

3rd Annual Media Relations Management Excellence

Leveraging the influence of new media and social media to create a sustainable media relations

Four Points by Sheraton, Shanghai, China

15th & 16th March 2010

Book and Pay

Book before 23rd December 2009, pay only USD1495

Book before 1st February 2010, pay only USD1695

Book after 1st February 2010, pay full price USD1795

Featuring media insights from media representatives:

Shou GuangWu Chief Editor
Shanghai Evening Post

Yu Wei Managing Editor
SOHU.COM

Featuring expert insights from award-winning PR Agencies:

David Zhao Managing Director
Hill & Knowlton Shanghai

Stevie Finalist for Best Communications Executive, 2008 International Business Awards

Silver, CSR category, 2009 CIPRA Awards

Winner, "Most Effective Use of PR", 2008 Asian Marketing Effectiveness Awards

Dong Chen Deputy General Manager
The Hoffman Agency China

Winner, Technology Campaign of the Year, 2008 Asia-Pacific PR Awards

Key benefits of attending this event

- **Leveraging** the power of new media to achieve your business goals
- **Creating** impactful results for your events and products through social media
- **Creating** effective message that cut-through by knowing what works for the story tellers
- Successfully **navigating** the social media landscape while keeping cost down
- **Maintaining** an interactive communication with the media to establish both parties' standpoints
- **Identifying** what the media really want and giving it to them
- **Mastering** new media and social media practices that are relevant to B2B companies

Endorsers



Official News Partner



Media Partner



"Today we are beginning to notice that the new media are not just mechanical gimmicks for creating worlds of illusion, but new languages with new and unique powers of expression."

Marshall McLuhan

New media and social media have become the media relations amplifier. They allow media relations and PR practitioners to deliver news content speedily and reaching the vast target markets cost-effectively



Your distinguished chairperson:

Matthew S. Pan, Ph.D. Managing Director
Reputation Institute China

Featuring distinguished speakers:

Julie Hu Deputy General Manager
External Relations, Asia Baby Care
P & G

Zhong LuYin PR & Communication Manager
GE China

Sharon Tang Vice President, Head of Corporate Communications
Bayer China

Chen Bo PR Director
Carrefour China

Diana Gu Director, Public Relations and Global Brand Marketing, China
AMB Property China

William Bao Bean Partner
Softbank China & India Holdings
Director
italki.com
Former Vice President
Deutsche Bank Securities

Liu Qian Vice President
Kaixinren Technology, Developer of Kaixin001.com
Deputy General Manager
Kaixin001.com
Project Manager
Lohas's Garden Event

HongBo Author
Keso Blogspot "Playin' With IT"

Xue Ying Co-founder
Blogger Insight.com
Author
Blogspot "Transying" and "CNReview"

Meng Jian Professor
School of Journalism Fudan University
Vice Dean
School of Journalism Fudan University
Researcher
Research Center for Information and Communication
Director
Research Center for Visual Culture and Communication

Sun Shao Jing Associate Professor
School of Journalism Fudan University

Tony Tao Deputy Managing Director
Edelman China

Monday 15th March 2010

0830 Registration and Morning Coffee

0850 Opening & Welcome Remarks from the Chairperson **Matthew S. Pan, Ph.D.** Managing Director Reputation Institute China

0900 Session One – Media perspective Updating on how new media is impacting the traditional media's journalism norms

- The revolution of new media and its impact on traditional media
- With journalism norms changing rapidly, is print media still playing an important role?
- Developing new forms of media relation strategies to stay competitive

Shou GuangWu Chief Editor
Shanghai Evening Post

0945 Session Two – Case Study Integrating traditional media into cross media era to accomplish a holistic media plan

- Unveiling the future of media in China
- Elaborating the transformation from traditional media into cross media era
- Delivering message by using cross-media platform to gain the impactful results

Tony Tao Deputy Managing Director
Edelman China

1030 Morning refreshments

1100 Session Three – Joint Presentation: Expert Opinion Gaining insight into the role and impact of new media in crisis management – The double-edged sword to crisis management

- Knowing new media creates opportunity but at the same time brings unexpected risks
- Discussing responses to counter nasty internet rumour
- Effective ways and channels to minimise negative impact
- Countering negative news fuelled by new media
- Benchmarking social media tool best practices that are used for crisis communication

Meng Jian Professor
School of Journalism Fudan University
Vice Dean

School of Journalism Fudan University
Researcher
Research Center for Information and Communication
Director

Research Center for Visual Culture and Communication

Sun Shao Jing Associate Professor
School of Journalism Fudan University

1145 Session Four – Case Study Kaixin001 and Lohas – Creating impactful results through social media

- Key successes of using social media to ensure you are targeting the right audiences
- Examining how to communicate effectively when cooperating with social media
- Understanding the new media's language
- Establishing solid relationships with social media to ensure messages are being articulated to the right markets
- Analysing the impact after product launches through social media to guarantee the success of future campaigns

