Octagon China
Beijing and Shanghai
Yang Song 2020
Introduction

- Octagon is the world’s largest sports & entertainment agency
- Mainly deals with marketing and advertising
- Has 50 offices in 22 different countries
- I spent four weeks at the Beijing office and four weeks at the Shanghai office
My Work

- Translating documents from Chinese to English and from English to Chinese
- Proofreading documents and emails as well as creating PowerPoint presentations
- Attending meetings and conferences and writing follow-up reports
- Conducting market research to identify the top trends currently present in various countries to conduct surveys
- Work was done in both Chinese and English
Photos of the Office
My Work

• Conducting market research of competitor’s brands and writing a report for a company on what type of advertising to pursue

• Researching companies and brands to find potential sponsors for a sports tournament

• Research current trends in China and other Asian countries to determine popularity of e-sports

• Monitor social media and newspapers exposure for sponsorship of events
Most Rewarding Aspect

- I attended the Queen’s Birthday celebrations at the British Embassy in Beijing
- I helped promote a VR Experience of Liverpool FC to football fans along with potential sponsors
- I managed to interact with people all around the world, including Her Royal Highness Princess Anne
Queen’s Birthday Celebrations
Travel

• On weekends I was able to travel to surrounding areas and meet up with fellow Princeton students

• In addition to Beijing and Shanghai I managed to travel to Tianjin, Hangzhou, Suzhou, Nanjing and Shenyang

• Through my interactions with locals I was able to immerse myself in Chinese culture and their way of life
Travel
IIP 2017 Octagon

• I learnt a lot about what it is like to work and live in China.
• I will certainly consider going to China after graduation.
• Thank you to IIP for this amazing experience!