HK **THE HONG KONG**
MA **MANAGEMENT ASSOCIATION**

Dear Members,

The Hong Kong Management Association is a supporting organization of the "E-commerce & Social Media Conference" organized by Pacific Conferences. As a member of the Association, Pacific Conferences is pleased to offer all HKMA members a 15% discount on the event.

 *Please kindly provide the membership number for verification in order to enjoy the exclusive benefit! Steps to follow:
1) Put in your HKMA membership number after your FULL NAME.
e.g. Chan Tai Man (HKMA Member AMXXXXX)
2) Under the item "Additional Information" under the category "Billing Information", please kindly write
down "**HKMA Member - AM XXXXX**"

For enquiries, please contact:

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Thank you very much for your kind attention.

Best Regards,
Membership Department
The Hong Kong Management Association

Message from Pacific Conference

eCommerce + Social Media Conference
21 – 22 January 2013, Grand Copthorne Waterfront Hotel, Singapore
24 – 25 January 2013, Regal Hongkong Hotel, Hong Kong

Join us at this two-day conference to equip yourself with innovative strategies to incorporate social media into your online business. Discover how brands like **Dell, Hewlett-Packard, Samsung, Singapore Post, GlamGirl** and more have revolutionised their business models and successfully created vibrant communities, conversations and connections to turn followers into buyers. Determine how social commerce can apply to your business. Learn how to effectively manage online and offline channels and pick up critical social media metrics to measure the return on your investment!

HKMA members are entitled to a 15% discount upon registration.

For more information, please visit:
http://www.conferences.com.sg/smm6-hkmaemail.htm

To enquire or register, please contact Ms Elicia Foo at +65 6592 7355 or email elicia@conferences.com.sg