Liu Qian Vice President
Kaixinren Technology, Developer of Kaixin001.com
Deputy General Manager
Kaixin001.com
Project Manager
Lohas's Garden Event

1230 Networking lunch

1330 Session Five – Three Stream Roundtables Integrating new media effectively into your corporate PR plan

Stream A

Incorporating new media elements in current media relations strategy to obtain greater reach and strengthen your corporate reputation

Julie Hu Deputy General Manager
External Relations, Asia Baby Care

P & G

Stream B

Mastering social media practices that are most effective for B2B in building reputation and brand awareness

Zhong LuYin PR & Communication Director
GE China

Stream C

Innovative ways in dealing with media, especially traditional media to ensure your stories are heard. Identifying what media really want and pitching useful story to them

Session Five aims to provide a platform for delegates to share and brainstorm effective ways to integrate new media into your PR plan. Delegates are free to choose any one roundtable.

1500 Afternoon refreshments

1530 Session Six – Case Study Leveraging on new media to achieve cost effectiveness despite economic downturn

- Highlighting potential areas where cost savings can be achieved
- Discovering ways of mastering public relations and media relations in an economical way
- Identifying the challenges and opportunities when new media becomes media relation tools
- Enhancing the value and ROI of your campaign by effectively using new media for cost-cutting

Sharon Tang Vice President, Head of Corporate Communications
Bayer China

1615 Session Seven – Panel Discussion New media vs. Traditional media – friends or foes?

- Is new media posing a serious challenge to traditional media?
- Is new media becoming the mainstream media?
- Times for the traditional media to have a change? Or still an early talk?

Panelists:

Yu Wei Managing Editor
SOHU.COM

Shou GuangWu Chief Editor
Shanghai Evening Post

1700 End of Day One

About the Endorsers

The **Hong Kong Direct Marketing Association** was established in Hong Kong in 1982 to represent & promote the best practices of direct marketing principles. The Association also serves to protect the common interests of those in the communication business and associated industries. The HKDMA conduct regular activities such as luncheons & seminars, networking events, newsletter and publications as educational and communication channels for industry practitioners. All HKDMA members abide by the Association's code of ethics and standards, designed to protect the rights of consumers and uphold the integrity of the Direct Marketing industry. <http://www.hkdma.com/>

Reputation Institute (RI) is a private advisory and research firm with representation in more than 20 countries around the world. Founded in 1997, RI is a pioneer and global leader in the field of corporate reputation management, with a mission to help companies create value from reputation. RI connects a global network of practitioners and academics working towards this common mission through research, analysis, and consulting.

About the Official News Partner

Founded in 1954, **PR Newswire** is the world's oldest and largest corporate information distribution service. PR Newswire Asia assists companies and organisations in delivering their text, image and multimedia press releases to the media, individual and institutional investors and the general public worldwide with clipping, monitoring, media intelligence, disclosure and investor communication services.

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email sarahf@marcusevanskl.com to discuss further possibilities.

0830 Registration and Morning Coffee**0850 Opening & Welcome Remarks from the Chairperson**

Matthew S. Pan, Ph.D. Managing Director
Reputation Institute China

0900 Session One – Case Study

Discovering the strengths of new media to market your campaign successfully

- Using alternative communication tools to strengthen your organisation's presence (e.g. Kaixin001.com, QQ, twitter, Youtube and blogs)
- Identifying the appropriate communication tools to engage with different markets
- Dissecting which forms of media will yield the best value in various market

William Bao Bean Partner
Softbank China & India Holdings
Director
italki.com
Former Vice President
Deutsche Bank Securities

0945 Session Two – Case Study

Moving beyond B2C: Integrating social media into B2B to optimise results

- Starting your own blog to engage the target market and being at the forefront of media communication
- Creating community among user groups to spread news effectively
- Quantifying the impact of social media on generating leads and driving sales

Diana Gu Director, Public Relations and Global Brand Marketing, China
AMB Property China

1030 Morning refreshments**1100 Session Three – Three Stream Roundtables**

Using new media effectively to be part of your campaign's tool to obtain optimum result

Stream A

Product Launches – Harnessing the power of new media to raise awareness and enhancing branding of new product launching

Stream B

Event marketing – Using social media channels to market event by getting attention and building excitement

Stream C

Corporate Social Event – Optimising your CSR by hosting social events using social media

Chen Bo PR Director
Carrefour China

Session Three aims to provide a platform for delegates to share and brainstorm effective ways to engage new media as part of PR campaign's tool to obtain optimum results. Delegates are free to choose any one roundtable.

