

MARKETING, ADVERTISING & PR COMMITTEE



The **Marketing, Advertising, and PR Committee** supports the exchange of information about marketing, advertising, and public relations, particularly regarding trends in China. The Committee organizes events and other opportunities to learn from and exchange ideas with authoritative sources from international and China-based agencies and client companies, local and international media, academia, and government. The Committee's 2022 strategic plan is grouped around three types of activities: Advocacy, Business, and Community (ABCs).

Committee Priorities:

Advocacy-Low

Business-Medium (information sharing)

Community-High (networking)

MISSION

To foster an open environment for healthy communications about China's marketing and public relations industries.

To focus on issues and opportunities for companies conducting marketing and PR activities in China.

To provide networking opportunities for members with other AmCham China Committees and Committees to help increase the value of Chamber events and activities.

MAIN ACTIVITIES

The Marketing, Advertising, and PR Committee meets bi-monthly, inviting professionals to share their expertise through workshops.

We host regular events to share information about media and the ecommerce market as digital platforms are becoming increasingly important for companies of all industries.

We host seminar discussions on China's latest laws and/or policy reforms, to provide professional insights and opinions about how they could potentially impact the business operations of companies across industries.

LEADERSHIP



Co-Chair:

Yue Yu, Brunswick



Co-Chair:

Fiona Huo,
The Economist Group

MEMBER PROFILE

More than 200 participants have previously attended Marketing, Advertising, and PR Committee events. Individuals across sectors and in different seniority levels are currently subscribed to the Marketing, Advertising, and PR Committee mailing list.

2022 COMMITTEE STRATEGIC FOCUS

Advocacy (A) Low Priority	Business (B) Medium Priority	Community (C) High Priority
Meet with local and provincial governments to promote people-to-people engagement while offering recommendations to both the Chinese and American governments.	Understand how members can utilize digital platforms and skills to improve business outcomes in both domestic and overseas opportunities.	Collaborate with members and agencies to host regular events and seminar discussions to share industry insights, reports, and overall market trends.

2022 WORKING PLAN (SUBJECT TO CHANGE)

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> Finalize annual plan with Committee Chairs Regular Committee event 	<ul style="list-style-type: none"> Regular Committee event Regular Committee event 	<ul style="list-style-type: none"> Regular Committee event Regular Committee event 	<ul style="list-style-type: none"> Regular Committee event

ACTIVE COMMITTEE MEMBERS

Bridge Consulting	MG International	Tapjoy Wireless Applications Technology
Brunswick Group	North Head Consulting	The Economist (Shanghai)
Edelman Public Relations Worldwide	Ogilvy	Ulan Public Relations Consultancy
Fulls USA	Shenyang New World EXPO	