



CHina CHat

SHANGHAI - SEPT 2019

BROUGHT TO YOU BY



4TH ANNUAL
EVENT

WHAT IS CHINA CHAT?

CHina CHat is a 2 day gathering dedicated to WeChat and China online digital marketing. **CHina CHat** brings together the top industry speakers and experts from across China including the WeChat team. The event 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 digital marketing experts, including Tencent's WeChat team
- 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

Interested in WeChat and China online digital marketing?
Then you will not want to miss **CHina Chat** on **Sept 19 / 20th**



EVENT SCHEDULE: 2 DAY CONFERENCE



MORNING
10:00 – 12:00

THURSDAY
SEPT. 19TH

PRE-EVENT
WORKSHOPS

AFTERNOON
14:00 – 18:30

MAIN EVENT


China CHat

EVENING
from 19:00

VIP DINNER

FRIDAY
SEPT. 20TH

PRE-EVENT
WORKSHOPS

MAIN EVENT


China CHat

AFTER PARTY



ATTENDEES BREAKDOWN

500+

Attendees

last year's event

(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



PEOPLE FROM THESE ORGANIZATIONS HAVE ATTENDED CHINA CHAT



| | | | | | |
|---|---|---|---|---|--|
|  <p>Mercedes-Benz</p> |  <p>AB InBev</p> |  |  <p>CITROËN</p> |  <p>IKEA</p> |  <p>adidas®</p> |
|  <p>新榜</p> |  <p>L'ORÉAL PARIS</p> |  <p>amazon.com</p> |  <p>UNITED STATES OF AMERICA EMBASSY</p> |  <p>ACCOR HOTELS</p> |  <p>HASSELL</p> |
|  <p>The New York Times</p> |  <p>清华大学 Tsinghua University</p> |  <p>Tencent 腾讯</p> |  <p>Bloomberg</p> |  <p>UBISOFT</p> |  |
|  <p>BOSCH</p> |  <p>JCDecaux</p> |  <p>ERICSSON</p> |  <p>ACCOR HOTELS Feel Welcome</p> |  <p>Club Med</p> |  <p>ORACLE®</p> |
|  <p>ZEISS</p> |  <p>FORRESTER®</p> |  <p>BRITISH COUNCIL</p> |  <p>Wirtschafts Woche</p> |  <p>CHINA DAILY</p> |  <p>English First</p> |

CONFIRMED SPEAKERS / PANELISTS



Thomas Graziani
WalktheChat

Co-founder of WeChat ecommerce platform WalktheChat. Thomas has built innovative WeChat marketing strategies and technical solutions for multiple fortune 500 companies clients including Nestle and the American NFL.



Joseph Leveque
Splio

China Marketing and Business Development Director for Splio, Joseph is a veteran corporate strategy consultant with a strong focus on building consumer value. His previous white papers, in-depth workshops and keynotes on WeChat marketing have burnished his credentials as one of the foremost experts.



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.



Ashley Galina Dudarenok
Chozan

Serial author and entrepreneur. Ashley is a x2 times Amazon bestselling author, global keynote speaker, podcaster and female leadership spokesperson. She is a member of Alibaba's Global Influencer Entourage and works directly with a Tencent co-founder. Ashley run the world's #1 Youtube vlog about the China market, consumers and social media



Lee Mack
Naked Group

Head of Digital Strategy for Naked Group, Lee has been working in digital in China since 2008, he provides leadership to naked's main businesses which include resorts (naked Stables and naked Castle), co-working (naked Hub) and retail (naked Things).



Andrew Schorr
Grata

Industry veteran Andrew is the CEO of Grata. He works with global brands, particularly in the hospitality and automotive industries, to provide scalable, innovative customer service through WeChat and 'WeChat for Work'. Longtime Chinaccelerator mentor, Andrew's insights regarding WeChat have long been sought after by brands and media alike.



CONFIRMED SPEAKERS / PANELISTS



Matthew Brennan
China Channel

Matthew is a speaker and writer focusing on Chinese internet and tech innovation. In particular, he's known for analysis of Tencent, China's tech giant and WeChat, China's famous super app. His opinions are regularly featured in global media. Matthew also co-hosts the ChinaTechTalk podcast produced together with Technode.



