

# 数字化赋能，提升营销效率

2020年8月11日



**冯超**  
高级市场经理  
EventBank捷会易

@EventBank营销科技学院





50+

客户遍布全球  
50多个国家

12

12个办公室，分布在亚洲、欧洲、北美、南美

9

平台支持9种语言，  
10种文字



布局下一代贸易链

# Event Marketing Can be Challenging





TUESDAY, SEPTEMBER 10, 2019 (8 AM - 10:30 AM)

// BEIJING, CHINA

# CMO Breakfast Series: The Explosion Charity Marketing in China

How Charity Marketing is Shaping the Media World

Off The Record

⚠ This is a past event. Registration is closed. [View other WuXi Biologics events.](#)



# 2020

## 药明生物投资者开放日 (02269 HK) WuXi Biologics Investor Day (Virtual)

# 拥抱变化 化危为机

## *Embrace Change to Turn Challenges into Opportunities*

激活 Windows  
转到设置以激活

2019年08月08日, 2019年08月09日 // 苏州苏州市

# 2019 (第九届) 植入介入医疗器械技术峰会

## ——骨科 & 牙科器械、心血管器械、美容及整容植入器械

激活 Windows  
转到“设置”以激活 Windows。



# CEO Forum



2020年06月30日 (16:00 - 18:00) 直播 | ONLINE

# Orange 5G Innovation Startup Roadshow

我要参与



活动详情



活动日程




演讲嘉宾



合作伙伴

激活 Windows  
转到“设置”以激活 Windows。



 This is a past event. Registration is closed. [View other PerkinElmer events.](#)



# 2019 APAC Regional Meeting

## Together Solving Tomorrow



**When**

July 30 & 31, 2019  
[Add to Calendar](#)



**Where**

Jumeirah Himalayas Hotel  
Shanghai  
Meihua Road 1108  
Shanghai, China  
[Show on map](#)



**Organizer**

PerkinElmer  
[Contact Organizer](#)  
+86 13701674229



[INICIO](#)

[AGENDA](#)

[PATROCINADORES Y SOCIOS](#)

[COMUNIDAD](#)

[MÁS ▾](#)

[INICIAR SESIÓN](#)



Costa Rican  
Healthcare Chamber

JUEVES, 28 NOVIEMBRE 2019 (08:00 - 20:00) // SAN JOSÉ, COSTA RICA

# EXPOMED 2019

[REGÍSTRATE](#)





# EventBank+Zoom



## 线上会议直播间+ 创新CRM+ 社群互动





[HOME](#) [SPEAKERS](#) [TICKETS](#)

[LOG IN](#)



TUESDAY, MAY 12, 2020 (8 PM - 9:30 PM)

# Tech Tuesday - Impact of COVID-19 on China Healthcare System

Discuss about the latest issues, challenges and trends within the China healthcare market

激活 Windows

⚠ This is a past event. Registration is closed. [View other Finnish Business Council Beijing events.](#)

# WEBINAR - BUSINESS IMPACT OF THE CORONAVIRUS - FULLY BOOKED

Feb 25th

2020

**REGISTRATION FOR THIS EVENT IS NOW CLOSED.**

3 PM - 4 PM

[Add to Calendar](#)

**Team Finland** is organizing a **webinar** for Finnish companies about...

[More Information...](#)

激活 Windows  
转到“设置”以激活 Windows。

⚠ This is a past event. Registration is closed. [View other Viva Biotech Holdings events.](#)



[EVENT DETAILS](#) [AGENDA](#) [SPEAKERS](#) [DOCUMENTS](#) [MORE](#) ▾

[LOG IN](#) [EN](#) ▾



THURSDAY, JUNE 11, 2020 (9 AM - 12 PM)

