



## EXPLORING MOBILE AND YOUTH CULTURE IN CHINA AT MOBILE VISIONARY ROUNDTABLE IN CHICAGO

GUEST SPEAKER KEVIN LEE WILL PRESENT ON MOBILE AND YOUTH CULTURE IN CHINA AT THE ILLINOIS TECHNOLOGY ASSOCIATION'S MOBILE VISIONARY ROUNDTABLE ON JANUARY 20, 2010. AT 8:30AM.

CHICAGO (December 30, 2009) - On January 20, the Mobile Visionary Roundtable at the Illinois Technology Association (ITA) welcomes virtual guest speaker Kevin Lee presenting on Mobile and Youth Culture in China. Mr. Lee, who lives in Beijing, is an advertising and media brand manager in charge of the new media division for Ringier China, publisher of the largest English-language entertainment magazine in China.

With China's 500 million people under the age of 30, there's an enormous opportunity for foreign brands and marketers who can execute well. Individuality in China has evolved in a substantive way and brands that can relate using today's mobile technology will have a competitive advantage.

Mobile is clearly a disruptive technology and affects nearly every industry. Roundtable presenters will address major global factors impacting the mobile industry and highlight success stories.

Following the insightful mobile industry presentation, participants will split into themed mobile "20/20" breakout sessions, where they will enjoy networking opportunities and share best practices in mobile marketing, technology and application development.

In this roundtable, participants will:

- Learn about common misconceptions about China and get a feel for Chinese perceptions of America
- Find out how Chinese Youth think and what influences them
- Discover the iPhone popularity or lack thereof (iPhone was launched only a few months ago in China)
- Learn which mobile devices and features are in high demand
- See how marketers are using the mobile channel to engage consumers

Visit <http://www.illinoistech.org/calendar.aspx/1938> for more information and to register for this event, scheduled for Wednesday, January 20, 2010, 8:30am-11:00am.

ITA roundtables are a benefit of ITA membership. Members of the general Illinois technology community are always welcome to check out any ITA roundtables free-of-charge. Roundtable events are held in downtown Chicago, across from the Sears Tower (now named the Willis Tower) at 200 S Wacker Dr, 15th Floor, Chicago, IL 60606.

Additional forthcoming Mobile Visionary roundtable mobile topics include:

- Mobile Marketing Plans
- Best Practices in Apps Development
- The Future of Mobile
- Business Enterprise Applications
- Mobile Monetization
- Global Considerations in Mobile
- Platform Comparisons (iPhone vs. Android vs. Pre, etc.)

### **About the speaker, Kevin Lee**

Mr. Lee is the Strategic Marketing Manager of New Media at Ringier China, Beijing. He heads the New Media division, building products and channels for web, ecommerce and mobile. Drawing on experiences as an entrepreneur, artist and amateur historian, Mr. Lee writes a well-respected blog called [www.genYchina.com](http://www.genYchina.com), which discusses the changing interplay between technology, media and culture in China.

### **About the Mobile Visionary Roundtable**

The Mobile Visionary Roundtable offers a forum for ITA members to engage in active networking and interactive, high-gain, topical discussions regarding mobile marketing and technology. The monthly Mobile Visionary Roundtables feature expert guest speakers, including mobile strategists, marketers and developers from around the world.

### **About the Illinois Technology Association**

The Illinois Technology Association (ITA) represents the interests of a diverse membership of more than 650 companies in Illinois that create, deploy and utilize information technology as a core part of their organization. By connecting members with industry peers and participants, providing the latest strategic information, market research and critical market insight and by promoting key thought leaders to raise visibility and gain a greater market awareness and presence, ITA is focused on building and developing the Illinois technology community through collaboration. Additional information is available at [www.IllinoisTech.org](http://www.IllinoisTech.org).

### **Contacts**

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