



CHat

SOCIAL MOBILE CHINA WECHAT

BEIJING - APRIL 24TH

Information Pack



Event Summary

CHat is a half day conference dedicated to all things WeChat. We are bringing Beijing's top English language speakers and experts to one place. A celebration of all things WeChat, CHat is a place to network, learn and have fun.

- **Presentations from top WeChat marketing and technical experts**
- **Practical workshops throughout the day with detailed, actionable content**
- **Exhibition area featuring the latest WeChat products and services**
- **Live interview with the owner of WeChat's most successful English language account**
- **Interactive WeChat activities and games**
- **Expert panel discussion**
- **Drinks and networking**

Interested in WeChat? Then you will not want to miss this event.

Sunday April 24th 2:00 to 7:00PM

This event is officially supported by the EUSME Centre:



European Chamber
中国欧盟商会

The Design Service Center

**13th Floor, Section A, GeHua Plaza, Qinglong Hutong
Lama Temple Subway Station (YongHeGong - Line 2)
Exit B then walk 300 meters east**



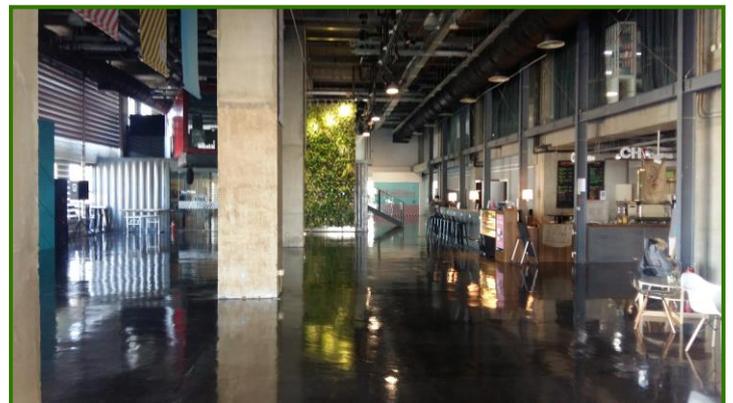
DSC 歌华创意设计服务中心

北京市东城区青龙胡同一号歌华大厦 **A座13层**
从雍和宫地铁站 **B出口** 向东 **300米**

Event Attendees

Early Bird Tickets 180 RMB
Late Tickets (after 20th April) 250 RMB

Booth Display (Limited to 9)
Early Bird 2,000 RMB
Normal Price 3,000 RMB



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Expert Speakers

Forget those thinly veiled sales pitches of people pushing their own services and products. Here we have a collection of expert thought leaders in their respective fields delivering informed and entertaining presentations filled with insights. Short Q&As will follow each speech providing you with the opportunity to grill them on the details.



**Special
Guest
Speaker
TBA**



Andrew Schorr

Topic: Global Messenger Trends - WeChat, WhatsApp, FB Messenger
Andrew is the founder and CEO of Grata, a company helping businesses run customer service and sales on WeChat. Grata is a 500 Startups-backed company honored as Web in Travel's *Startup of the Year*.



Alexis Bonhomme

Topic: Digital Marketing & Social CRM

Alexis is the Co-Founder of CuriosityChina, digital and tech company operating in Beijing, Shanghai, Hong-Kong and Paris. CuriosityChina received several awards for their innovative approach serving today +50 international brands across various industries.

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Sheng Pang

Topic: Gamification with WeChat

Founder & CEO of Juplus Interactive Technology. Sheng has extensive experience in digital creativity, digital media, SEO, SEM, Social media marketing. He delivers work for clients including Mercedes Benz, Porsche and Unilever.



Thomas Graziani

Topic: WeChat Cross Border Payments

Co-founder of WeChat consulting and development agency WalktheChat. Thomas builds innovative WeChat marketing strategies and technical solutions for clients including Nestle and the American NFL.

**Special Guest
Speaker TBA**

A final special guest will be announced soon

Topic: TBA

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Special Guest Interviews

Interviews with the mystery owners behind several massively successful WeChat accounts. Learn how they built their followings and the challenges they faced.

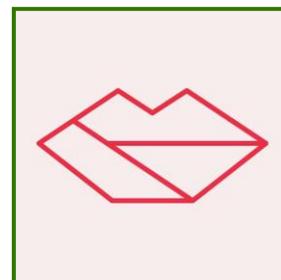
Shameless: WeChat's most popular English language blogger. Shameless has by far the largest following of any English language WeChat account.

KnowYourself: A hugely popular WeChat account that breaks complex psychological theory down into understandable and actionable advice. More than 50% of articles have 100,000 + views.

Hi Better Me: One of WeChat's most popular makeup & lifestyle blogs; grew 50k+ followers in less than 5 months.