1230 Networking lunch**1330 Session Four – Case Study**

Creating your own stories, don't bore the media

- Using blogs, forums, social networking to communicate your organisation's stories to the media
- Ensuring the message from uploaded videos through Youtube and Youku, is reaching the right target market
- Identifying and monitoring if journalist is picking up your stories and ways to attract them

David Zhao Managing Director
Hill & Knowlton Shanghai

1415 Session Five – Case Study

Building stronger relationships with reporters through social media

- Using social media as an effective tool to reach out to reporters when traditional ways failed
- Updating on how social media have changed media relationships between PR and media: Analysing the pros and cons
- Delivering updated corporate news to journalists through social media and making sure it will be released

Dong Chen Deputy General Manager
The Hoffman Agency China

1500 Afternoon refreshments**1530 Session Six – Panel Discussion**

Getting attention or buy-in from social bloggers and professional media channels to write about your events and products

- Knowing what bloggers and media professionals are looking for and the secrets of getting their attention
- Avoiding mistakes most PR practitioners commit
- Revealing techniques to build strong relationships with bloggers and media professionals

Panelists:

HongBo Author
Keso Blogspot "Playin' With IT"

Xue Ying Co-founder
Blogger Insight.com
Author
Blogspot "Transying" and "CNReview"

1630 Wrap up Conclusion**1700 End of Day Two****Why you cannot miss this event**

Today's PR practitioners know very well that they cannot ignore the importance of new media. Having the ability to effectively navigate the new media landscape will provide outstanding achievement whilst it can also back-fired if it's not managed carefully. Many reports tell us that China's new media is blossoming at an astounding rate as business models revamp and rapid change of consumer society, however majority of the media relations practitioners are still being confronted with the challenges of having little control over message delivered through media, lacking the understanding to leverage on new media, ineffective skills dealing with media when crisis happened and the effective ways to work with media people.

Hence, **3rd Annual Media Relations Management Excellence Conference** presents an excellent platform to exchange and benchmark new media relations management methodologies and best practices. It offers delegates the opportunity to address critical issues facing China's media relations industry, highlighting best case studies in leveraging on new media for cost effectiveness, effective ways when dealing with bloggers and media professionals, and moving new media beyond B2C through successful case studies and brainstorming sessions.

Delegates will walk away with the latest thoughts in achieving impactful media relations results through in-depth understanding of new media, better insights into the role and impact of new media in daily PR activities and marketing campaigns.

Who should attend

VPs, Heads, Directors, General Managers, Managers of:

- Public Relations / Affairs
- Marketing Communication
- Corporate Media
- Corporate Communication
- Corporate Affairs
- External Affairs

From the following industries:

Consumer-market sensitive industries:

- FMCG
- Banking & Finance
- Pharmaceutical
- Healthcare
- Food & Beverage
- IT & Telco
- Chemical & Petrochemical
- Manufacturing

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

About the Media Partner

MeiHua Information is the leading service brand towards the China marketing community. The flagship site (www.meihua.info) provides various services including free information, premium intelligence, planning resource, knowledgebase and expertise-oriented online community. All of its services are architected in order to support higher return of all kinds of marketing goals, no matter used by people from marketers, agencies or media outlets.

Speaker's Profile

Shou GuangWu Chief Editor **Shanghai Evening Post**

Mr. Shou is currently the Deputy Editor-in-Chief of Jiefang Daily and Editor-in-Chief of Shanghai Evening Post. Prior to this, he worked for the Shanghai Business Journal and Labor Daily, and founded the Shanghai News Times.

As a renowned journalist, Mr. Shou wrote and edited many locally and nationally prize-winning reports. He has also been awarded with remarkable honors, including the Top Ten Pressmen and Taofen Prize in Shanghai as a media veteran. Having been the Chief Editor of Shanghai Evening Post for about 10 years, Mr. Shou was highly regarded for his outstanding contribution to the China's evening papers.

Zhong LuYin PR & Communication Manager **GE China**

Ms. Zhong Luyin (Lu) is the PR & Communication Manager of GE China with responsibilities in developing PR strategies, driving Olympic marketing and branding activities, planning corporate-level mega events, managing media relations in China as well as issue and crisis preparedness and management.

Prior to joining GE, Lu was the Account Director at Edelman Public Relations, the world's largest independent Public Relations Agency, where she oversaw corporate reputation business, led and developed new business pitch. Her client portfolio included 3M, Visteon, SABIC Innovative Plastics, AstraZeneca, Rohm & Haas and Shui On Land.

Lu holds a Master Degree in Public Relations from Michigan State University and a BA in Accounting and Advertising from Shanghai's Tongji University.

William Bao Bean Partner **Softbank China & India Holdings** Director **italki.com** Former Vice President **Deutsche Bank Securities**

William has been a partner at Softbank China & India Holdings, an early stage venture capital firm that is backed by Softbank of Japan and Cisco and focused on the technology, media and telecom sectors, since March 2007.

