

Best Social Media Solutions for your Branding

– China Social Media Training Workshop



14th June 2013
Brunel University
London



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The Chinese Weekly is the first simplified Chinese Newspaper published in the UK. Our target readers are among the new generation of Chinese immigrants with a high level of education and well-developed interest in news media. The Chinese Weekly adheres to the idea of 'cultural confidence based on high quality reading' and provides an excellent quality of newspaper for overseas Chinese. The Chinese Weekly runs both traditional and new media forms. Based on the printed newspaper, The Chinese Weekly also provides internet, mobile phone and

tablet computer news applications. The Chinese Weekly is the first Chinese media company to provide global synchronous reading on iPhone, iPad and Android devices.

An efficient collaboration with media networks both in mainland China and around the world such as Europe, America and Australia enables the Chinese Weekly to deliver the image of the UK to our readers currently outside the country.



Sina Weibo College (SWC) is an official organisation found by Sina Corporation which aims to promote and share brand culture within the Chinese social media network. It offers governmental departments, corporations and individuals professional training on how to approach brand communication and online marketing in a more effective and efficient way. The high-rated course delivers the most authoritative Weibo products, statistics, cases and technology. Equipped with experienced online marketing professionals, SWC gives each company the most effective advice based on the industry it is involved in, as well as its individual characteristics. Through this, SWC is able to promote and improve the Weibo marketing skills of Chinese corporations.



With the aims of supporting UK institutions to get in-depth understanding of Chinese social media and to build up e-profile in this special market, the British Council would host a one-day training workshop on China social media, with partners of The Chinese Weekly and Sina Weibo College.

In this training workshop, we will cover:

- Landscape of Marketing through social media
- Utilization of Sina media platforms
- Case studies on Sina Weibo
- Good practices on interactive communication
- Strategic development on digital marketing in China

Time:
9:30--18:00 14th June 2013

Venue:
The Auditorium, Eastern Gateway Building (Brunel Business School)
Brunel University, Kingston Ln,
Uxbridge, Middlesex UB8 3PH

Participant fee:
GBP360 (excl. VAT) per person

**This includes the cost of training fees, lunch and refreshments.*



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Agenda

| | |
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| 9:00-9:30 | •Registration open |
| 10:00-10:10 | •Welcome speech given by Brunel University |
| 10:10-10:40 | •Strategic Development of Digital Marketing in China •Guest Speaker: May Huang <i>Education E-Marketing Manager China British Council</i> |
| 10:40-12:00 | •Landscape of Marketing and Branding Through Social Media •Case study & Q&A •Guest Speaker: Michael Kwong-To TANG <i>Senior Consultant of Sina Weibo President of hdtMEDIA Research scholar of Modern Advertising at Peking University Research scholar of the CMM Research Institute</i> |
| 12:00-13:15 | •Lunch Break |
| 13:30-14:30 | •Utilization of Sina Media Platforms and Database Analysis •Guest Speaker: Jason Ge <i>General Manager of Sina Marketing Department and Business Channels Operation Department, General Manager of Regional Branch, Sina Group</i> |
| 14:30-15:00 | •Good Practices on Interactive Communication •Guest Speaker: Lisa Wang <i>Project Director of Sina Weibo College Senior Manager of Sina Weibo Marketing</i> |
| 15:00-17:00 | •Group talk and practical workshop •Workshop Advisor: Shenchen (373,101 followers) <i>Chief Lecturer of Weibo College Columnist Career Consultant of TV show ZHI LAI ZHI WANG (China's top rated job seeking show)</i> •Workshop Advisor: Shawn Lee <i>Deputy General Manager of Sina Weibo Regional Business Development and Marketing Department</i> |
| 18:00 | End of forum and start of additional consulting service |

Social Media China Training

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