

## Presentation Skills Seminar on “Time for Change”

(& Briefing on 48th Distinguished Salesperson Award (DSA) Programme Interview Session)



With the increasingly competitive market place and rapid development of new technology, challenge to be faced by the sales people has become ever more complex. Sales professionals not only need to take the pulse of the market, but also the strategies to reach the target customers and exceed their expectation in new ways. An outstanding salesperson, who is capable of distinguishing himself/herself in creating the highest value in between the products or services and the customers, can always win customers’ heart and sustain long-term relationships in this bustling business world. Acting with a creative mindset and think outside the box will make a difference in engaging customers.

Over the years, Hung Fook Tong successfully revamps the traditional business structure. Under the able leadership of Dr Ricky Szeto, the company has strategically expanded the distribution and tapped into new markets. In this seminar, he will share insights in mastering a creative mindset and strategic thinking in an age of change.

### Details of the seminar:

**Date:** Wednesday, 17 February 2016

**Time:** 2:30 pm – 3:45 pm  
4:00 pm – 5:00 pm (Briefing on the 48th DSA Programme – Interview Session)

**Language:** Cantonese

**Fee:** \$150 (SME Club member)      \$200 (HKMA member)      \$250 (Non-member)

\*\* For a Group of 2 or above:

\$100 (SME Club member)      \$150 (HKMA member)      \$200 (Non-member)

**Venue:** Room S421 Level 4 (Old Wing)  
Hong Kong Convention & Exhibition Centre  
1 Harbour Road  
Wanchai  
HONG KONG

To facilitate the arrangements, please send the return slip to the Secretariat **TOGETHER WITH THE EXACT FEES BY MONDAY, 15 FEBRUARY 2016** and enrolment will be processed on a first-come-first served basis. No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the seminar.

### For Enquiries:

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### For Reservation:

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**APPLICATION FORM**  
**Presentation Skills Seminar**  
**Wednesday, 17 February 2016**

*(Please circle when appropriate)*

Name: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_ (if applicable)

Company: \_\_\_\_\_

Company Address: \_\_\_\_\_

Position: \_\_\_\_\_ Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Fee: \$150 (SME Club member)    \$200 (HKMA member)    \$250 (Non-member)  
      \*\*For a Group of 2 or above:  
      \$100 (SME Club member)    \$150 (HKMA member)    \$200 (Non-member)

<u>My Guest(s)</u>	<u>Name</u>	<u>Company</u>
Mr/Mrs/Miss	_____	_____
Mr/Mrs/Miss	_____	_____
Mr/Mrs/Miss	_____	_____
Mr/Mrs/Miss	_____	_____
Mr/Mrs/Miss	_____	_____

Please reserve \_\_\_\_\_ seat(s) for me and the total amount is \_\_\_\_\_ .

(Please put a "✓" where appropriate)

Enclosed is a cheque for HK\$ \_\_\_\_\_ (made payable to 'The Hong Kong Management Association'), being the fee for the function.

Please charge HK\$ \_\_\_\_\_ to my \* VISA / MASTER card being the fee for the function.  
(\* Please delete where appropriate)

Cardholder's name as on credit card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

**Declaration**

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
- Please tick the box to indicate your objection.

1. We/I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. We/I declare that the data given in support of this registration are, to the best of our/my knowledge, true, accurate and complete. We/I understand that the data will be used in the registration process and that any misrepresentation, omission or misleading information given may disqualify our/my registration.
  
2. We/I understand that, upon our/my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to the academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
  
3. We/I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, marketing, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Deadline: Monday, 15 February 2016)

Full Name: \_\_\_\_\_