William began his investment career 13 years ago as a technology analyst in Taiwan. Most recently at Deutsche Bank, he was responsible for Internet and Telecom Equipment across Asia as well as China technology including telecom equipment, Internet, media, PCs, display, handsets and software. Prior to this, he covered Telecom Equipment and Digital Media companies with Banc of America Securities in San Francisco. William also worked as an associate analyst with the team covering PCs, Enterprise Hardware, Handhelds, Storage and Semiconductors at Bear Stearns in New York.

In 2006 he was ranked #3 All-Asia analyst for Technology/Software and IT Services by Institutional Investor Magazine Asia. In 2005, he was ranked #1 stock picker in Technology, Media and Telecom, and #3 overall for Hong Kong/China by Forbes/SCMP/Starmine as well as was a ranked analyst by Institutional Investor Magazine Asia.

William is a regular presenter at industry conferences and has authored a number of white papers including: The Digital Home Handbook - Intelligence at the Edge and China Internet WVAS - The Second Coming. He currently sits on the boards of advisors/directors for companies including Punch Entertainment, SRT, Radiance, Massive Impact, Naiscorp - Socbay, Peacesoft - Chodientu, IVIVI, iTalki and the Music Matters and ad:tech China conferences. He holds a BA from Bowdoin College.

Xue Ying Co-founder **Blogger Insight.com**

Mrs. Xue, based in Shanghai, co-founded the social market intelligent project: www.BloggerInsight.com, a "Blogger Generated Content" model of providing customised quantitative research and consultancy to tech, communication and consumer product companies locally and globally.

She has strong relations with Chinese Internet companies, tech start-ups and bloggers and has been actively participating in the organisation of CNBloggerCon, the only Chinese blogging annual conference in China, which attracts over 300 "Grassroot" attendants every year. She holds an MSc in Economics, from the University of Buckingham, UK.

Meng Jian Ph.D Professor **School of Journalism Fudan University** Vice Dean **School of Journalism Fudan University** Researcher **Research Center for Information and Communication** Director **Research Center for Visual Culture and Communication**

Professor Meng is currently the Professor and Supervisor of doctorate students at Fudan University, Shanghai. He also holds major posts including the Associate Dean of School of Journalism, the Director of Institute of International Public Relations at the Fudan University and an expert entitled to special allowances from the State Council of the People's Republic of China.

Possessing both theoretical and practical aspects of journalism and public relations, Professor Meng has published and edited several books and local and international journal articles. His research areas include strategies for national and regional image building and crisis management and communication of the government.

Professor Meng has also been in charge of several major research projects at the national and provincial levels. For example, he is the research team leader of the projects titled:

- 2008 Olympics Games: The Study on the Communication Strategies for China's External Image Building, sponsored by the Beijing Olympic Committee;
- 2010 Expo: The Study on Strategies for Enhancing Shanghai's Competitive Image, sponsored by the Shanghai Government; and
- The project of the PRC's Ministry of Transport on Management of Transport Crises and Public Relations Strategies

David Zhao Managing Director **Hill & Knowlton Shanghai**

Prior to coming on board as Managing Director of Hill & Knowlton's Shanghai office, David excelled as Director of Hill & Knowlton's Technology Practice in Beijing. There, he oversaw communications programs for many of the firm's key multinational clients, such as Hewlett-Packard and GSM Association.

Before joining Hill & Knowlton, David was the General Manager of Bentley Porter Novelli Shanghai, where, among other important leadership tasks, he was responsible for launching the firm's first office in the city. Prior to that, David held the positions of Client Services Director at Newell Public Relations, and Account Director at Edelman Shanghai.

David's comprehensive educational background exemplifies why he has been a success in his chosen fields. He holds an MBA in Marketing from Griffith University in Australia, and a BA in English Literature from the prestigious Hangzhou Normal University.

Dong Chen Deputy General Manager **The Hoffman Agency China**

Dong joined The Hoffman Agency China as Deputy General Manager of its Shanghai office in January 2009. He is responsible for providing strategic direction and counsel to key clients and playing team leader role in client accounts that are based in Shanghai. Prior to The Hoffman Agency, Dong worked in Text 100 Shanghai since early 2004, taking up the role of account director of a few of Text 100 China's largest clients as well as the "China Social Media Practice Lead".

Having been working as Internet Engineer and E-Commerce Development Manager prior to stepping into the PR industry, Dong possesses strong knowledge of the cyber world and strong understanding on leveraging the power of social media. In addition, he has very strong media relationships among fashion and B&V media as well as the business press. Dong is also a very strong feature writer in both English and Mandarin.

