

SIEM Training Workshop: Internet Market and Digital Marketing in China May 2014, London & Manchester

Based on last year's successful digital achievement, the British Council will continue to host China social media training workshops of ***Internet Market and Digital Marketing in China*** for digital marketing practitioners and professionals from UK institutions with the purposes of exchanging experience and sharing insightful views on the digital landscape in China.

This year's agenda is designed with intensive training workshops about Digital landscape, Popular social media introduction, Video marketing, Analytics of student decision making. Sessions will be presented with practical case studies and real life examples.

You also have the opportunity to have face-to-face discussions with leading industry experts in our "Meet the Experts" session. We believe this event is the best digital marketing training workshop that you won't want to miss!



Picture: China social media training workshop London, June 2013

Event Details

Training workshop London

- Date: 12 May 2014
- Time: 09:00 – 17:00
- Venue: British Council London Office
Room9&10, Upper Ground, British Council Offices, Spring Gardens
London, SW1A 2BN

Training workshop Manchester

- Date: 15 May 2014
- Time: 09:00 – 17:00
- Venue: British Council Manchester Office
Room609, Bridgewater House, 58 Whitworth Street
Manchester M1 6BB

Agenda

09:00 – 09:30 Check-in

09:30 – 09:35 Welcome speech by the British Council

09:35 – 10:30 ***China Internet Landscape and UK Institutions Digital Performance***

By Ms. May Huang, Education E-Marketing Manager China, British Council

10:30 – 10:45 Tea/Coffee Break

10:45 – 11:45 ***Approach your audience in a different way: introduction on video content marketing***

By Ms. Wei Ge, Vice-president of Content Marketing, YOKU Group

11:45 – 12:00 Q&A for morning session

12:00 – 13:15 Lunch Break

13:15 – 14:15 ***Re-define your service on social media: introduction on WeChat marketing***

By Mr. Zhang Dongbo, Strategic Cooperation Director, Media Business
Development Department, Tencent

14:15 – 14:30 Tea/Coffee Break and free Q&A

14:30 – 15:30 ***Big data analytics of student decision making on overseas studies***

By Mr. Vincent Wang, CEO of Shanghai Horizon Consulting Co. Ltd

15:30 – 16:00 Q&A for afternoon session

16:00 – 17:00 Meet the Experts – one-to-one free talks

Speakers

Ms May Huang

Education E-marketing Manager China, British Council

May has 7 years of experience focused on education marketing and digital consultancy, specializing in digital project development and management. May grew the digital reach from hundreds of thousands in 2010 to more than 5 million in 2012 and developed the first ever virtual exhibition portals for UK summer school programme, pre-university courses and arts & design courses on both Education UK and partnered websites. She was invited to be a speaker at English UK Annual Marketing Conference, China Social Media Training Workshops in Cambridge and London to present on effective digital marketing in last two years. She also offered digital services to more than 66 UK institutions in 2013 and consulted on 3 digital projects bringing the partners an average return of 150% on their investment in reaching new clients.

Based on solid experience and abilities, May would support UK partners on digital planning, e-marketing execution and business development in China and East Asia.

Ms Wei Ge

Vice-president of Content Marketing, YOKU Group

Ms Wei Ge, Vice-president from Yoku Group, is responsible for content marketing and big data analytics on customer behaviours and preference. She has very concrete experience of video marketing, advertising and media communication. Before she joining Yoku Group, she used to work as General Manager Marketing in Enlight Media.

Mr Boris Zhang

Strategic Cooperation Director, Media Business Development Department, Tencent

Boris Zhang, is now leading on cross-team products & brands integrated marketing on various channels of WeChat, QQ music and games in Tencent. He used to be responsible for overall digital marketing on Expo Shanghai 2010 and Summer Universiade Shenzhen 2011. Before joining Tencent, Boris works in China Mobile with the role of market channel development.

Mr Vincent Wang

CEO, Shanghai Horizon Consulting

CEO of Shanghai Horizon Consulting, Master of Durham University, Committee and Deputy Secretary of Shanghai Overseas Returned Scholars Association. With more than ten-year experience on integration of education and internet industry, Vincent has in-depth understanding of online features for Chinese student who tend to study abroad. He is also the expert who offers digital marketing solutions as well as direct student recruitment for overseas institutions in Chinese market. As one of the excellent UK alumni, he received formal meetings with former UK Prime Minister Gordon Brown and former Education Minister William Ernest Rammell in China in 2007.

**China Social Media Training workshop
Application Form**

<i>Name of institution:</i>	
<i>Number of participants: (please write down the name of participants as well)</i>	
<i>Contact person:</i>	
<i>Telephone:</i>	
<i>Fax:</i>	
<i>Email:</i>	
<i>Website:</i>	
<i>Contact address:</i>	
<i>Select the event you would like to join (please tick accordingly), GBP360 per head excl. VAT</i>	<ul style="list-style-type: none"> • London session, 12 May 2014 (Monday) • Manchester session, 15 May 2014 (Thursday)
<p><i>I confirm that the above named organization will take part in the China Social Media Training Workshop on 12th May or 15th May 2014. We will submit application form by 25th April 2014.</i></p> <p><i>Signed:</i> _____</p> <p><i>Position in institution:</i> _____</p> <p><i>Date:</i> _____</p>	

Cancellation deadline

Cancellation fees will be charged for withdrawal from the **China Social Media Training Workshop**, as of the date of receipt of Notice of Withdrawal:

- 50% of the full service fee for withdrawals received less than 2 months before the confirmed date of training workshop.
- 100% of the full service fee for withdrawals received less than 1 month before the confirmed date of training workshop.

Terms and conditions

VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

Payment schedule

The British Council will invoice all institutions for the publication lecture or exhibition fees. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and flights for speakers are the responsibility of the participants. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Selection

The British Council reserves the right to select institutions to participate in the booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

Acceptance

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

British Council reserves the right to accept the guest lecture depending on the content of the guest lecture, the suitability of the selected city and the availability of local institution.

Event cancelled due to unsafe area

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimize the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn all participants to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardizing the financial viability of the event.

Accredited Institutions

All participating institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. Private education institutions must be accredited by the British Accreditation Council, the Independent Schools Council or the British Council.

Code of Professional Standard and Ethics

All institution representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*.