# 2020 BIOINNOVATOR A Viva Biotech Division 维亚生物创新中心

# VBI DEMO DAY

会议日期: 2020年6月11日 9:00-12:00 会议形式: ZOOM WEBINAR



**BIOINNOVATOR**  
A Viva Biotech Division



**ArthroSi**  
THERAPEUTICS, INC.



**FORKHEAD**

**TOTIENT**



激活 Windows  
转到“设置”以激活 Windows



The Economist

CORPORATE NETWORK

## Global Solution for The Economist

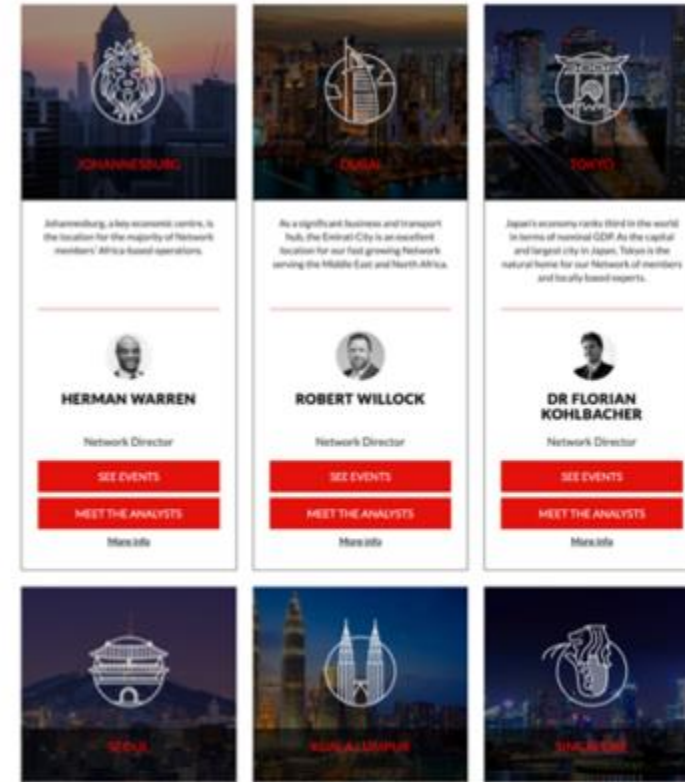
An exclusive networking forum and membership for business leaders from the world's most successful corporations, blending the collective intelligence of The Economist Group with the insight and experience of senior executives working in the world's most exciting regions. The Economist has selected EventBank's all-in-one solution over other competitors to run their membership programs and more than **200 events in their 9 key cities around the global.**



