

2018 Spring Immersion Week Agenda

Date	Time	Topic	Lecturer	Description	Activity Count & Location	Deposit
Wed May 2 nd	10:00 – 12:00	Student Seminar: How to startup a company while being a student.	Mr. Jorge Valencia (CIP Current Student)	Discussion issues: 1. What's the best way to start a business with no experience or capital? 2. How to get customers step by step? 3. How to get a quotation from China? 4. How to calculate the cost of your product in your country?	1 Workshop IECB 118	CNY 50 (45 Seats)
	14:00-16:00	How to prepare yourself to develop your career in Chinese job market?	Ms. Cindy Zhu (CBS marketing, Co-founder)	1. Big picture of Chinese job market including policy & industry analysis, and company introduction. 2. What kind of skills and qualifications are needed? 3. How to write the resume and mock the interview? 4. How to do job hunting, through which platforms and channels?	1 Workshop IECB 119	CNY 50 (30 Seats)
	13:00-15:00	The Importance of Managing a Brand Portfolio	Elizabeth Chavez (Independent Marketing & Advertising Consultant)	As proliferation of brands are happening at breakneck speed, managing brand portfolios is important in focusing investments, resources, and growth engines. Steering brands as stand alone silos often leads to dissipated resources and energy thereby affecting desired results. We will look into what steps companies have taken to achieve a winning brand portfolio.	1 Workshop IECB 121	CNY 50 (30 Seats)
	15:00-17:00	Your Online Identity can support your career. You must Stand Out	Mr. Lorenzo Brizzo (China head, AICY)	Every day of your working life, you are selling yourself through the things you do, the words you choose, and the way you look. Every day you are engaged in acts of self-creation. You are constructing the person who will someday be remembered as supremely successful - or not. The number of HR using social media to investigate job candidates has grown immensely; specifically, 60% of employers now turn to social networks to research job applicants. You must Stand Out.	1 Workshops IECB 118	CNY 50 (25 Seats)
Thur May 3 rd	9:00-11:00	The preparing of acknowledgement before startup	Alex Zhu (MTA, MINN master)	1. What should we learn in university 2. How to raise cognizance 3. The ability of deliberate practice 4. How to make well-connected	1 Workshops IECB 116	CNY 50 (60 Seats)

	10:00-12:00	Digital Marketing in China: More than just WeChat <i>Session is compulsory for students in the course Fashion Market Investigation</i>	Mr. Claudia Verbost (Managing Director Agency China)	The latest on WeChat marketing, Niche platforms, New Retail and more during an interactive session. Come and join us to learn more about China's fast changing Digital Marketing Landscape.	1 Workshop IECB 117	CNY 50 (50 Seats)
	14:00 - 15:30	Fast and Chinese <i>Session is compulsory for students in course Comprehensive Chinese II</i>	Ms. Chen, Ting	All the students from Chinese Level 2 must register this activity as it is part of your Chinese course assessment. Tasks will be given on the site of the event in Global Harbor. Students work together with their team members to complete all the specified tasks. Evaluation is based on the quality of the work and the time spent.	1 Workshop	CNY 50
	15:00 - 17:00	How to build a landing page in 2 hours?	Mr. Thibault Genaitay (China head Le Wagon)	A landing page allows you to guide your traffic into business with a clear call-to-action. Successful lean startups always test their value proposition through simple and effective landing pages before making decisions. They iterate endlessly, tweak it, gather data, and optimize conversion flow! You will learn to code and design your own landing page using HTML5 and CSS3 elements.	1 Workshop IECB 119 (Bring your own laptop)	CNY 50 (25 Seats)
Fri May 4 th	9:00-10:30	Crypto Currencies Blockchain Technology and you	Mr. Tony Ryan (Head of Department, and in Sino British College Shanghai)	History, Purchasing, Mining, World Legislation, China Legislation, Volatility, Deficiencies, Incidents of Note, Technology, Future Considerations,	1 Workshop IECB 117	CNY 50 (70 seats)
	10:00 - 11:30	CIP International Fair <i>Session is compulsory for students in course Comprehensive Chinese I</i>	Ms. Liu, Kun	All the students from Chinese Level 1 will be divided into small teams to sell their local stuff or products. Quality of the project is assessed according to the criteria, including product, presentation, poster, booth decoration and marketing strategy.	1 Workshop Uni Cafe	CNY 50
	13:30 - 15:00	App Design Competition <i>Session is compulsory for students in course Comprehensive Chinese IV</i>	Ms. Wang, Xuejiao	3-4 students work in a team to create and present one APP that might has a huge market in china from a foreigner's eyes.	1 Workshop IECB 118	CNY 50
Open Time		I am hosting today <i>Session is compulsory for students in course Comprehensive Chinese III</i>	Ms. Hu, Weina	Make an Advertising video about 10 minutes to introduce some places here in Shanghai, such as restaurants, bars, shopping malls, and other places that you recommend.	1 Workshop	CNY 50
Tue May 8 th	14:00 - 16:00	Mindfulness: Mystery power of your mind	Mr. Brandon Mehrgut (Senior Mindfulness Trainer, founder of Shanghai Mindfulness)	Mindfulness is a practical approach using science and the latest personal / professional development tools that will help you dig the potential of your brain. It gives yourself the opportunity to get out of your own head, try something new, and set real life goals.	1 Workshop IECB 117	CNY 50 (70 Seats)