Jenny Chen
WalktheChat

Co-founder and COO of cross-border e-commerce platform WalktheChat. Helping foreign SMEs and multinational brands to sell to Chinese. Jenny writes many of WalktheChat's essential weekly articles, famous for delivering unparalleled insights into WeChat and China digital marketing.



Elijah Whaley
ParkLU

Elijah is a content producer, digital marketer, and passionate advocate for Chinese influencer marketing innovation. He cofounded the beauty brand Melilim Fu, building one of China's premiere beauty influencers. As one of the most authoritative sources of KOL marketing info, Elijah can be found speaking at industry conferences across the globe.



Alex Duncan
KAWO

Alex runs KAWO.com the leading enterprise Weibo and WeChat platform for foreign brands in China, facilitating the possible experience for brands and agencies to connect more authentically with their audience in China. He is a serial entrepreneur, designer, developer and user experience expert.



Michael Norris
AgencyChina

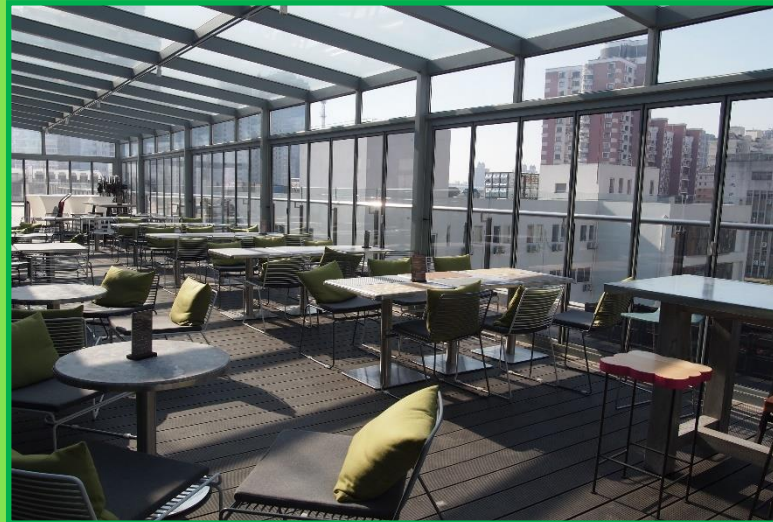
Research and strategy manager at Agency China, Michael has delivered breakthrough insight and consumer-facing strategies for Harbin Beer, Shell, Tiffany and JD Toplife. Michael is a regular article contributor for Technode and in demand speaker.



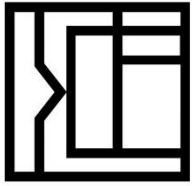
Mark Tanner
China Skinny

Managing director of Shanghai-based China Skinny. Mark has provided China market growth strategies and research to over 150 brands including Colgate, Tourism Australia, Reckitt Benckiser and IKEA. His views on China have been quoted by 200+ international media including Bloomberg, Reuters, FT and Forbes.