Dong holds two MSc Degrees, Distributed Information Management Systems and E-Commerce Technology, both from the University of Essex, United Kingdom and a BS Degree in Information Engineering from Tongji University.

第三届卓越媒体关系管理峰会

扩展新媒体和社交媒体的影响，打造稳健的媒体关系

上海喜来登福鹏由由大酒店，中国

2010年3月15日-16日

支付并预定

2009年12月23日前支付并预定 1495美元

2010年2月1日前支付并预定 1695美元

2010年2月1日后支付并预定 1795美元

“今天我们开始察觉，新媒体不仅是创造幻想世界的机关，还具备新颖及特有表现力的新语言。”

马素·麦克卢汉

新媒体及社交媒体已晋身为媒体关系的扩音器，使媒体关系和公关从业员在低成本效益下，快速传达消息内容，并达至广大的目标市场。


marcusevans

大会主席：

潘少华 博士 院长
信誉研究院（中国）

媒体代表：

寿光武 总编辑
新闻晚报

于威 总编辑
搜狐

知名获奖公关公司：

赵军 董事经理
伟达上海

2008年国际商业奖-最佳传媒主管Stevie入围者
2009中国国际公关协会奖项-企业社会责任组银奖
2008亚洲营销大奖-“最佳公关运用”首奖

陈栋 副总经理
霍夫曼公关顾问（上海）
2008年亚太公关奖-科技组首奖

知名企业演讲嘉宾：

胡馨如 副总经理
对外关系部，亚太区婴儿护理
宝洁

钟路音 公关和通讯经理
通用电气（中国）

Sharon Tang 企业传播副总裁
拜耳（中国）

陈波 公关总监
家乐福（中国）

Diana Gu 全球品牌营销和中国公关部总监
安博房地产（中国）

宾威廉 合伙人
软银中印集团

董事
italki.com
前副总裁
德意志银行证券

刘乾 副总裁
开心人科技，开心网开发商
副总经理
开心网
项目经理
悦活花园计划

洪波 博客、作者
Keso “Playin’ With IT” 作者

薛盈 创始人
博客观点网 (Blogger Insight.com)
博客、作者
“Transying” and “CNReview”

孟建教授博士 教授
复旦大学新闻学院
副院长
复旦大学新闻学
负责人
复旦大学视觉传播研究
主任
复旦大学视觉文化研究中心

孙少晶 副教授
复旦大学新闻学院

Tony Tao 营业副总监
爱德曼国际公关

参加此次会议的好处

- 利用新媒体力量达至业务目标
- 透过社交媒体为您的活动创造卓越效果
- 明白对讲客户有意义的事项，创造有效且简明的讯息
- 以低成本优势成功畅游社交媒体世界
- 与媒体维系互动交流，进而确立双方立场
- 确认媒体真正所需，以及满足他们需求
- 掌握企业对企业公司的新媒体和社交媒体实践

Endorsers



Official News Partner



Media Partner



0830 签到及早茶

0850 大会主席致开幕词
潘少华 博士 院长
信誉研究院（中国）

0900 第一讲 - 媒体视角
新媒体对传统媒体新闻规范的影响
• 新媒体革命和它对传统媒体的影响
• 在新闻规范不断调整的同时，平面媒体可否继续扮演重要角色？
• 开创新式的媒体关系策略以维持竞争力
寿光武 总编辑
新闻晚报

0945 第二讲 - 案例分析
迎接传统媒体融入跨媒体时代的到来，贯彻完美媒体计划
• 展望中国媒体的未来方向
• 解析传统媒体进化走向跨媒体时代的改革之路
• 通过跨媒体平台传达讯息，以获取显著效果
Tony Tao 营业副总监
爱德曼国际公关

1030 茶歇

1100 第三讲 - 联合演讲：专家意见
透视新媒体在危机管理下的角色和影响- 危机管理的双刃剑
• 了解新媒体制造商机的同时，也带来预料之外的风险
• 探讨针对网上恶意谣言的回应
• 极小化负面影响的有效方法和渠道
• 反击由新媒体炒作的负面新闻
• 用作危机传播工具的最佳社交媒体实例分享
孟建教授博士 教授
复旦大学新闻学院
副院长
复旦大学新闻学
负责人
复旦大学视觉传播研究
主任
复旦大学视觉文化研究中心

孙少晶 副教授
复旦大学新闻学院

1145 第四讲 - 案例分析
开心网和悦活果汁- 透过社交媒体引爆深具影响力的效果
• 成功应用社交媒体的关键因素，以确保信息传达至正确对象
• 探讨与社交媒体合作的有效沟通方式
• 通晓新媒体的语言
• 与社交媒体建立稳健关系，以保证讯息清晰地传送到正确的目标市场
• 分析以社交媒体推介新产品的效应，已保障未来活动的成功率。
刘乾 副总裁
开心人科技，开心网开发商
副总经理
开心网
项目经理
悦活花园计划