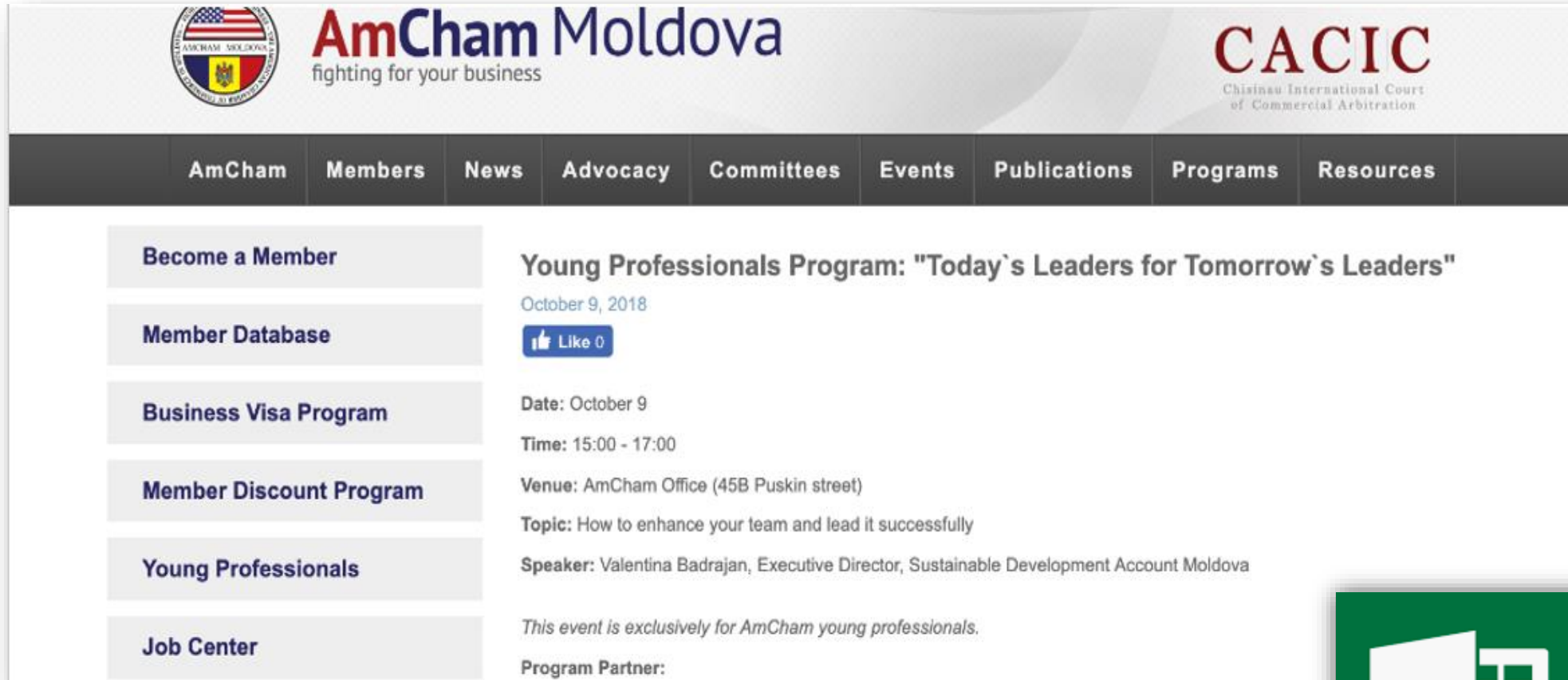
- > Dubai
- > Seoul
- > Hong Kong
- > Tokyo
- > Johannesburg
- > Singapore
- > Shanghai
- > Beijing
- > Kuala Lumpur



**200+** Events



# Before



The screenshot shows the AmCham Moldova website. At the top left is the AmCham Moldova logo with the tagline "fighting for your business". To the right is the CACIC logo, "Chisinau International Court of Commercial Arbitration". A dark navigation bar contains the following menu items: AmCham, Members, News, Advocacy, Committees, Events, Publications, Programs, and Resources. Below the navigation bar, on the left, is a vertical sidebar with buttons for "Become a Member", "Member Database", "Business Visa Program", "Member Discount Program", "Young Professionals", and "Job Center". The main content area features an event announcement titled "Young Professionals Program: 'Today's Leaders for Tomorrow's Leaders'" dated October 9, 2018, with a "Like 0" button. The event details are: Date: October 9, Time: 15:00 - 17:00, Venue: AmCham Office (45B Puskin street), Topic: How to enhance your team and lead it successfully, and Speaker: Valentina Badrajan, Executive Director, Sustainable Development Account Moldova. A note states "This event is exclusively for AmCham young professionals." and "Program Partner:" is listed below.

**AmCham Moldova**  
fighting for your business

**CACIC**  
Chisinau International Court  
of Commercial Arbitration

AmCham Members News Advocacy Committees Events Publications Programs Resources

**Become a Member**

**Member Database**

**Business Visa Program**

**Member Discount Program**

**Young Professionals**

**Job Center**

**Young Professionals Program: "Today's Leaders for Tomorrow's Leaders"**

October 9, 2018

Like 0

Date: October 9

Time: 15:00 - 17:00

Venue: AmCham Office (45B Puskin street)

Topic: How to enhance your team and lead it successfully

Speaker: Valentina Badrajan, Executive Director, Sustainable Development Account Moldova

*This event is exclusively for AmCham young professionals.*

Program Partner:





# After

130 events per year



The image shows a screenshot of a website event page. At the top, there is a dark teal navigation bar with three tabs: "Event Details" (which is highlighted), "Speakers", and "Community". Below the navigation bar is a large banner with a dark blue background featuring a central image of a coffee cup surrounded by coffee grounds. On the left side of the banner, the AmCham Moldova logo is displayed, with the tagline "fighting for your business" underneath. To the right of the logo, the event title "Business Breakfast" is written in a large, white, sans-serif font. Below the title, the featured speakers are listed in a smaller white font: "featuring H.E. Mr. Dereck J. Hogan, US Ambassador to Moldova & H.E. Mr. Peter Michalko, Head of EU Delegation to Moldova". At the bottom of the page, there is another dark teal bar with the text "Event Details" in white.

Event Details Speakers Community

**AmCham Moldova**  
fighting for your business

## Business Breakfast

featuring H.E. Mr. Dereck J. Hogan, US  
Ambassador to Moldova & H.E. Mr. Peter  
Michalko, Head of EU Delegation to Moldova

Event Details

# Marketing Asset

The screenshot shows a web browser window with the URL `eventbank.cn/org/jiehuiyi/events/timeframe/upcoming/view/list`. The page header includes the EventBank logo and navigation links for '活动' (Events), '订阅' (Subscribe), '关于我们' (About Us), and '联系' (Contact). The language is set to '中文' (Chinese) and there is a '登录' (Login) button.

The main content area features a filter menu with '即将开始的活动' (Upcoming Events) selected, a '关注' (Follow) button, and a '查看: 清单模式' (View: List Mode) dropdown. Below this, two event cards are displayed:

- 即将开始的活动** (Upcoming Events) - **过去的活动** (Past Events)
- 即将开始的活动** (Upcoming Events)

The first event card is titled **数字化营销驱动医疗企业智慧升级** (Digital Marketing Driving Smart Upgrade of Medical Enterprises). It is scheduled for **2020年08月11日 10:00 - 2020年08月11日 12:00** at **上海美商会办公室, 上海** (Shanghai American Chamber of Commerce Office, Shanghai).

The second event card is titled **EventBank智能自动化营销云认证培训** (EventBank Smart Automation Marketing Cloud Certification Training). It is scheduled for **2020年08月18日 20:00 - 2020年08月21日 21:00**. A date badge indicates **18日 八月** (18th August).

A Windows watermark is visible in the bottom right corner: **激活 Windows** (Activate Windows) with the instruction **转到“设置”以激活 Windows。** (Go to "Settings" to activate Windows.).

At the bottom left, a status bar shows `Waiting for piwik.eventbank.cn...`

# Marketing Asset

InterSystems  
Health | Business | Government

2019年10月24日, 2019年10月25日

InterSystems®  
Health | Business | Government

2019中国医疗信息化峰会

极速·无限

The Fastest Path to Possible

成就无边界医疗    成就超高速开发    成就高品质医疗



# After



Dear Chamber members,

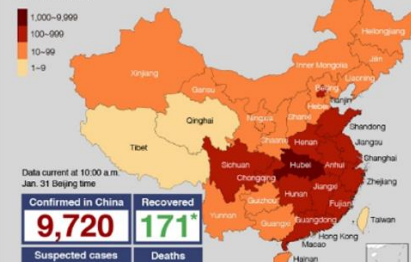
Like you all, we have been closely monitoring the response to the 2019-nCoV coronavirus outbreak through the Spring Festival.

The British Chamber team remains on the ground in Beijing working remotely to support members through this difficult time. The important and necessary response actions being taken by the government will undoubtedly impact the operating environment over the weeks ahead. We will continue to update members and friends of the Chamber as the situation evolves.

The current situation:  
(source: Caixin Global)

## Virus Spreads Worldwide

Confirmed cases



Hubei	204	Shanghai	1	Heilongjiang	2
Henan	2	Hubei	1	Sichuan	1
Beijing	1	Hainan	1		

Confirmed overseas	Countries
101	19



Dear IsCham sponsors, members and friends,

Despite the ongoing crisis in China, we believe it is crucial to continue the important work of China-Israel cooperation promotion while taking all precautionary measures to secure the health of the people we love. We believe every crisis can be an opportunity for growth and we encourage both Israeli and Chinese companies to strengthen their communication (online) and not to postpone it or neglect it. Together we can find new healthcare solutions, better food safety technologies and more online innovation to build a healthier and safer future for our children. The Israeli Chamber of Commerce is here for you to make the connection and promote this cause.

