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MASTER CLASS SERIES

WECHAT MINI APPS

SHANGHAI OCT 25TH

BEIJING NOV 2ND

"Welcome to the next generation of mobile software.

Say hello to "Mini-Apps" - TechNode

“It is not an exaggeration to say that a new era has possibly come to WeChat with the Mini Program now in the game.” - Jing Daily

We are proud to announce the **WeChat Mini Apps Master Class**. This exclusive full day training will offer the greatest amount of industry knowledge currently available about WeChat mini apps. Moderated by two top WeChat industry experts including live iPhone demonstrations of mini apps created for WeChat's private beta invitation.

Mini apps are possibly the most significant innovation in China's tech scene this year and one with serious ramifications for any organization with WeChat operations in China. As mini apps still remain in private beta, lots of questions remain. What exactly is a mini app? What can I do with a Mini app? Do I even need a mini app? How does the mini app fit into the Official Account ecosystem? Can my mini app replace my Service/Subscription accounts? How much time does it take to develop a mini app? What sort of team do I need to make a mini app? How do I monetize my mini app? How do I share / distribute my mini app? The list goes on... mini apps will go into public beta before the end of the year, how will they impact your China digital strategy?

“One thing is sure: if you are among the very first mini app’s, you will sure get a lot of traction and press.” – WalktheChat blog

If WeChat is an important user channel for your brand, product, service, or business, this training will provide invaluable insight into shaping and optimizing your WeChat strategy across all levels of your organization.

We will cover design and development best practices across the entire suite of WeChat Official Accounts with a strong emphasis on strategy for building mini apps. We'll take a deep dive into the API's and mini app framework to clearly understand just what mini apps can (and can't) do, how they fit within the official accounts ecosystem and the important ramifications mini apps hold for your overall China digital strategy.

Training Hosts



Jason Ng
Founder of Yokeneng Academy and Kenengba
Former CEO of GeekPark



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Jason is considered to be one of the foremost WeChat mini app experts in China and is in regular communication with the WeChat team. His O2O education platform, Youkeneng, regularly holds courses in Beijing dedicated to WeChat product development. This will be his first English language training in China.

He is popularly regarded as an influential thought leader in the Chinese tech scene. Jason's recent piece **别开发APP了** (Don't develop apps), is considered by many to be one of the most insightful and controversial Chinese tech pieces of 2016.

Jason was one of only 200 developers across China invited to WeChat's private mini app beta test. His Beijing based team has already developed and tested their own WeChat mini app ready for public launch. Jason holds an impressively broad skill set, from high level marketing and product development strategy down to the nitty gritty of coding.



Drew Kirchoff
Co-founder of yoli
Former Product Owner at Yodo1
Former Analyst at App Annie & AngelVest

Drew's education product yoli has been featured by Tencent as one of the most innovative education platforms on WeChat. yoli is the first WeChat based on-demand (lite PaaS model) education platform. His team was recently invited to Guangzhou to meet with the WeChat team and discuss the future of WeChat product development.

Drew has extensive hands on knowledge of the Chinese app and gaming industry from his years of work at Yodo1. He personally led the development of Crossy Road's China version, Google Play global game of the year 2015.

Key Takeaways

- Breakdown of where mini apps will fit into the WeChat ecosystem. Detailed analysis and comparison with other tools available such as Service & Subscription Accounts and the new synergies made possible.
- Clear understanding of WeChat team's longer term strategy for mini apps and the development direction we can expect mini apps to take in the next year based on this strategy.
- See live demonstrations of how mini apps will be experienced by users
- Full explanation of the technical limitations of mini apps. Which API's are available, what they can and can't do exactly. What changes can we expect in the future.
- In depth analysis of WeChat mini apps user acquisition and discovery process.
- Understanding of the WeChat mini app development process. What human resources and time scale is needed to develop mini apps (real case studies).
- How to measure user engagement and retention. (N.B. Users do not "Follow" a mini app like they normally would a Service or Subscription Account, meaning you may not have a known number of followers at any given time.)
- How to optimize your overall WeChat strategy to utilize the best features of each account
- Understanding of advanced linkage of different account types to create powerful new types of SaaS and PaaS opportunities on top of WeChat.

Schedule

The format of each session will allow attendees to directly ask questions as the hosts go through the content.

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| 10:00 - 10:05 | |
| 10:05 - 10:30 | <p>OVERVIEW: WECHAT THE HOME SCREEN OF CHINA</p> <p>Why leave WeChat and open other apps when you can experience the same services within WeChat natively? Mini Apps may symbolize the beginning of a new paradigm, fundamentally reshaping the China mobile ecosystem.</p> <ul style="list-style-type: none"> • Mini Apps and the WeChat Era: app consolidation • Transition to messenger as a platform • "Chat as Universal UI" and User Continuity • Breakdown of WeChat Core Loop |
| 10:30 - 11:30 | <p>WECHAT AS A DEVELOPMENT PLATFORM: HOW TO BUILD SERVICES OVER MESSAGING</p> <p>Full breakdown of how mini apps change the landscape and comparison with the different account types available. How will our strategic approach to the WeChat platform change with this new development? Learn how to embracing the full potential of WeChat as an innovative marketing and service platform.</p> <ul style="list-style-type: none"> • When to develop a Mini App vs. a Service Account or native app? • Best practices and key takeaways for developing for WeChat • Case Study: design, develop, and live operate an on-demand platform for WeChat • Where does this all leave iOS and Android development? |

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| 11:30 - 12:00 | <p>LIVE MINI APP DEMONSTRATION</p> <p>Mini Apps are currently in Private Beta, with only a select few Accounts given early access. Take a first look at a mature Mini App developed by Youkeneng and learn the ins and outs of developing your own Mini App ahead of the Public Release.</p> <ul style="list-style-type: none"> • What does a Mini App look and feel like? • Play with a live Mini App before the Public Release • Breakdown of key user experience differences with service accounts |
| 12:00 - 13:30 | <p>LUNCH AND SOCIALIZING</p> |
| 13:30 - 14:30 | <p>WECHAT TEAM' S BROAD STRATEGY: THE MID TO LONG TERM OUT-LOOK FOR MINI APPS</p> <p>What future changes to the WeChat official accounts platform can we anticipate? The array of different account types is now quite broad. There are constant rumors that Service and Subscription accounts being combined. This year saw the launch of a separate WeChat enterprise app. Tencent' s position in China' s mobile market is strengthening. All these factors and more will be discussed as we provide our thoughts and analysis on the future direction for WeChat' s official accounts platform.</p> |
| 14:30 - 15:30 | <p>MINI APP TECHNICAL OVERVIEW</p> <p>What sort of functionality are Mini Apps built for and how to build them. Take a deep dive into the Mini App framework and API's at your disposal.</p> <ul style="list-style-type: none"> • Which features are unsuitable for mini apps given how they operate |

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| | <ul style="list-style-type: none"> • Full breakdown of the available API's and framework • Where do the best opportunities lie? |
| 15:30 - 15:40 | SHORT BREAK |
| 15:40 - 16:30 | <p>CASE STUDY</p> <p>Developing a Mini App in 7 days - everything you need to know to prepare for the Mini App release. Use the OA ecosystem to build lean and iterate fast.</p> <ul style="list-style-type: none"> • Practical lessons learned from developing our first Mini App • Approval processes from Tencent. Things to watch for. • Analysis of typical time and resources needed for different feature development |
| 16:30 - 17:00 | <p>ADVANCED Q&A</p> <p>Opportunity to expand upon points covered earlier where attendees want extra information</p> |

Venue / Pricing

Shanghai: Tuesday 25th of October 10:00 AM to 5:00 PM

Beijing: Wednesday 2nd of November 10:00 AM to 5:00 PM

Shanghai Venue: Renaissance Hotel Zhongshan Park
1018 Chang Ning Road, Chang Ning District, 长宁区长宁路 1018 号

Beijing Venue: TBA, Central Beijing, China

Each training is limited to **20 attendees only**

Pricing: 4,800 RMB per attendee

Lunch and refreshments throughout the day are included

Online registration for Shanghai event: <http://qr02.cn/FTIDcB>

Online registration for Beijing event: <https://www.eventbank.cn/event/6786/>



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China Channel

China Channel provides educational solutions that facilitate international organizations' understanding of the China digital eco-system. We organize offline conferences and workshops across China. Our online media and resources can be found at chinachannel.co

Youkeneng

Building New Possibilities For Internet Careers. The Youkeneng platform facilitates learning about WeChat development across China. www.youkeneng.com

31Ten

We specialize in helping brands navigate the complexity of China's digital ecosystem. We provide our clients with trainings, tailor-made strategies and digital solutions to reach ever more connected, agile, and informed Chinese customers. <http://31ten.network/>

WalktheChat

WalktheChat is a WeChat cross-border e-commerce platform. We are helping foreign SMEs to sell to Chinese through WeChat with a step-by-step investment plan. WalktheChat also provides free educational content about marketing on WeChat. www.walkthechat.com

yoli

yoli is an on-demand spoken English platform creating next-gen 1:1 learning experiences on WeChat.



Register / Event Contact

To register or for more information on this special training please contact:

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