

maXcomm

Shanghai 2020

The International Communication and Marketing Forum

Better Comms, Better Marketing, Better Sales?

Thursday, 22 Oct. 2020, 1.30PM – 6.30PM

In an ideal world, **communication, marketing, and sales** go hand in hand to reach a common goal: the success of the company. In reality, however, these departments often have a different approach to achieving this objective. **Intertwining the knowledge** of these closely-related departments and **working collaboratively to reach common objectives** is essential.

maXcomm Shanghai 2020 asks to shed some light on the intricate relationship between communications, marketing, and sales, examining **how companies can better align their activities, improve efficiency, and drive revenue**. High-profile speakers will share different angles on **how to connect these activities in a streamlined process – from organizing roles and tasks, planning campaigns, and creating content, to measuring performance and digitalizing processes and operations**.

Join us for maXcomm Shanghai 2020 to explore new trends, network with likeminded professionals, exchange visions - and leave inspired.

Who will attend?

Executives, leaders and managers specializing in:

- Communications (Corporate, Brand, Internal, External, Integrated, Multi-Channel, Strategic)
- Public and Media Relations
- Marketing
- Public/Government Affairs
- Public Policy
- Social Media/Digital Communications
- Community/Advocacy Relations
- Human Resources/Employer Branding

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Become a maxcomm Partner

Partnership Benefits*	Standard*	Premium*
Pre-Event		
Partner logo with company website hyperlink on event website	X	X
Partner logo on event invitation (send to ca. 10,000 contacts)	X	X
Partner logo on WeChat event push-posts (ca. 7,000 followers)	X	X
Event Day		
Two tickets to the event	X	X
Partner logo on event slides		X
Partner acknowledgement during opening remarks by Executive Chamber Manager	X	X
One slide with 2 – 3 speaking points presented by moderator (e.g. Event / Publication announcement)***		X
Marketing material in gift bag	X	X
Exhibition booth and marketing materials in the Foyer		X
Post-Event		
Partner logo in event recap on social media	X	X
Partner logo in Key Chamber Publications (German Chamber Ticker, Chamber Annual Report)	X	X
Partnership fee (incl. tax)	RMB12,800	RMB16,800

* The information may be subject to change. The GCC Shanghai reserves the right to final interpretation

** Members receive a discount of 10%

*** Content is subject to prior approval by Chamber team (including visual or audiovisual material)

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