

## CHINA TRAINING DAY DRAFT AGENDA & SCHEDULE

Registration Opens - Refreshments Available	<b>10:00 - 1030</b>	Registration Opens - Refreshments Available
	<b>Session Time</b>	
China Business Track		China Sales & Marketing Track
Registration Opens & Refreshments	<b>10:00 - 10:30</b>	Registration Opens & Refreshments
<p>Understanding China: if you've ever been to China and even if you have been to China many times, understanding China can be daunting. It's not only big, but it's complex and changes every year. This opening session will highlight the overall present day market conditions in China, what's driving its economy and consumer activity as it impacts global tourism and travel shopping around the world.</p>	<b>10:30 - 1130</b>	<p>China's Tourism Ecosystem: Before you start or plan your future Chinese sales and marketing program, it's essential to best understand the dynamics and complexity of the Chinese tourism ecosystem. This session will outline the dynamics of the tourism inbound marketplace, differentiation between group business and rapidly growing FIT, as well as MICE, corporate, specialty, VIP and other rapidly growing segments.</p>
<p>The Numbers: China has big numbers. This session will provide a compilation of the latest statistical data regarding inbound Chinese travelers to Europe and a comprehensive analysis between various inbound Chinese travel segments, including: group travelers, FIT, MICE, corporate and others. The summary will highlight the development of these different segments of inbound Chinese travelers and how they are impacting the overall travel marketplace with a focus on what growth opportunities are ahead for travel suppliers in developing a strategy to attract these inbound travelers.</p>	<b>11:30 - 12:30</b>	<p>Sales Techniques: Selling in China is unique compared to Europe and North America. Not only targeting the right decision maker, but also making sure that they are the right decision-maker, and how to most effectively entice and design your sales product so that it is of primary interest to your Chinese reseller. As FIT travelers grow and become a more important part of total inbound travel, this session will also highlight how to approach this fastest growing sector of Chinese inbound.</p>
Lunch:	<b>12:30 - 13:30</b>	Lunch:
<p>What You Want - What You Get - How To Find It: One of the most important decisions any travel product marketer makes when they begin their China marketing is deciding exactly what kind of Chinese inbound travelers do they want? How is that traveler going to most effectively feed the profit centers and make your business and your partners most successful in your ongoing China strategy. How do you manage the inbound business, preparing your partners and staff for these new customers and making sure that you continue to provide what these inbound Chinese want in your destination or products. Finally, how do you effectively find these outbound travelers in China? Designing a marketing strategy that targets what you want and migrates them to your destination and products on a regular and repeated basis will be the feature of this session.</p>	<b>13:30 - 14:30</b>	<p>China Social Media: Social media in China has evolved and developed independently of Western social media. As such, it is extremely unique and focused extensively on Chinese tastes, desires and habits as compared to international social media platforms. In many ways, Chinese social media has gone faster and beyond Western social media because of the lack of legacy technology to hamper its growth and development. This session will focus extensively on WeChat and Weibo, its usefulness, impact and opportunity for international travel suppliers to use in both connecting with, finding and maintaining relationships with Chinese inbound travelers and resellers.</p>

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<p>Retail &amp; Shopping - When Everyone is Selling Chanel, How Do You Get Them to Buy Chanel From You? - Chinese global travel shoppers are overwhelmingly the world's largest travel spenders. But they don't just travel to shop. Shopping is important to them but how they choose where to travel and shop is also very complex. Many factors contribute to how Chinese travelers choose various destinations for their shopping experience. This session will highlight how the Chinese choose where to go shopping, what factors are important in gaining their attention, the services that are required to keep them coming back and the overall branding experience that you need to deliver to make sure they choose you.</p>	<p><b>14:30 - 15:30</b></p>	<p>China Has New Money: This session will focus on the use and opportunity opening up to international travel suppliers by connecting directly with consumers through mobile payment apps in China, specifically Alipay and Wechat Pay. Such systems in China are not just an expense or convenience but increasingly a critical marketing tool to connect your products to the right kind of Chinese travel consumers. This session will highlight the growth, usefulness, and evolving marketing and sales opportunities that exist through these online and mobile payment systems, how to use them, and profit from them.</p>
<p>Break:</p>	<p><b>15:30 - 15:45</b></p>	<p>Break:</p>
<p>MICE &amp; Corporate Travel - The Future is Arriving Today: MICE and corporate travel from China is growing rapidly. However it acts and behaves differently than MICE and corporate travel from Europe and North America. This session will showcase the dynamics of the inbound MICE market from China, it's present condition into Europe and prospects for growth and development. Corporate travel is even more dynamic as industry specification for corporate travel dictates how corporate travelers act and behave, whether it's attending trade fairs, visiting regional offices, clients, press conferences, corporate marketing events, product introductions and the array of services and support needed to facilitate this type of travel into Europe. It's not just about air tickets and hotels, it's much more and it's the biggest growth opportunity coming from China today.</p>	<p><b>15:45 - 16:45</b></p>	<p>Retail - 50% Of Your Business: Chinese inbound shopping is a significant sales opportunity and contributor to most regional economies as Chinese spend upwards of €220 Billion globally on shopping alone. No matter if you are destination, brand, retailer, department store or hotel, the shopping component of why Chinese are visiting or staying drives much of the over-all inbound business from China. This session will delve into the process of how Chinese decide to shop, what you can do in terms of marketing and sales efforts to attract more Chinese shoppers and how best to retain them as repeat shoppers and visitors.</p>
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<p>Reception: Thanks for spending most of your day with us and now you have earned a drink. Join us for some refreshments and lite eats as you compare experiences and meet your fellow training day attendees - Thanks for being a part of thr CTD!</p>	<p><b>17:30 - 1900</b></p>	<p>Reception: Thanks for spending most of your day with us and now you have earned a drink. Join us for some refreshments and lite eats as you compare experiences and meet your fellow training day attendees - Thanks for being a part of the CTD!</p>