We hope the epidemic will end soon and wish lots of health to everyone!

IsCham Team

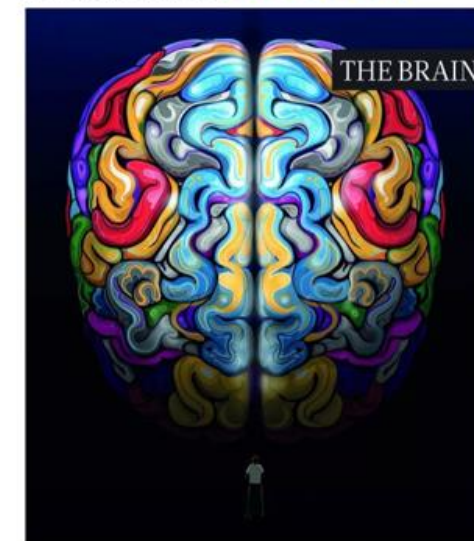
尊敬的商会赞助商、会员和朋友们：

尽管中国目前面临疫情危机，但我们认为谨慎采取必要防护措施以确保自身健康安全的同时，继续开展促进中以交流合作的工作是至关重要的。我们相信，每一次危机都可以成为发展的机会，我们鼓励以色列和中国的公司取在加强在线沟通业务，而不是推迟或搁置。我们一起寻找新的医疗保健解决方案，更好的食品安全技术和更多的在线创新，为我们的下一代建设一个更健康、更安全的未来！以色列商会将竭诚为您提供联络服务，促进事业发展。

祝早日疫情结束，大家平安健康！

中国以色列商会团队

## natureOUTLOOK



Produced with support from:



A source of inspiration

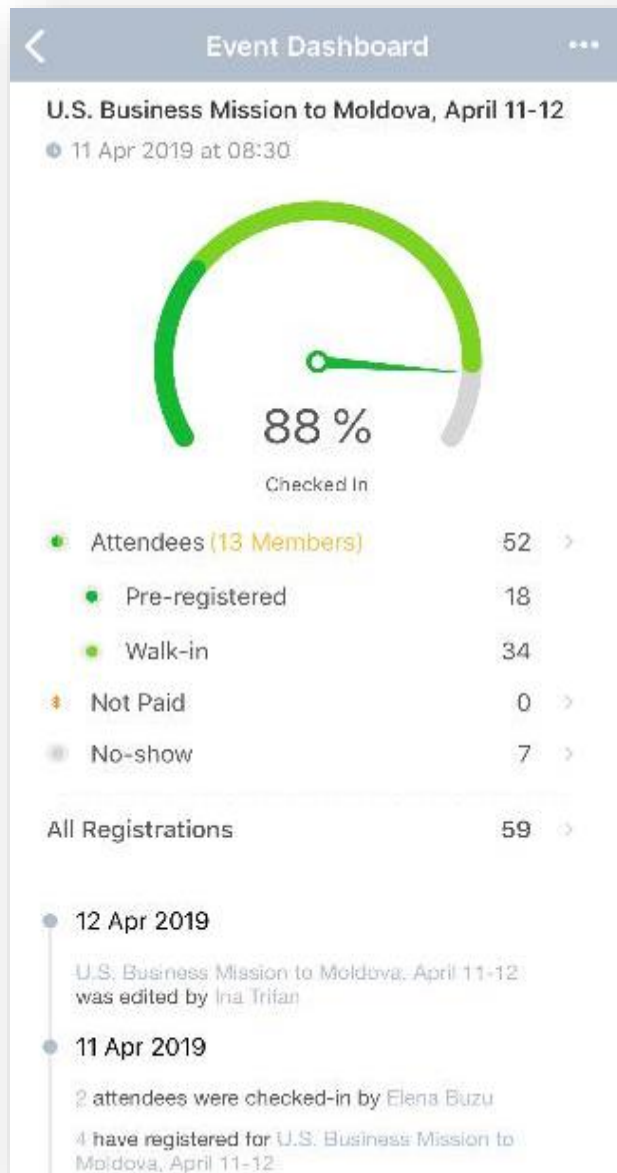
人脑看起来平淡无奇，摸起来就像果冻似的，非常容易发生变形。但是，在这看似普通的外表之下却蕴藏着异常复杂的内部运行机制，其中许多对于科学家来说仍是一个谜。随着我们对大脑的认识不断加深，受益的不仅仅是医学：进一步了解大自然最不可思议的造物，或将引领人类进行自我创造。

本期Outlook的内容包括：

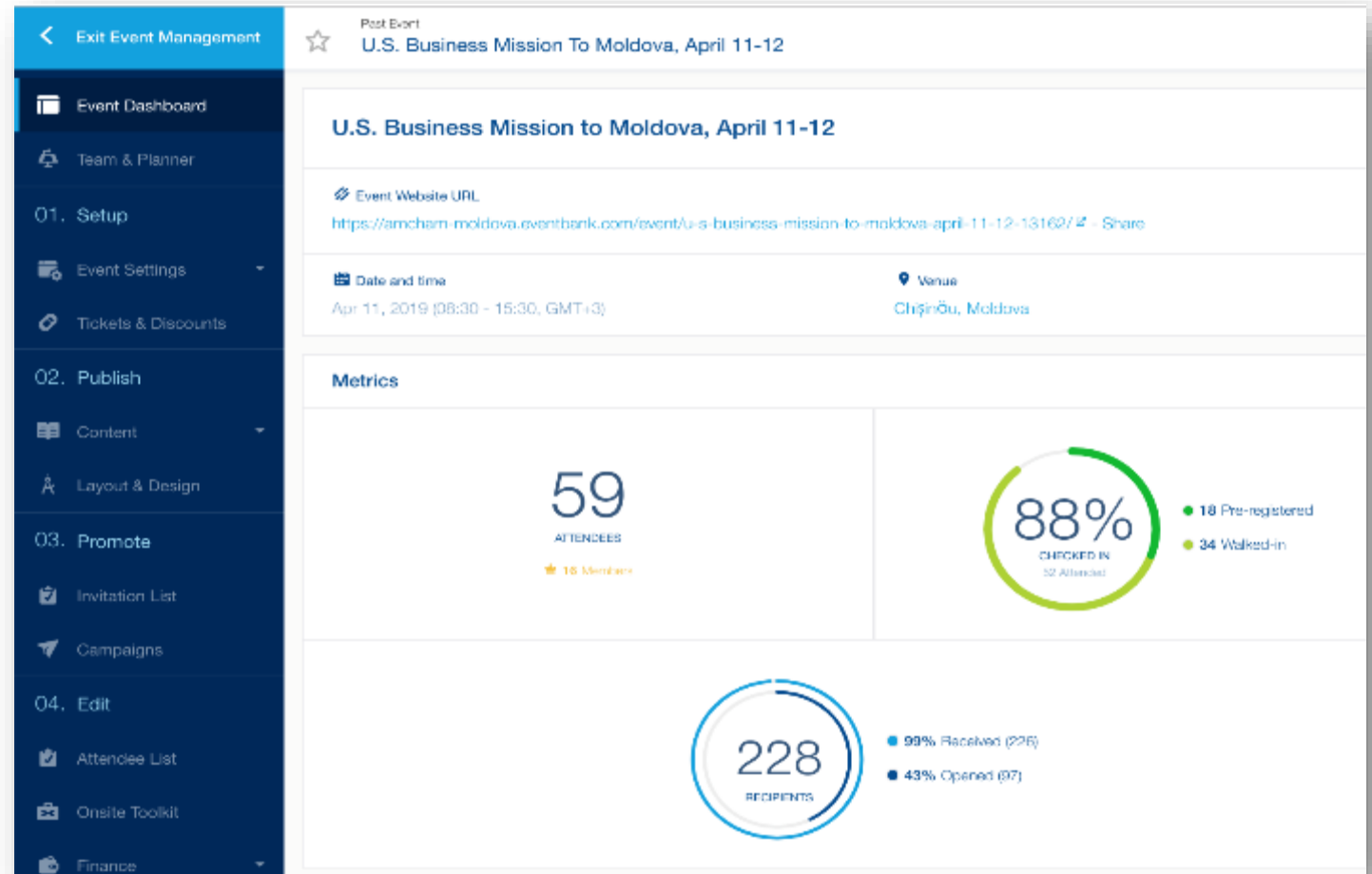
- 挑战传统思维的被遗忘的记忆
- 神经科学与人工智能如何相互驱动
- 伦理学家密切关注的新兴脑技术
- 一个终于得到应有关注的神经科学问题：什么是意识？

