

PANEL SESSIONS

Academic-Professional Research Panel 2

Topic: Data Analytics and Mobile/Social Media Engagement

This panel will first discuss about the issues in relation to online data analytics for strategic communication research and solutions to the issues (by Dr. Angus Cheong, e-Research & Solutions). It will then move on to the practical side by talking about data analytics that enable strategic communication campaigns to engage consumers/ publics using cognitive (by Andy Wong, IBM).

The conference's simultaneous interpretation is brought to you
by Mr. LIN Chen, Partner of the Ligent Group

本會議的同聲傳譯

由北京莊凌控股集團創始合夥人林晨贊助