Londonist Asim Bey – China Business Trip Agenda

Dates: 11th – 14th November
Duration: 3 working days

As my visit to China is short, I would like to focus on a few important topics:

- Team performance over the last two years
- Marketplace performance and analysis for the same period
- The road map for the next year
- Marketing activities and reports
- Mid and long-term planning
- Office regulations, official documents, and financials

Trip Objectives

- Strengthen collaboration and communication between Londonist and Uninist teams.
- Conduct detailed reviews of sales, marketing, and operations over the past two years.
- Set a clear strategic roadmap for 2026.
- Ensure compliance and financial accuracy across China operations.

Day 1 – 11th November: Strategy & Performance Review

Focus: Overview, historical performance, and sales evaluation

Morning

- Welcome meeting with China management teams
- Review of team performance (past two years)
- Marketplace analysis (Xiaohongshu, Baidu, CRM data)

Afternoon

- Sales performance review (individual and team level)
- Review of booking platform enquiries and conversion process
- Discussion on team KPIs, challenges, and 2026 sales roadmap

Evening

- Dinner with key managers and partners

Day 2 – 12th November: Marketing, Operations & Planning

Focus: Brand growth, customer satisfaction, and long-term vision

Morning

- Review of marketing activities and reports
    - Xiaohongshu campaigns and reviews
    - Mini Programma updates
    - WeChat Business Account performance
- Meeting with Bianca (Marketing strategy, content direction, and campaigns)

Afternoon

- Operations review:
    - Customer complaints and resolutions
    - Placement checking and service quality
    - Partner and festival engagement recap
- Brainstorm mid- and long-term planning:
    - 2026–2027 business growth
    - Market positioning and student acquisition strategies

Evening

- TBC

Day 3 – 13th November: Finance, HR & Compliance

Focus: Regulatory review, documentation, and financial consolidation

Morning

- Financial discussions:
    - Office rent receipts and documentation
    - Foreign exchange settlement

    - Legal person change payments
    - WeChat and Mini Programma receipts

Afternoon

- HR & compliance review:
    - Registration for the “Five Social Insurances and One Housing Fund”
    - Tax payment certificate and suspension of payment registration
    - Review of office regulations and document compliance

Evening

- Wrap-up meeting:
    - Summary of trip outcomes
    - Confirmation of next steps and action owners
    - Alignment on the China 2026 roadmap