Above: Shameless article view / like count



Event Hosts

Matthew Brennan / Nichole Zuo
China Channel
 chinachannel.co



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WeChat Games

Throughout the event we will be holding regular competitions and activities.



Get ready to take part in:

- Live voting
- Shake to win prizes
- Submit your questions to the speakers

All through WeChat



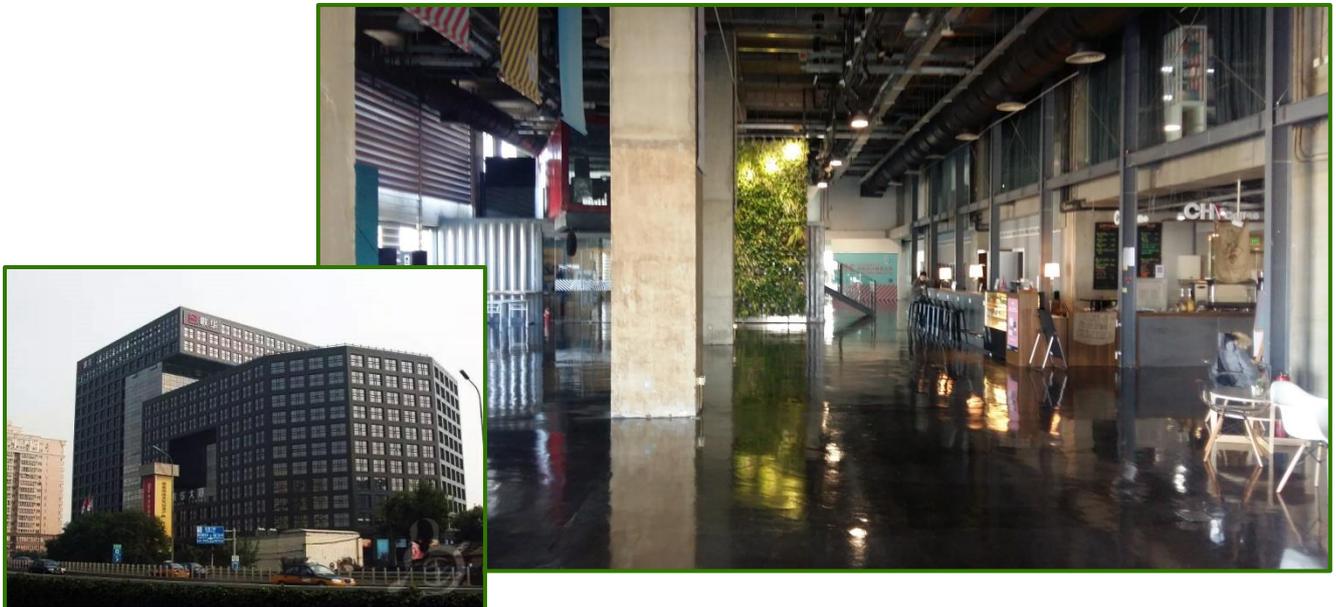
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Venue

The Design Service Center is a modern creative space of over 450 square meters. It's conveniently located a mere 300 meters from the Lama Temple Subway station in central Beijing.



