

Your Invitation

Redesigning Professional Service Marketing for 2020

Professional Service Marketer Executive Gathering 2017

"What will define modern marketing functions in 2020 and what investments are they making now to ensure their success?"

Drawing on our research over 300 organizations in professional service industry, we will share the leading service company how they formulate demand generation programs, and structure new roles, leverage technology and develop sustainable edge to effectively support rapidly evolving business dynamics"

Perhaps the greatest value of social media marketing is your ability to foster and engage with a community of other people. That engagement is at the heart of social media, and without it, you're left with a megaphone and no one to hear you.

- New Professional Service Marketing Roadmap
- B2B Social Media Marketing Efforts
- Event 2020 through Demand Center Establishment
- Business Video Marketing (BVM) – The Future Engagement
- Content as Strategy: Join Buyers Journey
- O2O success in Professional Service Marketing

Join us for the intimate gathering with your peers from other leading organizations. The event is designed to be an innovative platform to share industry experience and best practice.



Rundown:

- 13:30 Registration
- 14:00 Attendee Self-Introduction
- 14:10 Session 1: Redesign Professional Service Marketing Roadmap 2020
- 15:30 Tea break
- 16:00 Session 2: Business Video Marketing – Content as Strategy
- 16:40 Sharing
- 17:00 Wrap up

You can add us on wechat



Date:

March 24th
2017 Friday

Venue:

Colliers International China (Beijing Office)
Suite 502 Tower W3
1 East Changan Avenue, Oriental Plaza,
Dongcheng District, Beijing, China

Speakers:

- Mr. Gordon Tsu,
VP of Global ConsignIndex
& Head of EleKungfu

Invited VIPs:

CMO, VP, Director, Head of
- Marketing
- Field Marketing
- Marketing Communication
- Demand Generation
- Leads Generation
- Go-to-Market
- Digital Marketing
- Communication

Industrial Focus:

- HR professional service
- IT professional service
- Finance professional service
- Logistics professional service
- Outsourcing & BPO service
- Management Consulting
- Entrepreneur in Professional Service Business (Starting Firm)

Host

Endorsed by

Your Invitation

VIP Registration Form

Name:

Company:

Sharing session (to be one of panelists): Yes / No

- ☐ New Approach of Demand Generation
- ☐ Go-to-Market Intelligence
- ☐ Content Marketing Challenges
- ☐ Success in Offline Event Marketing
- ☐ Others

Job Title:

Your Telephone:

Your Mobile:

Your E-mail:

Your Business Card

I confirm my participation based upon these details.

Signature:

Date:

Registration:



0086 21 5631 3008 *1204



Bella Chen
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Important notes:

- ☞ The registration is by VIP invitation only
- ☞ There is no registration fee for the event
- ☞ Please take your business card on site for registration
- ☞ If there is any other of your colleague or friend want to attend, please let us know

About ConsignIndex:

Global ConsignIndex is a professional B2B marketing and communication service provider in Asia Pacific region. We focus on B2B demand generation through event recruitment program, B2B content communication through OnDemand online communication program, B2B Go-to-Market (G2M) market consultancy via quantitative & qualitative analysis and leads management program via innovative business socialization platform.

About CONTENT100:

www.contentour.com

CONTENT100 is a business video based platform where the KOL in different business sectors are interviewed on discussion of the hot topics or pain points. The regular episode will keep you updated on the industrial trends and intelligence.

Our Confirmation

Signature:

Date: