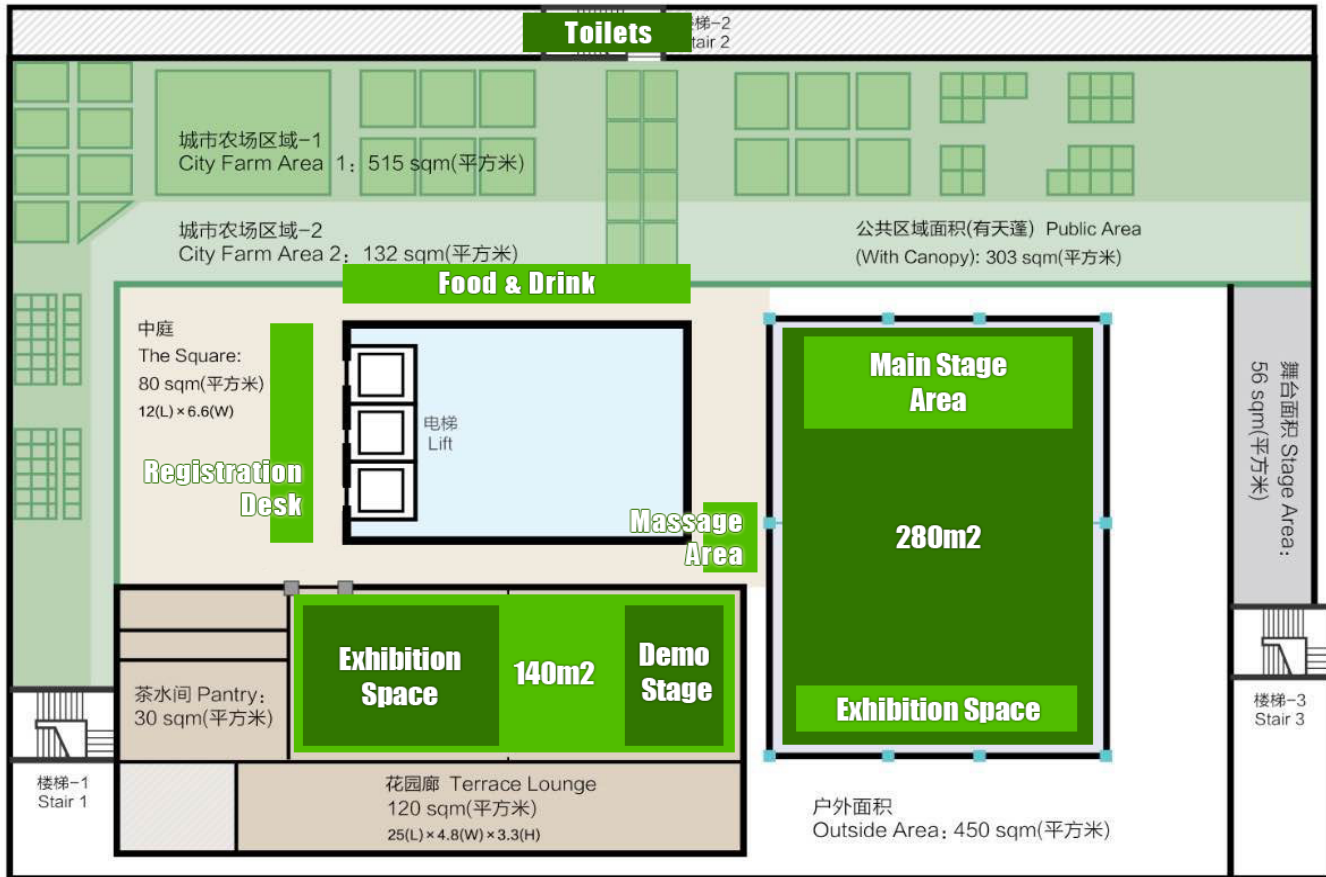
VENUE



THE PLACE
Your Place

The Place is a modern 2,000+ m² private rooftop space with both indoor and outdoor areas. 10 mins walk from four different metro stations (Luban Road, Line 4; South Xizang Road, Line 8; Lujiabang Road, Line 9, Madang Road, Line 13) and close to the tourist attractions of Xintiandi and Tianzifang.