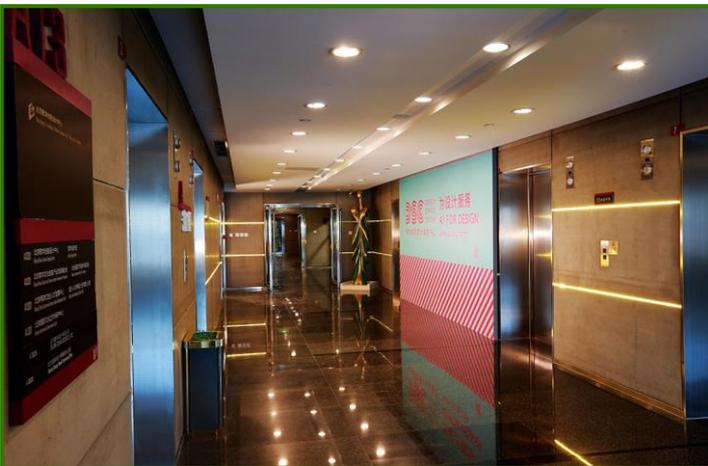
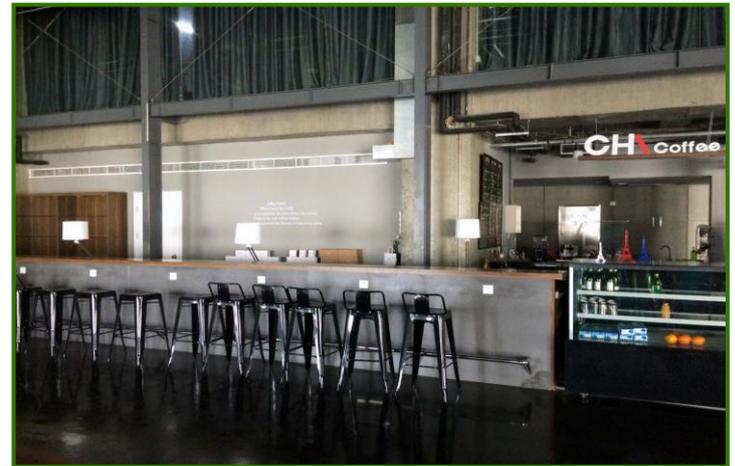
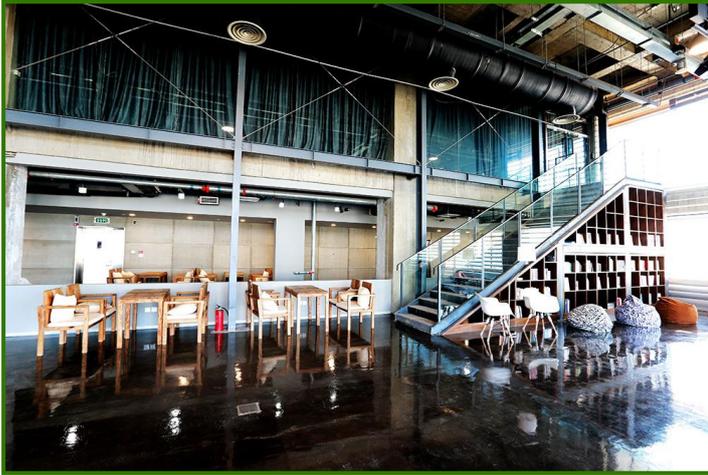
The Gehua Plaza

The Design Service Center
13th Floor, Section A, GeHua Plaza,
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Lama Temple Subway Station
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Exit B then walk 300 meters east

DSC 歌华创意设计服务中心
北京市东城区青龙胡同一号歌华大厦 A 座 13 层
从雍和宫地铁站 B 出口向东 300 米



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Workshops

Small workshops will be delivered throughout the day in the upstairs meeting room. **Expect detailed and actionable content.** Attendees are limited to 30 people on a first come first served basis.



2:10 - 2:45 pm	Using WeChat For Your Own Events: Registration, Check in, Onsite, Q&A	Sheng Pang Juplus
2:45 - 3:20 pm	Top Free Tools & Resources For WeChat You Should Be Using For Your Official Account	Matthew Brennan China Channel
3:20 - 4:00 pm	Customer Service Through WeChat - Best Practices	Andrew Schorr Grata
4:00 - 4:20 pm	Afternoon break (20 mins)	
4:20 - 4:55 pm	How we Bootstrapped Building a WeChat App & Recovered our Development Costs Within 24hrs: Yoli	Drew Kirchhoff Yoli
4:55 - 5:30 pm	Workshop 5	TBA
5:30 - 5:55 pm	Workshop 6	TBA

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Exhibition Area

Browse the display area at your leisure to discover the various solutions, products and services are available for you to make the most of WeChat.



Wine for this event is sponsored by:



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Main Room Schedule

1:30 pm	Main Event Doors Open	
2:00 - 2:10 pm	Opening Remarks	Matthew Brennan China Channel
2:10 - 2:35 pm	Presentation with Q&A Topic: Global Messenger Trends - WeChat, WhatsApp, Facebook Messenger	Andrew Schorr Grata
2:35 - 3:00 pm	Presentation with Q&A Topic: Luxury Brands on WeChat	Alexis Bonhomme Curiosity China
3:00 - 3:35 pm	Panel Discussion With Successful WeChat Accounts Owners	Shameless, KnowYourself +1
3:35 - 4:00 pm	Presentation with Q&A Topic: Gamification with WeChat	Sheng Pang Juplus
4:00 - 4:20 pm	Afternoon break (20 mins)	
4:20 - 4:45 pm	Presentation with Q&A Topic: WeChat Cross Border Payments	Thomas Graziani Walk the Chat
4:45 - 5:10 pm	Presentation with Q&A Topic: TBA	TBA
5:10 - 5:55 pm	Panel Discussion with Q&A WeChat Future Trends for 2016 and Beyond	Andrew Schorr, Alexis Bonhomme, Sheng Pang, Thomas Graziani, +1
5:55 - 7:00 pm	Drinks & Networking	

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Event Contact

For any related event enquires please contact:

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