

### Engagement. Finding Fans and Followers – How Brands Survive in a Competitive Market

Thursday, 17 Oct. 2019, 1.30PM – 6.30PM, Le Royal Meridien Shanghai Hotel

Whether coming from big companies, SME or startups: You have to engage with your target group to reach the top, to stay ahead, or simply step into the spotlight. The question is: How do you want to stand out, how do you find your way? Our answer: Engage. But how? Meet our speakers and other participants at maXcomm Shanghai 2019. Learn more about strategic planning, content marketing, Chinese consumers, branding in China, KOLs, integrated communication and much more. Explore new trends, exchange visions and leave inspired.

#### Moderators



**Dr. Evelyn Engesser  
(Moderator)**  
General Manager at  
UNICEPTA



**Dr. Stefan Just  
(Moderator)**  
General Manager at  
Storymaker



**Dr. Sigrid Winkler  
(Opening Remarks)**  
Executive Chamber  
Manager at German  
Chamber of Commerce  
in China | Shanghai



**Henrik Bork**  
Managing Director  
of Asia Waypoint



**Ulf Dressler**  
VP, Corporate  
Communications  
APAC at LANXESS  
Chemical (China)  
Co., Ltd.



**Alex Duncan**  
Founder of  
KAWO



**Falk Fuhrmann**  
Executive Strategy  
Director of Saatchi &  
Saatchi Worldwide



**Dr. Natalie Koeppe**  
Head of Talent  
Partnering APAC at  
Adidas



**Ashok Sethi**  
Head of Illuminera  
Institute, The  
Illuminera Group



**Sameer Singh**  
Insight & Strategy  
Managing Director  
of Publicis Media



**Mark Tanner**  
Managing Director  
of China Skinny



**Martin Thiess**  
General Manager  
China at Borussia  
Mönchengladbach



**Felix Wendlandt**  
Co-Founder &  
General  
Manager of  
Brander Urstoff



**Mónica Muriel Zurita**  
CEO and Founder  
of Fashion Brand  
Zurita Madrid

#### Speakers

### 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

# Become a maxcomm Partner

Partnership Benefits*	Standard*	Premium*
<b>Pre-Event</b>		
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. 5,000 followers)	X	X
<b>Event Day</b>		
Two tickets to the event		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
<b>Post-Event</b>		
Partner logo in event recap on social media	X	X
Partner logo in Key Chamber Publications (German Chamber Ticker, Chamber Annual Report)	X	X
<b>Partnership fee (incl. tax)</b>	<b>12,800</b>	<b>16,800</b>

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\*\* Members receive a discount of 10%

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