



[Agenda Register](#)   

Cracking China

A unique social media landscape to engage

No Facebook. No Twitter. No YouTube.

Yet China is the world's largest social media market plus the biggest internet base with over 730 million users and continues to brim with opportunity for marketers.

The Chinese social media landscape is highly fragmented and it is not enough for a simple two-channel strategy as it may be in the West.

New channels are popping up all the time and the space is in a constant state of flux. But success is possible and with the right approach brands can reap the rewards of engaging with Chinese consumers.

That's why *Marketing Magazine* is joining forces with Kantar Media CIC to offer you and your team an exclusive [one-day course](#) on 19 May aimed at analysing and strategising for winning with social media across channels in China.

Check out the [full agenda here](#).

If China is in your sights or you're ready to fast-track your penetration into the market then this is the perfect hands-on workshop for you complete with practical case studies and interactive exercises.

And if you act fast you can save over 20% with the early bird rate if you reserve your place by 28 April.

Plus, claim up to 40% in back in rebates under the PIC scheme. Check out the [details here](#).

Register directly [here](#).

Or contact Czarina Solomon for all details on +65 8112 6351 or at czarinas@marketing-interactive.com

About the trainer:



Linda Xu
Head of research and consulting
Kantar Media CIC

Linda has 20 years of consumer research experience in both Mainland China and the US, and now specialises in social media analytics and modeling. Linda has extensive experience with a broad range of different research tools to help both multinational and local clients in categories including FMCG, Tech, Telco, Travel, Entertainment, Finance, Automotive, and Healthcare, and other industries.

Prior to joining Kantar Media CIC, Linda led the custom research team of the Consumer Goods and Retail sector at the GfK Shanghai office and the Non-FMCG modeling team of the analytic consulting department at Nielsen China. In the US Linda has worked for BBDO, the National Regulatory Research Institute (NRRI), and other online research agencies.

Linda received her Doctorate degree from The Ohio State University in the US. She studied communication with a focus on public opinion research and market research methodology.

COURSE INFORMATION

Date: 19 May
Time: 9.00am - 5.00pm
Course Venue:
Holiday Inn Singapore
Orchard City Centre
11 Cavenagh Road,
Singapore 229616

LEARN TO:

1. Achieve an overall grasp of China's fast-moving social media eco-system
2. Understand industry best practices and focus based on real cases
3. Insights on upcoming trends and innovation for platforms, influencers and brands

For the full course agenda, [click here](#).

REGISTRATION

Course Fee: SGD 999*
(early-bird rate before 28 April)

Standard Rate: SGD 1,299

To register, [click here](#)

or contact
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