1230 午餐

1330 第五讲 - 圆桌会议
结合有效的新媒体应用于您的企业公关计划

专题A

融合新媒体元素至现有的媒体关系策略，以达至更广大目标群和进一步强化您公司的信誉

胡馨如 副总经理
对外关系部，亚太区婴儿护理
宝洁

专题B

掌握企业对企业（B2B）最有效的社交媒体策略，以建立信誉及品牌警觉性

钟路音 公关和通讯经理
通用电气（中国）

专题C

与媒体打交道的创意方法，尤其是传统媒体，以确保您的新闻被关注。了解媒体真正所需及供应有用的新闻

第五讲旨在为参加会员提供平台，与嘉宾分享融合新媒体元素至公关计划的方法。参加者可自由选择出席任何一项会议。

1500 茶歇

1530 第六讲 - 案例分析
无惧经济低迷，利用新媒体达致低成本高效

- 规划出可撙节的潜在领域
- 在符合经济效益的大前提下，揭露可巩固公关和媒体关系的方法
- 当新媒体晋身为媒体关系工具，探讨或带来的挑战与商机
- 透过有效的利用新媒体降低成本，为活动增值及改善回酬（ROI）

Sharon Tang 企业传播副总裁
拜耳（中国）

1615 第七讲 - 小组讨论
新媒体与传统媒体大对决：是敌抑友？

- 后来居上的新媒体是否对传统媒体造成严峻挑战？
- 新媒体是否逐渐成为主流媒体？
- 传统媒体是时候来个大调整？抑或仍是言之过早？

嘉宾：
寿光武 总编辑
新闻晚报

于威 总编辑
搜狐

1700 第一天会议结束

谁有必要参加

副总裁、总监、董事、总经理、经理：

- 公共关系/ 公共事务
- 市场传播
- 企业媒体
- 企业传播
- 企业事务
- 对外事务

来自以下行业：

消费者市场敏感的行业：

- 快速消费品
- 银行与金融
- 药剂
- 保健
- 食品与饮料
- 资讯科技与电讯
- 石化与化学
- 制造业

0830 签到及早茶

0850 大会主席致开幕词
潘少华 博士 院长
信誉研究院 (中国)

0900 第一讲 - 案例分析

发掘新媒体的优势, 确保您的活动成功营销

- 利用替代传播工具加强您公司的地位 (如开心网、QQ、微博客、Youtube和博客)
- 识别与不同市场接洽的合适传播工具
- 剖析哪种媒体将为不同市场带来最佳价值

宾威廉 合伙人

软银中印集团

董事

italki.com

前副总裁

德意志银行证券

0945 第二讲 - 案例分析

走出企业对客户 (B2C): 融入新媒体元素至企业对企业 (B2B) 领域, 以获取最佳效果

- 开始设立您的博客, 以占据媒体传播的最前线位置, 渗透目标市场
- 建设以客户群为轴心的社群, 以加速消息传播
- 评估社交媒体在揽取客源和销售上的影响力

Diana Gu 全球品牌营销和中国公关部总监

安博房地产 (中国)

1030 茶歇

1100 第三讲 - 圆桌会议

有效利用新媒体成为您承办活动的其中工具, 以获得最佳效果

专题A

产品推介 - 驾驭新媒体的力量提升对新产品的警觉性和加强品牌效应

专题B

营销活动 - 利用社交媒体频道营销活动, 以获取更大关注度和营造兴奋氛围

专题C

企业社会活动 - 透过社交媒体承办社会活动, 极大化您的企业社会责任

陈波 公关总监

家乐福 (中国)

第三讲旨在为参加会员提供平台, 与嘉宾分享利用新媒体为承办活动的其中工具, 以达至最理想效果。参加者可自由选择出席任何一项会议。

1230 午餐

1330 第四讲 - 案例分析

创造您的故事, 别闷着了媒体

- 利用博客、论坛、社交网络管道, 传播您公司的消息给媒体
- 确保您上载至Youtube或优酷 (Youku) 的视频传播至正确的客户群
- 吸引记者注意及采用您的故事的方法, 和识别及监视当中过程

赵军 董事经理

伟达上海

1415 第五讲 - 案例分析

通过社交媒体平台与记者建立更强健的关系

- 当传统方法行不通时, 利用社交媒体作为与记者接触的有效工具
- 社交媒体如何改变公关和媒体之间的媒体关系: 分析利与弊
- 通过社交媒体发放企业最新消息给记者, 及确保新闻将被发布

陈栋 副总经理

霍夫曼公关顾问 (上海)

1500 茶歇

1530 第六讲 - 小组会议

吸引社交博客和媒体的注意, 来报导您的活动和产品

- 知晓博客和媒体的要求, 和引起他们注意的秘诀
- 避免重蹈覆辙多数公关从业员犯下的错误
- 揭露与博客和媒体专业人员维系强健关系的技巧

嘉宾:

洪波 博客、作者

Keso "Playin' With IT" 作者

薛盈 创始人

博客观点网 (Blogger Insight.com)

博客、作者

"Transying" and "CNReview"

1630 会议总结

1700 第二天结束

为什么不能错过此会议?

