



Speaker: Kher Tean Chen, Managing Director, Products Client Services Group Lead for Greater China  
 Organization: Accenture  
 演讲嘉宾：陈科典，大中华区产品制造事业部总裁  
 公司：埃森哲  
 Kher Tean Chen, Managing Director, Products Client Services Group Lead for Greater China  
 2018埃森哲中国消费者洞察：新消费、新力量



Speaker: Peter Petermann, Chief Strategy Officer  
 Organization: MediaCom  
 演讲嘉宾：Peter Petermann，首席战略官  
 公司：竞立媒体  
 The End of the Line: Consumer Engagement in the Digital Age  
 数字时代尽头：用户参与



Speaker: Eric Wang, COO  
 Organization: CBNDData  
 演讲嘉宾：王洋，首席运营官  
 公司：第一财经商业数据中心  
 Empower Marketing Possibilities of Data  
 激发数据的营销想象



Speaker: Heaven Lin, AR Chief Insight Officer  
 Organization: Netease AI  
 演讲嘉宾：林琳，网易洞见AR营销工作室“首席洞见官”  
 公司：网易人工智能  
 The Future Has Come: Insight of AR Marketing  
 未来已来，洞见AR营销



Speaker: Nancy Song, General Manager, China  
 Organization: Acxiom  
 演讲嘉宾：宋焯，中国区总经理  
 公司：安客诚  
 Scale Up Your Brand in China Digital Ecosystem  
 品牌在中国的数字化生态圈未来发展趋势



Chairman: Xiangyu Wang, Vice President  
 Organization: Tencent Cloud  
 演讲嘉宾：王祥宇，副总裁  
 公司：腾讯云  
 Wide Platform Powers Brands' Smart Upgrades  
 宽平台助力品牌智慧升级



Speaker: Dawson Zhang, Marketing VP  
 Organization: Ximalaya FM  
 演讲嘉宾：张永昶，市场部副总裁  
 公司：喜马拉雅FM  
 Ximalaya FM's Practices on Audio Marketing  
 喜马拉雅音频营销玩法



Speaker: Eva Huang, Head of Marketing – RBWM  
 Organization: HSBC  
 演讲嘉宾：黄长青，零售银行及财富管理市场总监  
 公司：汇丰银行  
 Engage Consumers in the Digital World  
 在数字世界吸引消费者



Speaker: Tina Ding, Vice President, Marketing Effectiveness & Big Data  
 Organization: Nielsen Great China  
 演讲嘉宾：丁玎，大中华区大数据营销优化副总裁  
 公司：尼尔森



Speaker: Madeline Du, Smart Retail Marketing Manager  
 Organization: Tencent Cloud  
 演讲嘉宾：杜春雪，智慧零售市场经理  
 公司：腾讯云



Speaker: Cyril Drouin, Chief eCommerce Officer Greater China  
 Organization: Publicis Communications  
 演讲嘉宾：Cyril Drouin，大中华区首席电子商务官  
 公司：阳狮传播  
 eCommerce in Now A Branding Activity  
 品牌活动电商环节



Chairman: Gordon Wong, Chief Growth Officer, Asia  
 Organization: Treasure Partners Co.  
 演讲嘉宾：黄德伟，亚洲首席增长官  
 公司：丰盛策划咨询公司  
 Insights of Asian Growth Strategy with Marketing Innovation  
 亚洲营销创新与增长策略



Speaker: Ricky Yang, COO  
Organization: nEqual  
演讲嘉宾：杨纯，首席运营官  
公司：nEqual  
Is Digital Enterprise Transformation A Trend or A Bluff?  
数字化企业转型是趋势，还是噱头？



Speaker: Maggie Yung, Director, Head of Customer Franchise  
Organization: Citibank (China)  
演讲嘉宾：容兰芳，客户发展规划总监  
公司：花旗中国  
Winning Customer Experience in Digital Age  
在数字时代如何打造最佳用户体验



Speaker: Karen Ho, Chief Growth Officer  
Organization: Wavemaker  
演讲嘉宾：何嘉琳，首席增长官  
公司：Wavemaker  
Revival and Sustainable Development in Digital Age  
企业在数字时代的复兴和可持续发展



Speaker: Nathanael Horn, CMO  
Organization: MDL Talent Hub  
演讲嘉宾：Nathanael Horn，首席营销官  
公司：MDL Talent Hub  
Ensuring the Growth of Young Entrepreneurs through Crowdfunding and Reputation Management  
通过众筹和声誉管理确保年轻企业家的成长



Speaker: Richard Kisémbó, Chief Executive & CMO  
Organization: IN/FRA-APPAREL GROUPE  
演讲嘉宾：Richard Kisémbó，首席运营&营销官  
公司：IN/FRA-APPAREL GROUPE  
Harnessing Relevant Digitization in a Consumer Centric "Millennial" Universe  
在一个以消费者为中心的“千禧”世界，利用相关的数字化



Chairman: Ken Tang, Vice President, Marketing  
Organization: McDonald's Corporation  
演讲嘉宾：汤俊章，中国市场部副总裁  
公司：麦当劳  
Brand Upgrade and Marketing Innovation  
品牌升级与营销创新



Speaker: Yuan Chen, Head of Marketing  
Organization: TripAdvisor China  
演讲嘉宾：陈渊，中国区市场营销负责人  
公司：猫途鹰  
Understanding Tripadvisor's Marketing Strategies  
猫途鹰的营销战略解读



Speaker: Leo Liang, Senior Director, Business Development  
Organization: iQIYI  
演讲嘉宾：梁诚宗，商务拓展高级总监  
公司：爱奇艺  
Marketing Innovation with Tech Empowerment  
娱乐创新 营销点金



Speaker: TKevin Guo, General Manager of Strategic Cooperation & Marketing Innovation  
Organization: Ctrip.com  
演讲嘉宾：郭为文，战略合作和营销创新部总经理  
公司：携程  
New Trends of Tourism Marketing  
旅游新趋势下的营销



Speaker: Linfu Bai, Vice President  
Organization: Voss  
演讲嘉宾：柏林甫，副总裁  
公司：芙丝  
Marketing in the Time of "Customer Experience Is King"  
“体验为王”时代的营销



Speaker: Jessica, Senior Director, Marketing  
Organization: ATOUR  
演讲嘉宾：曲筱绡，资深市场总监  
公司：亚朵  
Cross-border Marketing Empowers Hospitality Brand Upgrade  
跨界营销赋能酒店品牌升级



Chairman: Eric Reithler-Barros, Principal  
Organization: Fold Artists  
演讲嘉宾：Eric Reithler-Barros，创始人  
公司：Fold Artists  
Reaching China's Young Consumers Through Music And Branded Entertainment  
通过音乐和品牌娱乐触达中国的年轻消费者