

Conference Fact Sheet




Date : 30 - 31 March 2021 (Tuesday to Wednesday)
 Organiser : Hong Kong Trade Development Council

The Conference – Asia’s premier marketing and branding conference

MarketingPulse is an integrated branding and marketing conference where global marketers, brands, advertising agencies, media, enterprises and innovation professionals can discuss marketing trends, exchange best marketing practices and explore new collaborations in Asia. From defining new marketing strategies to events that connect players and catalyse development, MarketingPulse is not only a conference, but an inspiring rendezvous to explore new frontiers in the markets.

The next MarketingPulse will be held online on 30 -31 March 2021. Under the theme "**Marketing for Good**", MarketingPulse ONLINE will lead the discussion on how marketing and creativity can contribute positive energy to all stakeholders, society and the world. The two-day virtual conference will bring you inspirational sharing from brands and agencies, practical marketing know-how through a series of workshops, as well as networking opportunities connecting you with marketers in Hong Kong and around the world.

Event at a Glance

Thought Leadership	Practical Skills Workshops	Global Marketing Trend Forecast	Online Networking
			

Programme

Theme : Marketing for GOOD		
Positive Branding	Digital Future and Innovation	Virtual Exhibition on Marketing Solutions
CMO Talks : <ul style="list-style-type: none"> Brand Purpose New Customer Behavior & Future of Marketing Storytelling & Creativity D2C & Community Marketing 	CMO Talks : <ul style="list-style-type: none"> Personalisation & Digital Innovation 5G Sonic Branding 	
China Marketing	Thematic Panels : <ul style="list-style-type: none"> Data-driven Marketing Gamified Marketing 	
CMO Talks : <ul style="list-style-type: none"> Brand Revitalization Short Video & Social Marketing Thematic Panel : <ul style="list-style-type: none"> Livestream Commerce in Mainland China 	Digital Marketing Workshops	

* The programme is subject to change without prior notice

How the participants can benefit from the event?

- Connect with marketing elites, creative entities, agencies and brands owners
- Get inspired by world leading brands’ CMOs, marketing talents, influencers and award-winning creative minds
- Learn new marketing trends and best practices

Registration Fee:

Super Early-bird Discount at 40%-off : **HKD330*/USD42** (For registrants apply and pay by 11 Feb 2021) (Original Price : HKD550* / USD70)

*Registration fee in HKD is applicable to HONG KONG participants only

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"HKTDC Conference" Mobile App
 Your One-Stop Information and Networking Platform to keep abreast of the latest event updates, connect to potential business partners and plan your schedule for the conference. Download now.



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Previous MarketingPulse at a Glance



- 100+ distinguished speakers from 11 countries and regions



Key discussion topics :

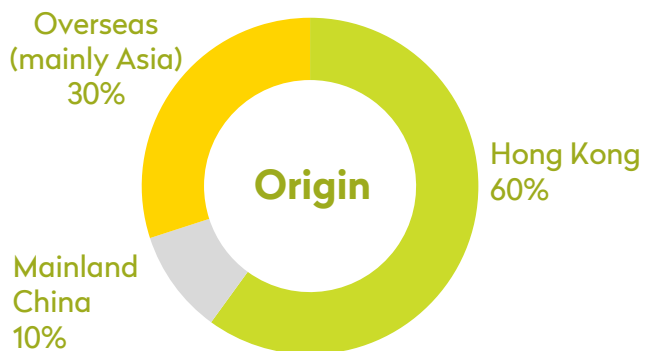
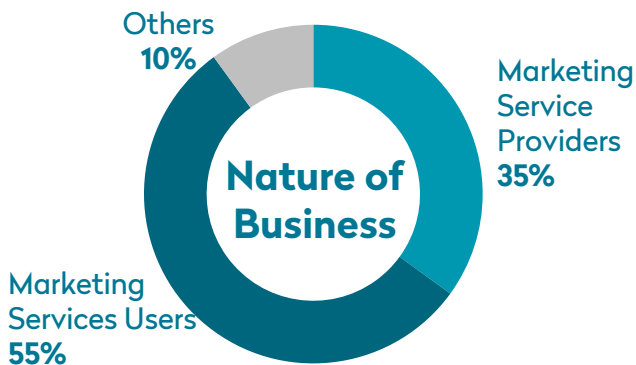
Conference & Dialogue

- Brands' strategies & the future of marketing
- Transformation of agencies and future
- China Gen Z
- Customer Engagement
- eSports marketing
- Data-driven marketing & blockchain
- Young & Women marketers

Digital Marketing Workshops

- Screen integration marketing in China
- Data-driven digital marketing in China
- Augmented Intelligence and influencer marketing
- Video & search engine marketing
- Market yourself via LinkedIn
- Content Marketing

- 4,600+ participants from 29 countries and regions attended



- Exhibition with 280+ one-on-one Business Matching Meetings



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