

Westwin to Host its Plan China 2020 Marketing Conference in October

One of the world's finest companies at providing one-stop China digital marketing solutions will host its highly-anticipated marketing conference in October.



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-- Representatives with Westwin announced today that it will host its [Plan China 2020 Marketing Conference](#) in October.

"We're very excited about hosting this year's event," said Larry You, company's Global Marketing Director .

You explained that the conference is a China-centered digital marketing conference hosted by Westwin in London. The conference will share the latest trends and insights about China's digital marketing/e-commerce solutions, such as WeChat, Weibo, Tik Tok, Douyin, Baidu, Cross border e-commerce, and more. [Tickets](#) are available.

"This is the event to help you empower your agency with China expertise and execute digital marketing campaigns in China effortlessly," Larry You said, before adding, "This event will give you insights on China search engine marketing (SEM), social media giants WeChat & Weibo, e-commerce, programmatic advertising and more."

The Plan China 2020 Marketing Conference, according to the conference organizers, is specifically designed for chief marketing officers, chief brand officers, advertising strategists, social media managers, creative directors, local, regional and national brands.

In addition, the conference will empower attendees with five interactive discussion panels; Q&A with ten plus speakers; two-plus hours of dedicated networking; Fresh ideas to inspire your audiences; New tools to tell your brand's story in China; Social events Including a cocktail party.

Speakers include:

- Alain de Maurier, Sales & Marketing Director EMEA, Westwin

- Christopher Lethbridge, UK Sector Lead, China-Britain Business Council
- Chris Potts, Channel & Alliances Director, Alibaba Cloud
- Christina Xu, Founder, China Marketing Corp
- Dave Nottingham, EU General Manager, iPinYou & Deep Zero
- Jie Zhang, BD Manager, Westwin
- Kristina Koehler-Coluccia, Head of Business Advisory, Woodburn Global
- Zarina Kanji, Business Development, Alibaba Group

For more information, please visit <https://planchina.co.uk>.

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About Westwin

Westwin, formerly known as Microsoft Online (MSN China), is a leading technology-driven digital marketing company that focuses on cross-border business. It provides branding strategies and digital marketing solutions to help customers achieve success in China and around the world. Westwin is a certified marketing & advertising partner of Baidu, Tencent WeChat, Sina Weibo, and many other major digital platforms in China. With years of experience in cross-border business and partnership growth, Westwin is equipped with the knowledge and expertise to take businesses to the next level in overseas markets.

Contact Details:

Larry

1st Floor, 25 Finsbury Circus
London, City of London EC2M 7EE
United Kingdom

Phone: 02036 – 872752

Source: Westwin

Westwin
+442036872752
[email us here](#)

Larry

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