

# SOCIAL MEDIA MATTERS

<p>08.30 Welcome Research Blast: IPSOS on corporate use of social in Asia What's next in social media? Marketing in the era of social Research Blast: Stanford study on China 2.0 Cashing in on Social 20 minutes on Sina Weibo</p>	<p>Thomas Crampton, Asia Pacific Director, Social@Ogilvy Steve Garton, Managing Director - Media, Greater China, Ipsos Gopi Kallayil, Chief Evangelist, Google Social for Brands, Google Sir Martin Sorrell, CEO, WPP Group (via video link) Duncan Clark, Senior Advisor, China 2.0, Stanford Graduate School of Business Moderator: Duncan Clark Senior Advisor, China 2.0, Stanford Graduate School of Business; Alan Hellawell, Head of Asia Tech Research, Deutsche Bank; Esther Dyson, Investor and Digital Visionary, EDventure; Steve Goh, CEO &amp; Co Founder, MiG33 Ken Hong, General Manager, Weibo Marketing Strategy, Sina</p>
<b>BREAK</b>	
<p>Brands Going Social Social Media ROI 20 minutes on Twitter Research Blast: TNS on social and mobile Phone a friend</p>	<p>Stephen Drummond, Director of Content and Creative Excellence, Coca Cola Asia Pacific; Peter Dingle, Interactive Manager, Advertising and Creative Marketing APAC, Intel; Dr. Walter Carl, Founder and Chief Research Officer, ChatThreads James Kondo, Vice President, Market Development, Asia Pacific. Twitter Inc. Marc de Lange, Director, TNS David Liu, Founder and CEO, Jiebang; Sri Safitri, Senior Manager Internal Delivery Channel &amp; Service Alliance, P.T. Telkom Marc de Lange, Director, TNS</p>
<b>LUNCH</b>	
<p>Live performance Celebrity and Social Media 20 minutes on Douban Research Blast: IBM on CEOs and social Social Business 20 minutes on Facebook</p>	<p>G.E.M. G.E.M., Artist; Tan Chang, Manager of singer GEM and Managing Director, Hummingbird Music, Terry McBride, CEO, Nettwerk Music Group and CEO &amp; Founder, YYOGA Dominic Lau, Presenter and TV Personality Yang Bo, Founder, Douban Sandy Carter Vice President, Social Business Evangelism, IBM Sandy Carter Vice President, Social Business Evangelism, IBM Ken Mandel, Managing Director, Asia Pacific, Buddy Media, Sabrina Lin, Corporate Vice President &amp; Managing Director, Marketing, Cisco Systems Senior Representative, Facebook</p>
<b>BREAK</b>	
<p>Case Study: Nestle Approach to Global Social</p>	<p>Hannelore Grams, Digital Marketing Manager, Nestlé;</p>

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Media	Paolo Mercado, Head of Marketing Communications, Greater China Region, Nestlé
20 minutes on LinkedIn	Olivier Legrand, Senior Director Asia Pacific & Japan, LinkedIn
Research Blast: CiC on China conversations	Sam Flemming, CEO and Chairman, CIC
China's social revolution	Yang Bo, Founder, Douban; Senior Representative, Jingdong Sam Flemming, CEO and Chairman, CIC
Keynote interview on Renren	Joseph Chen, Chairman and CEO, Renren
<b>CLOSING COCKTAIL</b>	