



## Conference Fact Sheet

Date : 15 March 2023 (Wednesday)  
 Organiser : Hong Kong Trade Development Council  
 Venue : Halls 3DE, Hong Kong Convention and Exhibition Centre

### Tracking the global market's pulse

MarketingPulse and eTailingPulse offer Asia's marketers, agencies and e-commerce experts a knowledge exchange and partnership building platform. Apart from obtaining latest market intelligence and learning best-practices from industry leaders, participants can also build cross-sector connections and discover latest customer experience innovations by joining. The 2-in-1 event stages inspirational talks from creative minds of leading brands and agencies, practical know-how workshops on digital strategies, as well as vibrant networking opportunities to connect attendees with experts in Hong Kong and around the world.

### Event at a Glance

Thought Leadership	Practical Skills Workshops	Global Marketing & E-tailing Trend Forecast	Networking	Exhibition on Marketing & E-tailing Solutions

### Tentative Programme & Topics

#### C-Suite Executive Talks & Thematic Panels

- Web3 & Innovation
- ESG
- Brand Revitalization | China Market
- Sensory Marketing
- Post-COVID Creativity
- Virtual Influencers
- The Future of Wellness
- MarTech Application
- Subscription Service / Model
- Omni-channel Commerce
- Experiential Digital Commerce
- Sustainable Ecommerce
- Up and Rising Brand's Success Story
- What's in for Gen Z

#### Digital Marketing & E-tailing Workshops

\* The programme is subject to change without prior notice

### How the participants can benefit from the event?

- Connect with marketing elites, creative agencies, e-tailing experts and brands
- Get inspired by world leading brands' CMOs, CDOs, innovators, influencers and award-winning creative minds
- Learn new marketing trends and e-tailing best practices



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## Previous Conferences at a Glance



- 210+ distinguished speakers



### Key discussion topics :

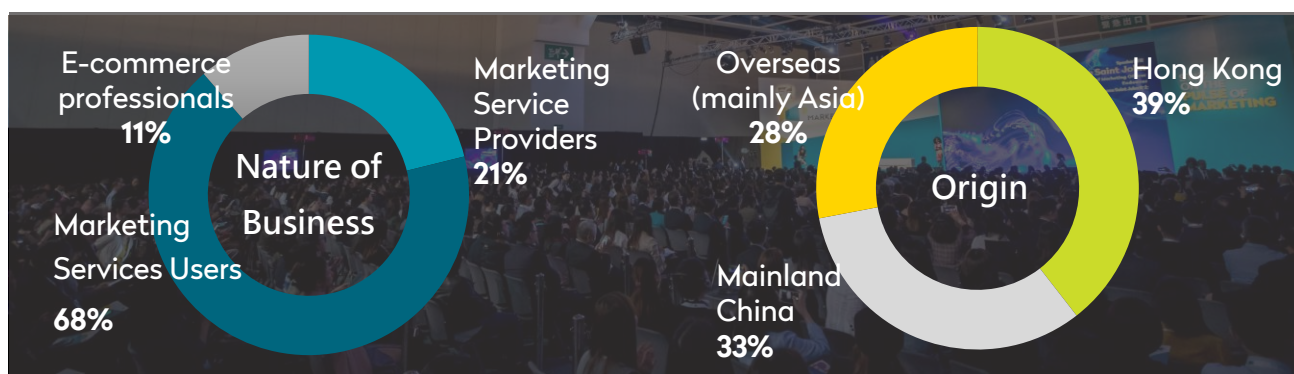
#### Talks and Thematic Panels

- Brands' Strategies & the Future of Marketing
- Transformation | 5G | D2C | Growth Marketing
- China Gen Z | Livestream & Social Commerce
- Community and Customer Engagement
- Brand Purpose | Sustainability
- NFT & Metaverse
- PR in Post-pandemic Era
- Gamified Marketing | Sonic Branding

#### Digital Marketing & eTailing Workshops

- Immersive & Engaging Shopping Experience
- Data-driven & Influencer Marketing
- Video & Search Engine Marketing
- Programmatic Digital Out-of-Home Advertising
- Market yourself via LinkedIn
- Content Marketing
- Event Marketing via NFT & Metaverse
- Livestream via Facebook & Instagram **And more...**

- 7,700+ participants from 66 countries and regions attended



- Exhibition with 530+ one-on-one Business Matching Meetings