即刻开启免费在线阅读

# After



## Web version ↓



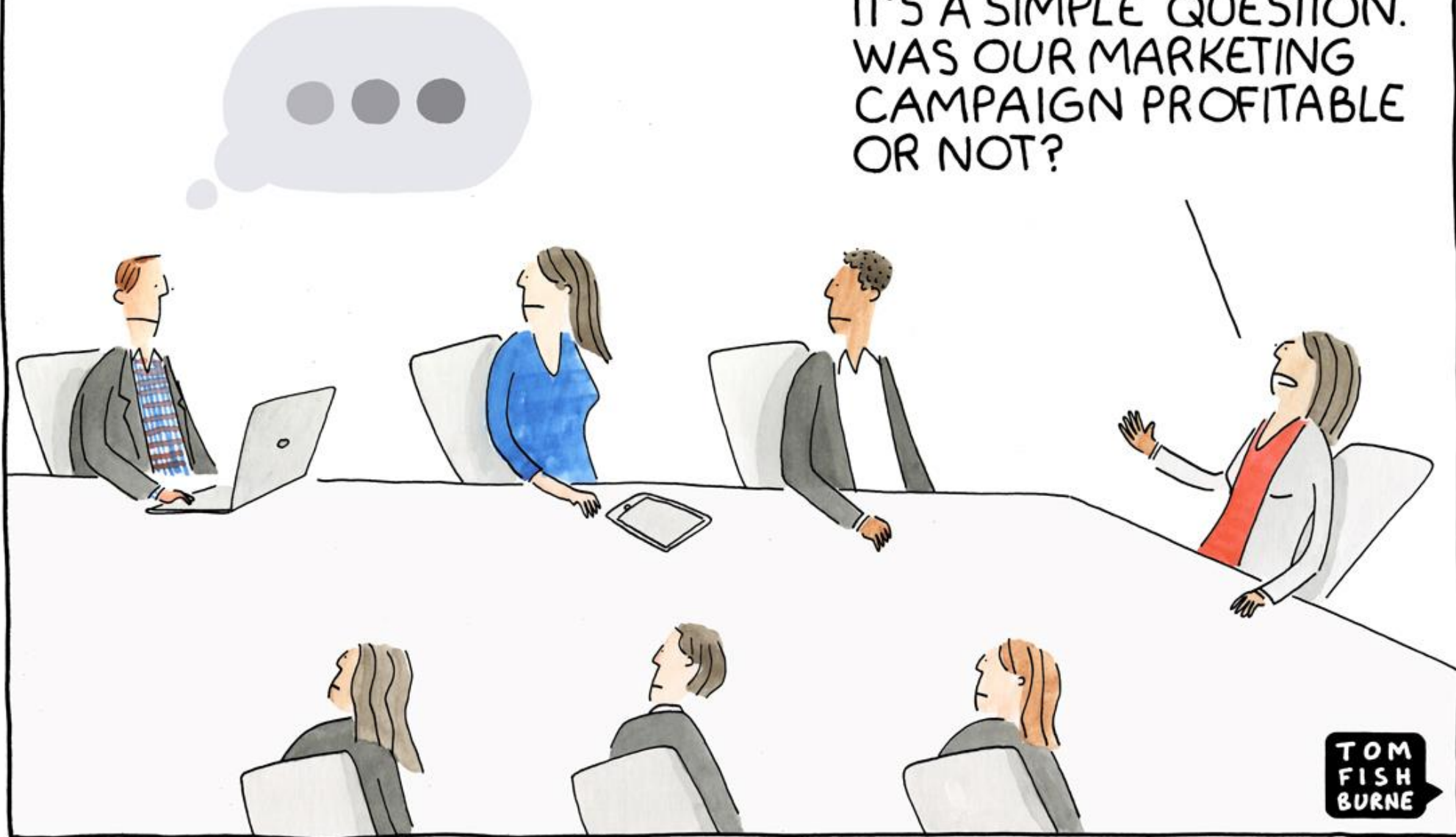
## ← EventBank Manager App

# After

“During the last 90 days

CRM database grew by **777 contacts**”

IT'S A SIMPLE QUESTION.  
WAS OUR MARKETING  
CAMPAIGN PROFITABLE  
OR NOT?





Your team's CRM dashboard

New Com... <span>This year ▾</span>	New Cont... <span>This year ▾</span>	New Oppor... <span>This year ▾</span>	Value of Open Opportuni...
<h1>6,310</h1> <p>NEW COMPANIES 17,697 Total Companies</p> <p><a href="#">See all companies &gt;</a></p>	<h1>7,629</h1> <p>NEW CONTACTS 24,634 Total Contacts</p> <p><a href="#">See all contacts &gt;</a></p>	<h1>4</h1> <p>NEW OPPORTUNITIES 4 Total Opportunities</p> <p><a href="#">See all opportunities &gt;</a></p>	<p>approx.</p> <h1>RMB 2,020k</h1> <p>TOTAL VALUE 4 Open Opportunities</p> <p><a href="#">See all opportunities &gt;</a></p>

### Recently Suppressed Emails

Se [redacted]	Email	⋮
<span>Bounced</span> Nov 26, 2019 6 PM	se [redacted] all.co	
<span>Unsubscribed</span> Nov 26, 2019 2:58 PM	c [redacted] work.com	⋮
[redacted]	Email	

### Recently Added Oppor...

xx-xx-xx
[redacted]
[redacted] 1
[redacted]
[redacted]
[redacted]
Cl Feng


### Recently Viewed Oppor...

线 [redacted] 活动
租 [redacted]
演 [redacted]