Situated in the heart of Jiangnan Innovation Creative Yard, *The Place* features a roof top terrace lounge, city garden farm and first class dining facilities.



Address:
The Place
457 Jumen Road, Unit 407, Bridge 8 Phase IV
Huangpu District

地址：
上海市黄浦区局门路
457号407室，8号桥4期



SPONSOR & PARTNERS: PAST AND PRESENT



<p>中国加速 CHINACCELERATOR</p>	<p>ESSCA ÉCOLE DE MANAGEMENT</p> <p>DMB DIGITAL MARKETING & BUSINESS MBA Spécialisé #InsideDigitalRevolution</p>	<p>EUSME Centre</p>	<p>裸心</p>	<p>Juplus</p>	<p>#LAFRENCH TECHSHANGHAI COMMUNITY</p>
<p>CHEERS MAKES YOU SMILE</p>	<p>technode 动点科技</p>	<p>GRATA</p>	<p>CURIOUSITYCHINA — Digital Activation —</p>	<p>Ogilvy & Mather Advertising</p>	<p>QPSOFTWARE DIGITAL SOLUTION PROVIDER</p>
<p>RELAY</p>	<p>KAWO</p>	<p>SAATCHI & SAATCHI</p>	<p>MEDIACOM</p>	<p>PHOCEIS</p>	<p>livecom</p>
<p>5:IT DIGITAL</p>	<p>chozun</p>	<p>shadstone</p>	<p>JINGJOB</p>	<p>parllay</p>	<p>system in motion</p>
<p>European Chamber 中国欧盟商会</p>	<p>parkLU</p>	<p>RIKAI LABS</p>	<p>VELVET Digital Inception Agency</p>	<p>精日传媒 Jing Daily</p>	<p>JINGdigital</p>

SPONSORSHIP OPPORTUNITIES

BENEFITS	GREEN PARTNER	SILVER PARTNER	EXHIBITOR
MAIN EVENT TICKETS	2 DAY TICKETS x 10	2 DAY TICKETS x 5	2 DAY TICKETS x 2 1 DAY TICKETS x 2
VIP DINNER TICKETS	2	1	0
POSTER STANDS	3	2	1
EXHIBITION SPACE	PREMIUM	REGULAR	REGULAR
LOGO EXPOSURE: ONSITE MATERIALS	LARGE	MEDIUM	NONE
LOGO EXPOSURE: ONLINE MATERIALS	LARGE	REGULAR	REGULAR
FIRST ROW SEATING	2	1	
ACCESS TO ATTENDEE INFORMATION	YES	LIMITED	
MAIN-STAGE PRESENTATION TIME	YES		
DELIVER OWN WORKSHOP (OPTIONAL)	YES		



GREEN PARTNER

- **15 minute presentation time on the main stage**
- **Access to attendee contact information**
- **2 VIP dinner passes and 10 conference tickets for both days**
- **Priority in picking an exhibition area to display the sponsor's products and/or services**
- **2 First row seating spaces**
- **3 poster stand spaces**
- **Announcement as sponsor during the hosting lines and company logo displayed prominently during the opening remarks presentation**
- **Company logo displayed on event onsite signage**
- **Post event "Thank you" letter emailed with company logo featured as "Green Partner" to all attendees**
- **Option for delivering own morning workshop (depending on content)**



SILVER PARTNER

- **1 VIP dinner pass and 5 conference tickets for both days**
- **Access to attendee information (limited)**
- **2 poster stand spaces**
- **1 First row seating spaces**
- **Announcement as “Silver Partner” during the hosting lines and company logo displayed during the opening remarks presentation**
- **Company logo displayed on event onsite signage**
- **Exhibition area to display the sponsor’s products and/or services**
- **Post event “Thank you” letter emailed with company logo featured as “Silver Partner” to all attendees**



EXHIBITOR

- **Exhibition area to display the sponsor's products and/or services**
- **2 exhibitor tickets for both days**
- **2 conference tickets for one day**
- **1 poster stand space separate from your booth**
- **Company logo displayed on all online promotion including homepage, email, WeChat account, H5, etc.**
- **Post event "Thank you" letter emailed with company logo featured as "Exhibitor" to all attendees**



SEE YOU IN SHANGHAI!



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沙铭

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COMING SOON...

**BECOME A SPONSOR!
+86-1868-2099-623**