VENUE



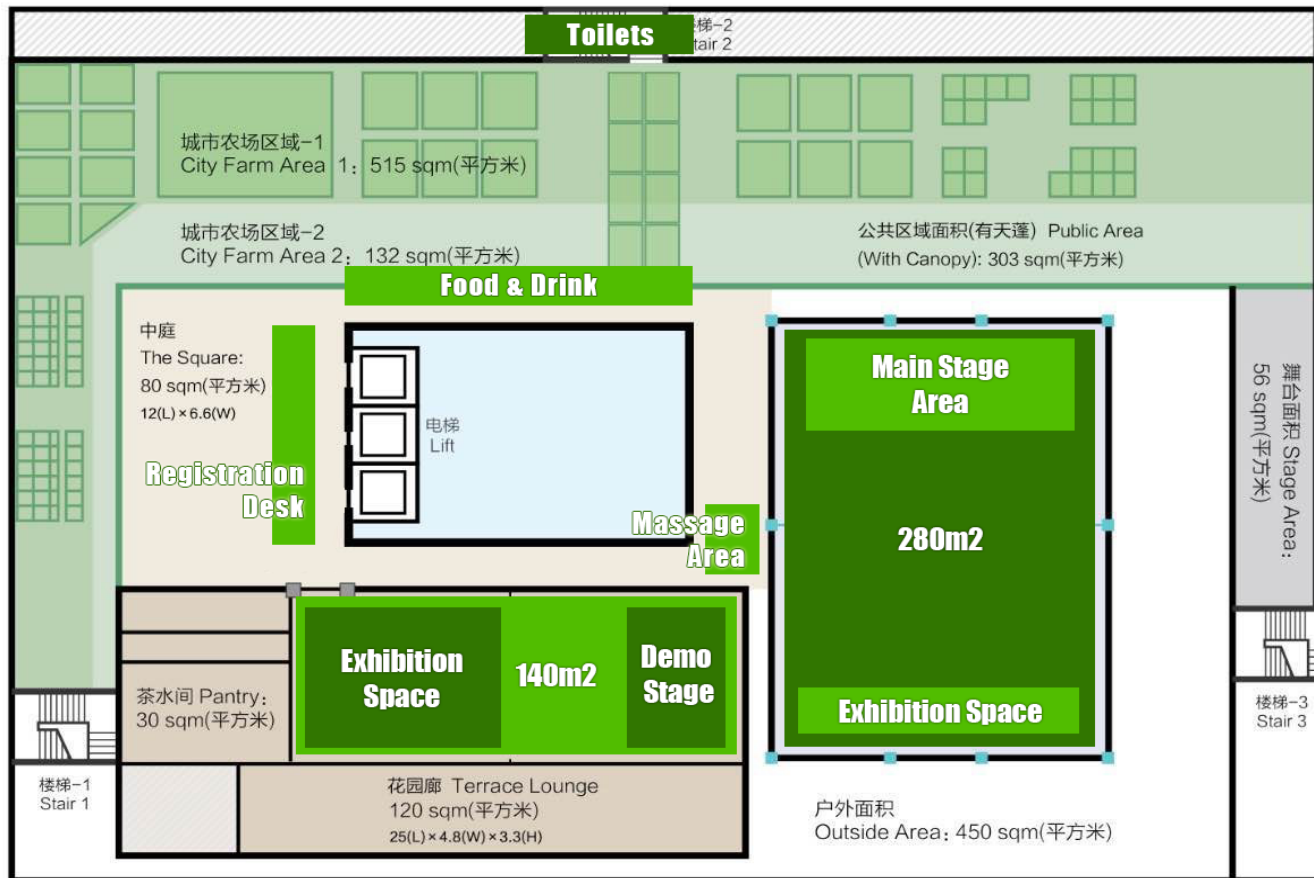
VENUE



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.

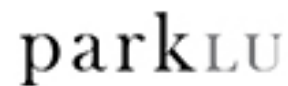
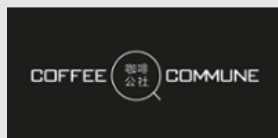


Address:
The Place
457 Jumen Road, Unit 407, Bridge 8 Phase IV
Huangpu District

地址：
上海市黄浦区局门路
457号407室，8号桥4期



PARTNERS – PAST AND PRESENT



SPONSORSHIP / EXHIBITOR OPPORTUNITIES

| BENEFITS | SPONSOR 3 AVAILABLE | EXHIBITOR |
|-------------------------------------|-------------------------------|-------------------|
| MAIN EVENT TICKETS | 2 DAY TICKETS x 5 | 2 DAY TICKETS x 2 |
| VIP DINNER TICKETS | 2 | 0 |
| EXHIBITION SPACE | REGULAR SPACE (FIRST PICK) | REGULAR SPACE |
| LOGO EXPOSURE ONSITE MATERIALS | LARGE | SMALL |
| PLACE ITEM INTO CONFERENCE GIFT BAG | YES | YES |
| ADVANCED ACCESS TO ATTENDEE LIST | YES | NO |
| MAIN-STAGE PRESENTATION SLOT | YES | NO |

INTERESTED? REACH OUT TO OUR EVENT CONTACTS (NEXT PAGE)



EVENT CONTACTS



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沙铭

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