

## **Blog 4 — Personal Reflection & Future Development**

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During the preparation for the Residuum Conference, my contribution to marketing mainly focused on sharing and communicating information about the event within my personal network. I shared my poster and conference-related updates through platforms such as WeChat and WhatsApp, targeting both academic peers and friends who have an interest in digital media and virtual reality.

I chose these platforms based on accessibility and audience relevance. WeChat is widely used among Chinese users, making it an effective channel for reaching audiences who may face limitations accessing Western platforms. At the same time, WhatsApp allowed me to connect with international peers in a more direct and informal way. Using both platforms helped broaden the potential audience for the conference and ensured that information could be accessed more easily across different regions.

In addition to sharing materials, I also considered how the visual design of my poster could attract attention and communicate key ideas quickly. This reflects an understanding that marketing is not only about distribution, but also about how information is presented.

Through this process, I became more aware of the importance of audience awareness and platform selection in academic communication. It also highlighted the role of individual contributions in supporting the wider visibility of academic events.