C [redacted] Feng
[redacted] 川1
[redacted]





- Dashboard
- CRM
  - People
  - Companies
  - Opportunities
- Events
- Campaigns
- Memberships
- Finance
- Tasks 2

 **Srinivasa Ramanujan** ☆  
 Front End at [EventBank](#)  
Speaker Sponsor Member

**Owner:**  Klemen Selakovic ✎


- Edit info
- Send email
- Add note
- Add to list
- More

**Contact information** See all

[ramanujan@iccp.org.ph](mailto:ramanujan@iccp.org.ph)

00386 51 41632 2 22

**Engagement score** See all metrics

80% 

**Revenue** See all invoices

**\$ 1,999.12**  
REVENUE LAST YEAR  
↑ 20%

**\$ 1,120.12**  
VALUE OF DUE INVOICES

Activities | **Metrics** | Contact Information | Groups & subscriptions

**Engagement index** ? Export full report

**Campaigns** Last 30 days

**32**  
SENT

- 95% Delivered (24)
- 5% Bounced (8)
- 50% Opened (8)
- 5% Clicked (8)

Last campaign opened **24 days ago**

**Opportunities**

<b>2</b> OPEN \$2,000 value	<b>32</b> CLOSED \$2,000 value
-----------------------------------	--------------------------------------

**Subscriptions**

**4**  
ACTIVE SUBSCRIPTIONS  
↑ 15

[Manage](#)

**Finance** ? Last 30 days

**\$14,400**  
REVENUE  
↑ 20%

- 50% Events (\$7,200)
- 50% Memberships (\$7,200)

**Committees**

**16**



**谢谢！**



WeChat