今天的公关从业员都非常了解, 不容他们忽视新媒体的重要性。具备在新媒体领域畅游的能力确实可带来显著成就, 惟若不慎驾驭, 结果可能事与愿违。很多报导告诉我们, 商业模式转型和消费者社会快速转变, 中国的新媒体正迅速盛放成长, 惟多数媒体关系从业员却陷入挑战困窘, 包括对新闻发布的掌握权力仍微小、缺乏对新媒体的认知、危机发生时缺乏与媒体沟通的良好技巧, 以及不了解和媒体从业员合作的有效方法。

因此, 第三届卓越媒体关系管理峰会是一个良好平台, 交换和学习新媒体运用的最佳方法和案例。它将为您提供机会, 告知在中国媒体关系行业所面对的棘手问题、分享成功利用新媒体低成本高效优势的最佳案例分享、与博客和专业媒体从业员打交道的有效方法、走出企业对客户 (B2C) 范畴的新媒体运用成功案例, 以及脑激荡环节。

透过更深入了解新媒体、新媒体在日常的公关和营销活动扮演的角色和影响, 您将满载最新的思维而归, 丰收理想的媒体关系硕果。

About the Media Partner

梅花信息是中国市场信息服务的知名品牌, 旗下梅花网是中国最大的市场营销相关的信息社区之一, 每月独立访问者达到10万人以上, 成立五年来, 其服务在广告主市场部门, 广告公司, 公关公司和传媒企业中被广泛使用, 拥有近千家客户和庞大的个人用户群。梅花信息是一家以支持企业市场营销职能为核心的多样化服务商。公司始终把“市场营销人的力量”作为自己构筑各类服务的目标和纲领, 服务的对象包括各行业企业的市场营销部门, 战略决策管理人员, 各类专业代理商和广告传媒企业。

Speaker's Profile

寿光武 总编辑 新闻晚报

寿光武先生目前贵为《解放日报》副总编辑，和《新闻晚报》总编辑，曾在《上海经济报》和《劳工报》服务，并创办《上海新报》。

身为资深记者期间，寿先生荣获许多地区及全国性报导奖项。同时，他也是媒体介入人，包括囊括上海十大媒体人和韬奋奖项。担任《新闻晚报》总编辑一职的约10年期间，寿先生对中国晚报界的贡献获得高度评价。

钟路音 公关和通讯经理 通用电气（中国）

钟路音女士为中国通用电气的公关和通讯经理，她负责策划公关策略、主导奥林匹克营销和品牌活动、策划企业级的大型活动、管理中国市场的媒体关系，以及危机应对和管理。

加入通用电气前，钟女士为全球最大的独立公关公司爱德曼国际公关项目总监，当时她监督企业信誉业务、领导和发展新业务。她的客户包括3M、伟世通、沙特基础创新塑料、阿斯利康、罗门哈斯和瑞安房地产。

钟女士荣获密歇根州立大学公关系硕士学位，以及上海同济大学会计和广告学士学位。

宾威廉 合伙人 软银中印集团 董事

italki.com

前副总裁

德意志银行证券

威廉于2007年3月出任软银中印集团有限公司合伙人，软银中印集团有限公司是一家依托日本软银和思科成立的关注于早期投资的风险投资公司，主要投资领域包括科技、传媒、电信行业。

威廉曾在台湾担任科技行业分析师，并以此开始13年的投资职业生涯。加入软银中印前，他在德意志银行担任资深分析师，涉及亚洲互联网及电信设备行业，以及中国高科技行业，其中包括电信设备、互联网、传媒、个人电脑、显示器、手机和软件。在此之前，他在旧金山的美银证券（Bank of America Securities）负责电信设备和电子媒体部。威廉也曾在纽约的贝尔斯登（Bear Stearns）担任助理分析师，涉及行业包括个人电脑、企业级硬件、手机、存储和半导体等。

在2006年，威廉被《机构投资者》杂志评选的全亚洲科技/软件和IT服务行业排名第三的分析师。在2005年，他被富比士/SCMP/Starmine评为在香港和中国地区科技、传媒和电信行业的最佳股票分析师，同时也在所有行业分析师中排名第三；当年，他也是《机构投资者》杂志的上榜分析师。

