2020 GMIC Digital Marketing Summit: Adapting to the New Normal

Thursday 6 August, 2020

New technologies and ideas will bring changes to digital marketing, and with the recent COVID-19 pandemic, industries are impacted in varying degrees. How should companies respond to the challenges and opportunities the current reality presents? What kind of interaction will be most attractive to consumers and users? You may find the answers to these questions at GMIC's upcoming Global Marketing Summit on September 24-25.

The Global Marketing Summit has been hosted at each GMIC (Global Mobile Internet Conference) since 2009. It has become one of the most influential platforms for marketing experts around the world to discuss how to enhance connection with their respective target audiences and how to make their brand concept grow. As new technologies emerge, they also explore potential advertising formats that are more adaptable during volatile times.

Taking a global perspective, the Marketing Summit in September will connect the world via a live stream across six countries and invite top digital marketing professionals from Twitter, Pixar, Digital Holdings, Pinduoduo, Perfect World, GSK and many other successful brands. The summit will explore topics such as growing business in the digital arena, trends & strategies of expanding business in foreign markets, digital transformation of the entertainment industry, adopting AI and big data to improve marketing strategies, 5G applications, data privacy, brand safety, etc.

The COVID-19 crisis has considerably affected the digital marketing sphere. The attendees will also share fresh data and insights from handling the challenges or capturing the opportunities during this tremendous shift.

Agenda Preview

Silicon Valley Live - The New Era of the Entertainment Economy in the High Tech World

- Going Global
- The Economic Benefits of the Entertainment Industry
- Creating the Future

Tokyo Live - Feast of Aesthetics

- When Business meets Aesthetics
- Aesthetic Values in High-tech Design

Singapore Live - Life Going Digital

- Opportunities in Crisis
- New Consumer Market

Tel Aviv Live - The "Reckless" Power of Innovation

- The AI Generation
- GMIC Live Pro 2020 Report

London Live - Breakthrough Creativity

- The Creative Economy
- Blockchain technology

Beijing Live - Growth in Adversity

- Internet & Product Mindset
- User Experience with Whole Brain Thinking
- SaaS - New Business Models Platform Integration

Over 100 industry leaders from China, US, UK, Israel, Japan, and Singapore will speak at the online

Media:







Related Sectors:

Business & Finance :: Computing & Telecoms :: Consumer Technology :: Coronavirus (COVID-19) :: Media & Marketing ::

Related Keywords:

Marketing :: Digital Marketing :: Telecomm :: GMIC :: Global Mobile Internet Conference :: GMIC Live Pro :: GWC ::

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event and over 100 million viewers across the globe are expected to attend. Viewers can watch the live stream at the GMIC's official homepage, its Facebook page, and its YouTube channel.

About GWC

GWC was founded in 2008 with the mission to connect the world and enable innovation. GWC achieves its mission through global conferences, a membership network, an executive university program – GASA, and a venture fund. The GWC membership is a private, invitation-only community for innovators and executives from leading technology companies to build trusted relationships, share insights, explore collaboration, and develop international growth strategies. GWC has offices in Beijing, Silicon Valley, Tokyo, Sao Paulo, and Bangalore. GWC shareholders include Tencent, Baidu, Xiaomi, Didi, Sina, DST, Cheetah Mobile, and Qualcomm. For more information please visit www.gwc.net

About GMIC

Since its first edition in 2009, The Global Mobile Internet Conference (GMIC) has grown to be one of the most influential industry conferences worldwide, connecting over 1,000,000 innovators from 70 countries, various industries, and verticals. For more information please visit www.thegmic.com

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