



Adworld2010 互动营销世界 Starting Point @ the Annual Event of Digital Marketing

主题：复苏 2010，营销方略与竞合之道 2010, Win Marketing Strategy and Co-petition Way under Recovery

2010 年 1 月 8 日 东方君悦酒店. 北京. 中国 Jan 8 2010, Grand Hyatt, Beijing, China



2009年度AD100网络广告百人年度风云会
Ad100 Top 100 Men of Online Advertising2009

Adworld 2010

AD100 Top 100 Men of Online Advertising 2009 & Adworld Awards Presentation Ceremony

INVITATION· 邀

Dear***** :

You are sincerely invited to be one of China's Top 100 Outstanding Men in online advertising in 2009, and participate in a high level interchange activity at the **Adworld 2010** meeting: AD100 Meeting of Top 100 Outstanding Men in Online Advertising & Adworld Award Presentation Ceremony. New and old friends will gather at the end of the year, exploring market trends and discussing cooperation in the next year!

The AD100 Meeting of Top 100 Outstanding Men in Online Advertising is an annual appointment bidding farewell to the old and ushering in the new among high level elites in the industry. The first meeting was held in 2007, the 10th anniversary of Chinese online advertising, and this will be the third meeting. The AD100 Meeting of Top 100 Outstanding Men in Online Advertising has become a brand ceremony in various meetings including those of the most influential brand advertising companies, 4A agencies, mainstream media, new prominent companies, experts and scholars, opinion leaders and investors.

The AD100 Meeting of Top 100 Outstanding Men in Online Advertising in 2009 will be simultaneously held with the Adworld Awards presentation ceremony. On the basis of full participation and open voting from you and others from all areas within the industry, and through mass, primary and final elections, the annual Adworld awards will become the most representative digital marketing award with the most participators and covering various levels from top to bottom. The core concept of the Adworld Awards is "Authority comes from the public. Everybody participates in the appraisal to discover brilliance and share success."

Guided by the Internet Society of China and the China Association of National Advertisers, Adworld has become China's brand and landmark annual ceremony in the digital marketing area. Adworld has been successfully held seven times. The theme of **Adworld 2010** is "**Winning Marketing Strategy and Co-petition Way under Recovery.**" Participants will gather in Beijing to share successful cases, analyze market trends, formulate placement plans, confirm marketing strategies, develop partners, establish marketing platforms and promote cooperation in the next year.

Friendly tips about special arrangements and how you can participate:

1 basic information:

Time : Jan 8, 2010 PM 19 : 00-21 : 00

Place : Grand Hyatt, Beijing, China

Contact No. : 51281009-802/813 Liuqi Huajuan,Xia

Email : adworld@dcci.com.cn



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主题：复苏 2010，营销方略与竞合之道 2010, Win Marketing Strategy and Co-petition Way under Recovery

Adworld2010 2010年1月8日 东方君悦酒店. 北京. 中国 Jan 8 2010, Grand Hyatt, Beijing, China

Website: www.adworld.org.cn

2 personal information required:

An electronic document with your ID photo in high definition and a personal introduction in Chinese and English of no more than 300 characters. All of your personal information will be respectively displayed in the Honor Souvenir Album of AD100 Meeting of Top 100 Outstanding Men in Online Advertising in 2009, the on-the-spot List of AD100 Meeting of Top 100 Outstanding Men in Online Advertising in 2009 and focused media interview areas

3 Your video interview:

Guests of AD100 will receive a video interview in succession between October and November. The content of interview will be clipped and made into three short documentaries which will be shown at ADworld and the AD100 meeting. Please make time to film this. You can also film the video interview by yourself according to the theme and send the video to us.

4 Process of participation and attendance:

___ Only those holding an invitation letter will be permitted and entitled to attend the event;

___ You should arrive on-site before the opening at 9am on January 8 2010. Those participate in the AD100 meeting and the ADworld Grand Ceremony in the evening should arrive on-site before 4:30pm.

___ You will enjoy a special reception on your arrival. According to the process of the meeting, you will participate in the following:

- Sign the AD100 list;
- Receive souvenir photos;
- Attend the dinner party;
- Disclose the list of AD100 Top 100 outstanding men in online advertising in 2009
- Award the Honor Souvenir Album of AD100 Meeting of Top 100 Outstanding Men in online advertising in 2009 and receive souvenirs;
- Digital interchange activity among outstanding men;

Thank you for your excellent contribution to the development of China's online advertising and digital marketing industry in 2009. We hope that you become one of the top 100 outstanding men and have a satisfactory exchange with other high level guests attending the meeting!

Organizing Committee of Adworld 2010

AD100 Top 100 Men of Online Advertising 2009 & Adworld Awards Presentation Ceremony

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E-mail : adworld@dcci.com.cn

Website : www.adworld.org.cn

● Enclosure: overview of the AD100 guests receiving the video interview

The document an internal document belonging to the organizer, and is only available when you receive a video interview.

1.1 Purpose of the video interview:

To make three TVC with the following themes:

___ My 2009, which will last for 20 minutes and be broadcasted before and at the AD100 meeting, through media and on video websites:

___ Starting Point: the starting point of 2010, which will last for five minutes and be broadcasted first at the start of the meeting and then through media and on video websites;



____2010 Under Recovery, which will last for ten minutes and broadcasted at break periods, through media and on video websites

1.2 Questions in interview: (The questions should be as personalised, verbal, vivid, interesting and dynamic as possible)

1.2.1 You will be asked three questions on the theme of My 2009:

(The interviewee is asked to answer the questions loudly while walking from left to right; the interviewer walks on the interviewee's right side while snapping)

____Which word would you use to sum up 2009? (This question will be used in the first chapter of My 2009: Main Point in 2009)

____What most impacted and impressed you? (This question will be used in the second chapter of My 2009: Impression in 2009)

____What was your biggest gain in 2009? (This question will be used in the third chapter of My 2009: Gain in 2009)

1.2.2 Two main points in the interview of Starting Point: the starting point of 2010:

____Interviewee clicks a place on an imaginary screen with their hand reaching up and forward (simulating the Starting Point on an imaginary screen)

____Interviewee says: ADworld, my digital marketing world, my new start!

1.2.3 You will be asked one question on the theme of 2010 Under Recovery:

(The interviewee is asked to answer the questions loudly while walking from left to right; the interviewer walks on the interviewee's right side while snapping)

____In which aspect should every enterprise do well in 2010 in the recovery stage?

____Name a word to all the people in the industry in which the word "recovery" should be included

1.3 Interview notes:

Interviewees should not speak for too long;

Interviewees are not permitted to speak when sitting or standing still;

The interview should not be conducted in a noisy environment and the interviewee must speak clearly;

The interview should not be conducted indoors in a dark room with artificial light;

Repeat: The interviewee is asked to answer the questions loudly while walking from left to right; the interviewer walks on the interviewee's right side while snapping during the My 2009 and 2010 Under Recovery interviews;

The content of the interview should not be too long or abstract.