



Condé Nast China Digital Day 2011 - New Vision, New Trends, New Power
康泰纳仕中国2011新媒体日 - 新愿景，新趋势，新能量

Time 时间	Length 大约时长	Speakers 演讲者	Topic 主题
13:30 - 13:40	5-10 min	Opening 大会开场	Video 视频
13:40 - 13:50	10 min	Weiming Cao 曹伟明 Managing Director, Condé Nast China 康泰纳仕中国，董事总经理	Welcome Speech - Condé Nast China's Commitment to Digital & to Our Best Traditions 开场演讲：康泰纳仕中国对于新媒体业务与集团传统的承诺
13:50 - 14:15	25 min	James Bilefield President, Digital, Condé Nast International 康泰纳仕国际，新媒体总裁	The Importance of Multimedia Branding 跨媒体平台品牌营销的重要性
14:15 - 14:50	35 min	Celia Pan 潘茜 General Manager, Digital, Condé Nast China 康泰纳仕中国，新媒体总经理	New Vision, New Power - Condé Nast China Digital Business Update 新愿景，新能量 - 康泰纳仕中国新媒体最新发展状况与展望
14:50 - 15:20	30 min	Dr. Andreas Weigend 韦思岸 Former Chief Scientist of Amazon.com; Writer, Lecturer and Consultant on "Social Data Revolution" 前亚马逊公司首席科学家； 关于社会化数据革命的著名作者、讲师、顾问	E-commerce, Me-commerce, We-commerce - How the Social Data Revolution Changes the Way Consumers Make Decisions 电子商务、个人商务、社会化商务 - 社会化数据革命如何改变消费者的决策方式
15:20 - 15:50	30 min	Xiaopeng Zhou 周晓鹏 Deputy Editor-in-Chief, Sina.com 新浪网，副总编	Social Media - How It Has Transformed Us 社会化媒体：如何改变我们
15:50 - 16:05	15 min	Tea Break 茶歇	
16:05 - 16:35	30 min	Yew Hwee Ng 黄耀辉 Greater China Managing Director, Adobe Systems Adobe公司，大中华区董事总经理 Jerry Wang 王智宇 Wireless Business Director, Condé Nast China 康泰纳仕中国，新媒体部无线业务总监	New Technology for the Traditional Media - A Dialog on Condé Nast's Leverage of Adobe's Mobile Publishing Platform, and the Opportunities Present for Advertisers 传统媒体携手新技术：康泰纳仕对于Adobe 移动出版技术的利用、及广告主所面临的机遇
16:35 - 16:55	20 min	Michael Ruan 阮京文 Co-President & COO, iResearch Consulting Group 艾瑞咨询集团，联合总裁兼首席运营官	Readers, Content and Story-telling Environment - Condé Nast China Digital User Research Report 读者、内容、叙事环境 - 康泰纳仕新媒体用户调研结果
16:55 - 17:40	45 min	Homei Chen 陈贺美 Editorial Director, SELF China 《悦己SELF》杂志，编辑总监 Angelica Cheung 张宇 Editorial Director, VOGUE China 《VOGUE服饰与美容》杂志，编辑总监 Feng Wang 王锋 Editorial Director, GQ China 《智族GQ》杂志，编辑总监 Xu Wang 王旭 Editorial Director, AD China 《安邸AD》杂志，编辑总监 Panel Moderator 讨论主持： Celia Pan 潘茜	Panel Discussion: The Presence & the Future of Print-Digital Integration 主编讨论：平面媒体与新媒体的整合 - 现状及未来
17:40 - 18:00	20 min	Anita Chang 章丽华 Publisher, VOUGE China & AD China 《VOGUE服饰与美容》及《安邸AD》杂志，出版人	A Magazine Publisher's Digital Journey 一位杂志出版人的新媒体之旅
18:00 - 18:10	10 min	James Woolhouse President, Condé Nast Asia Pacific Vice President, Condé Nast International 康泰纳仕亚太区总裁、康泰纳仕国际副总裁 Joined by other Condé Nast executives	Closing remark & Lucky draw for 3 lucky clients 结束致辞，及三位幸运来宾抽奖