威廉经常被邀请做为演讲嘉宾出席行业论坛，同时他也撰写大量的白皮书，包括：《数字家庭手册—智能化前沿》（Intelligence At The Edge）和《中国互联网的无线增值服务（WVAS）—第二次降临》（China Internet WVAS - The Second Coming）。目前，威廉是多家公司的董事会成员，包括：Punch Entertainment、SRT、Radiance、Massive Impact、Naiscorp-Socbay、Peacesoft- Chodientu、IVIVI、iTalki、Music Matters以及ad:tech中国论坛。威廉毕业于鲍登大学，获得文学学士学位。

孟建教授博士 教授 复旦大学新闻学院

副院长

复旦大学新闻学

负责人

复旦大学视觉传播研究

主任

复旦大学视觉文化研究中心

孟建教授，博士生导师，享受国务院特殊津贴的专家。现任复旦大学新闻学院副院长和国际公共关系研究中心主任。

孟建有着新闻传播方面丰富的理论知识和实践经验。他出版专著、编著（含主编）数十部，在海内外发表多篇学术论文。孟建在视觉文化、危机管理和政府公共关系等领域有着深入研究，取得了诸多学术建树。

孟建主持多项国家和省部级重大研究项目，并担任这些课题组的组长。

主要项目有：

- 《2008奥运会：中国对外形象传播战略研究》
- 《2010世博会：上海形象竞争战略研究》
- 中国政府交通部的交通危机和公关策略

赵军 董事经理

伟达上海

领军伟达上海分公司分公司的是董事经理赵军先生，之前任职伟达北京公司科技技术部总监，负责伟达主要国际客户如惠普和GSMA等的公关项目。

在加盟伟达之前，赵军是上海恒信国际公关公司的总经理，负责该公司在上海的首个分公司的成立。他还曾担任智汇公关公司客户服务总监，和爱德曼国际公关上海分公司项目总监。

赵军拥有澳洲格里菲斯大学市场营销MBA学位，以及杭州师范大学英语文学学士学位。商业及人文两方面的综合教育背景使他对工作的各方面情况有充分了解。

陈栋 副总经理

霍夫曼公关顾问（上海）

陈栋先生在09年1月成为霍夫曼公关副总经理，负责为公司主要客户提供策略性方向和咨询服务，并扮演上海团队公关项目领导角色。加入霍夫曼公关前，陈栋自04年初起在科闻100服务，担任项目总监及负责科闻100中国的部分最大型客户，还包括是“中国社交媒体实践领队”。

在进入公关界前，他是互联网工程师和电子商贸发展经理，进而对网络世界和利用社交媒体具备充分的了解。另外，他在时尚界与B&V媒体和财经媒体之间建立稳健的媒体关系。他也是出色的中英文特写作家。

陈栋持有英国埃塞克斯大学的分布资讯管理系统和电子商务科技学士学位，以及同济大学资讯工程学士学位。

薛盈 创始人

博客观点网（Blogger Insight.com）

驻上海的薛盈女士为博客观点（www.BloggerInsight.com）创始人之一，博客观点是一个以博客为主体的调查和顾问性社区，为国内外的科技、通讯和消费产品提供服务。

她与中国互联网公司、科技初创企业和博客拥有紧密联系，并活跃参与CNBloggerCon盛会，这是中国唯一的中文博客年度研讨会，每年平均吸引300名“草根”参加者。她握有英国白金汉大学经济系硕士学位。

3rd Annual Media Relations Management Excellence

SH-MK1564 Please write in BLOCK LETTERS

Sales Contract

Please complete this form immediately and fax back to

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Fax: +603 2723 6699

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Company Size: 1-9 10-24 25-49 50-99
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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

- Conference fee @**
Book before 23rd December 2009, pay only USD1,495 + GST / VAT (if applicable) per delegate
Book before 1st February 2010, pay only USD1,695 + GST / VAT (if applicable) per delegate
Book after 1st February 2010, pay full price USD1,795 + GST / VAT (if applicable) per delegate
- Translation service @** I am registering as a delegate and I need the translation service at USD200
- Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price
- Online Documentation** - USD500. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Keith Thompson** on (603) 2723 6600 or e-mail keitht@marcusevanskl.com

 conferences

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Code: E

Contact Marketing at **marcus evans**

Tel: +603 2723 6748

Fax: +603 2723 6699

Email: leec@marcusevanskl.com

Date: 15th & 16th March 2010

Venue: Four Points by Sheraton, Shanghai, China

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at (+86) (21) 5881 0888 and make it clear that you are attending **marcus evans** conferences event quoting SH-MK1564 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

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Payment is required within 5 working days on receipt of invoice

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Please debit my Visa Mastercard Amex Diners

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Card Number:

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Security Code:

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Signature: _____ Expiry Date: / /
M Y

Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

Terms & Conditions:

1. Fees are inclusive of program materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
3. Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
6. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.