



IAAPA®

EXPO ASIA

亚洲博览会



Shanghai New International Expo Centre, Shanghai, China

中国上海 • 上海新国际博览中心

CONFERENCE 会议: 11-14 June 2019 | **TRADE SHOW 商展:** 12-14 June 2019

www.IAAPA.org/IAAPAE expoAsia

Storytelling & IP Creation

故事与IP创作

June 12, 2019

Wendi Teoh, Apex Parks and Entertainment Services Ltd

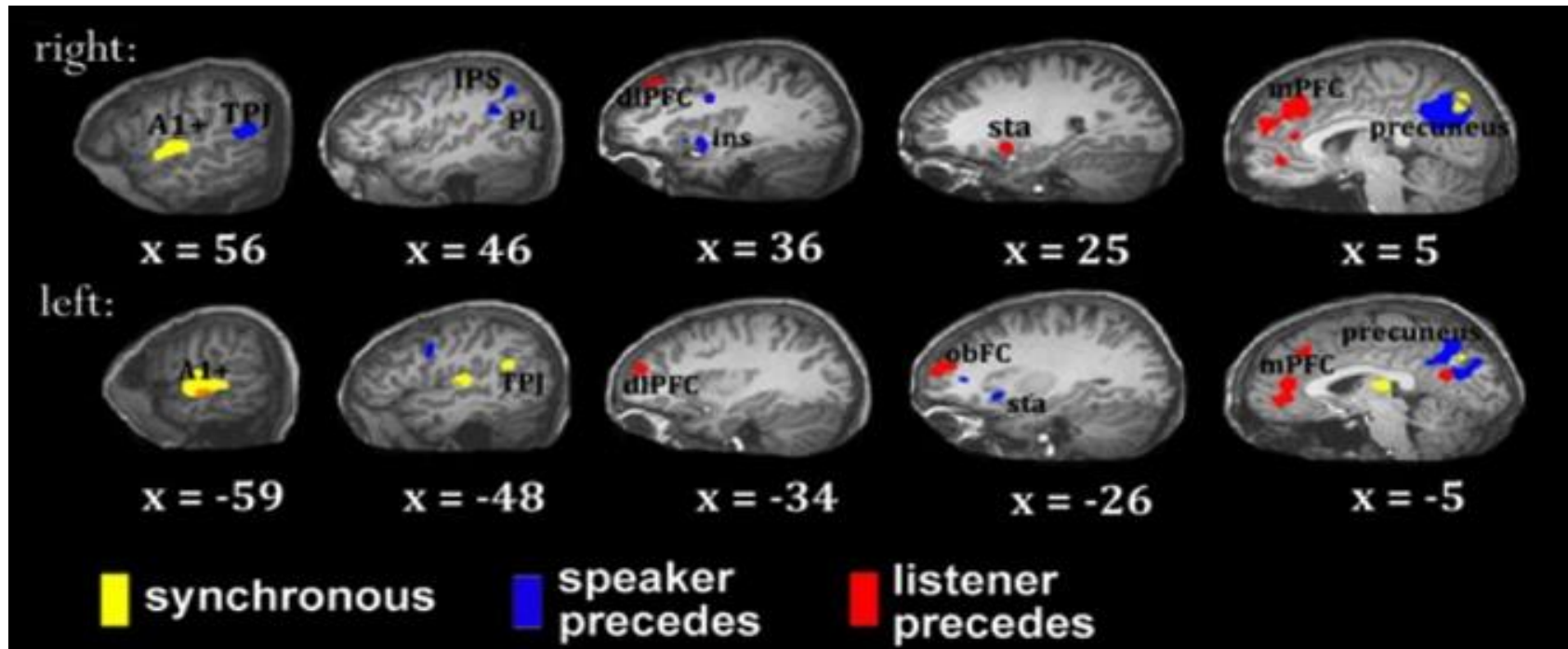


很久很久以前 Once a Upon a Time



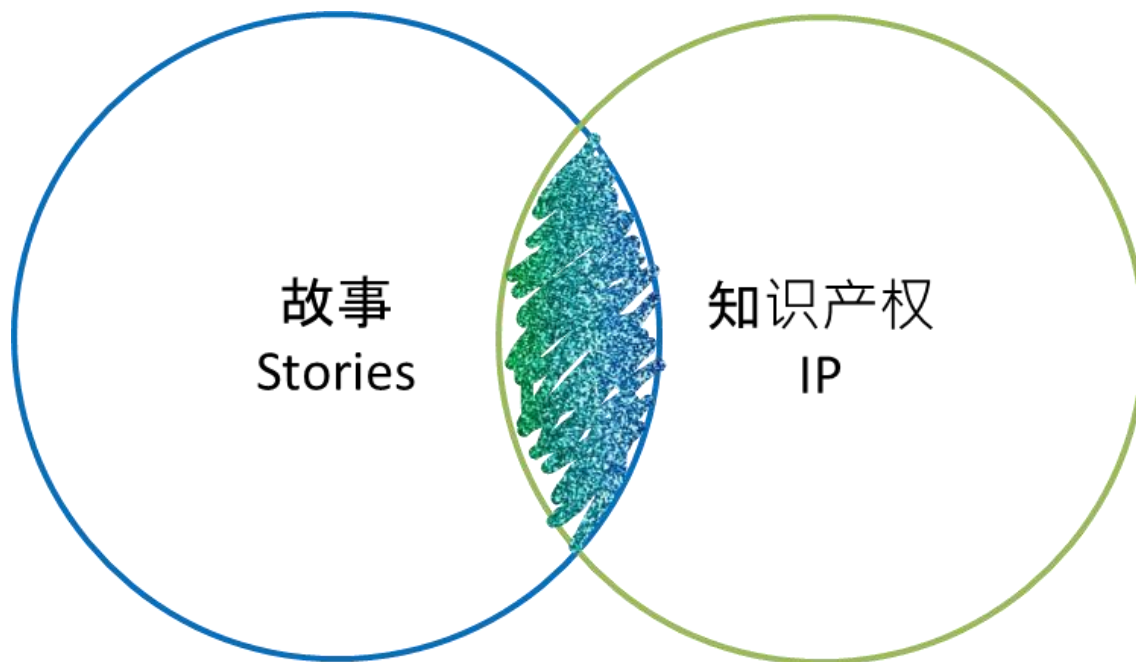
当心灵相遇

Bringing minds together



好故事与成功IP

A Good Story | A Successful IP



IP创作过程

IP Creation Process



成功秘方

The Secret



持续优化

The work continues



赋予作品生命力

Give life to the creation

