

Training Workshop: China's Internet Market & Digital Marketing Strategies

May 2015, London & Edinburgh

Based on the success of similar events in the past and the British Council's professional experience of digital marketing in China, we are pleased to announce a series of training workshops on China's Internet Market & Digital Marketing Strategies, to be held in the UK in May 2015. Professionals from UK institutions are invited to attend the workshop to strengthen their understanding of China's digital landscape and learn effective strategies to engage with their target audiences.

This year's workshop will include an in-depth introduction to China's Internet market and the most popular social media channels, data analytics of student decision-making, and expert advice on content marketing and search engine optimisation. All sessions will feature real-life case studies. In addition, a 'Meet the Experts' session will give participants the opportunity to engage in face-to-face discussions with the sector's leading experts.

Participants interested in attending this workshop should fill out the attached registration form and send it to may.huang@britishcouncil.org.cn by 25 April 2014.



Photos: China Social Media Training Workshop in London, May 2014

Event Details

London workshop

- Date: Monday, 18 May 2015
- Time: 09:00 – 17:00
- Venue: London & Partners Meeting Room (6th Floor)
2 More London Riverside
London, SE1 2RR

Edinburgh workshop

- Date: Thursday, 21 May 2015
- Time: 09:00 – 17:00
- Venue: British Council Scotland Office
Waverley Gate (4th Floor)
2-4 Waterloo Place
Edinburgh, EH1 3EG

Agenda

09:00 – 09:30 Registration

09:30 – 09:35 Welcome by the British Council / London & Partners (TBD)

09:35 – 10:30 **China's Digital Landscape & Future Trends**
Mr Lu Gang, Founder & Chief-Editor of TechNode

10:30 – 10:45 Q&A (with tea/coffee)

10:45 – 11:45 **China's Internet Market & UK Institutions' Digital Performance**
Ms May Huang, Assistant Director Education Marketing, British Council China

11:45 – 12:00 Q&A for morning session

12:00 – 13:15 Lunch break

13:15 – 14:15 **Improve your SEO performance in China**
Mr Allen Qu, Founder & CEO, Netconcepts China

14:15 – 14:30 Q&A (with tea/coffee)

14:30 – 15:30 **Big Data Analytics of Student Decision-Making on Overseas Studies**
Mr Eason Wang, 51offer

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

16:00 – 17:00 'Meet the Experts' (networking & discussion)

Speakers

Ms May Huang

Assistant Director Education Marketing, British Council China

May has 8 years of experience in education marketing and digital consultancy, with a focus on digital project development and management. May has grown the British Council's digital reach in China from a few hundred thousand in 2010 to more than 6 million in 2014. Over the past two years, May has delivered workshops on China's Internet market and social media channels across the UK to share her insights.

Dr Lu Gang

Founder & Chief-Editor of TechNode

Dr Lu is the founder and CEO of TechNode, China's leading tech media organisation covering the technology sector and start-ups. Dr Lu is one of China's most influential tech bloggers on the global Internet industry, and the former Asia Business Development Director of Netvibes.com, the world's leading personalised homepage and widget technology provider. Dr Lu has a PhD in wireless communications from the University of Sheffield.

Mr Allen Qu

Founder & CEO, Netconcepts China

As the lead consultant for Netconcepts China, Allen Qu provides analysis, consultation and implementation services on search strategies for world-leading companies in China, the US, Australia and New Zealand. Allen's expertise includes social media optimisation, PR & RSS optimisation, search engine optimisation, paid search management, permission/email marketing, blog/viral marketing, and offline strategies. Allen is an IT & marketing graduate from the University of Auckland.

Mr Eason Wang

Marketing Director, 51offer

Eason Wang has more than 10 years' experience in the education and Internet sector, with a focus on social media marketing, Internet marketing and product-oriented marketing. Through his experience of marketing based on big data analysis at 51offer.com, Eason has gained first-hand insights into the decision-making behavior of Chinese students on overseas studies and professional expertise in applying decision-making psychology to digital marketing. Eason graduated from Shanghai Jiaotong University with a master's degree in education research.

China's Internet Market & Digital Marketing Strategies Registration Form

<i>Name of institution:</i>		
<i>Number of participants:</i>		
<i>Names of participants:</i>		
<i>Contact person:</i>		
<i>Telephone:</i>		
<i>E-mail:</i>		
<i>Fax:</i>		
<i>Website:</i>		
<i>Contact address:</i>		
<i>Select the workshop you would like to join (please tick accordingly)</i>	<i>London workshop, 18 May 2015 (Monday)</i>	<input type="checkbox"/>
	<i>Edinburgh workshop, 21 May 2015 (Thursday)</i>	<input type="checkbox"/>
<p><i>I confirm that the above named organisation and participant(s) will take part in the British Council's 'China's Internet Market & Digital Marketing Strategies' workshop on the chosen date. I understand that by signing this form, the terms and conditions listed below will form a binding contract between this organisation and the British Council.</i></p>		
<i>Signed:</i> _____		
<i>Position in institution:</i> _____		
<i>Date:</i> _____		

Cost: **£390** per person (excl. VAT) for one session

Cancellation policy

The Client may cancel the Services prior to their delivery by giving the British Council written notice of cancellation. If the Client cancels at least three weeks before [18 April 2015] the Client shall not be required to pay the British Council any fees in connection with the cancelled Services and any fees already paid in respect of such cancelled Services shall be refunded by the British Council.

If the Client cancels the Services less than three weeks prior to [18 May 2015], the Client shall be liable to pay the British Council the percentage of the charges for such cancelled Services set out below:

Notice Period	Percentage of charges payable
14 days or less	100%
15 - 20 days	75%

For full details of our Terms of Services for International Education Marketing, please refer to <https://siem.britishcouncil.org/terms-service>

www.britishcouncil.org/siem