

Seminar on “How eCommerce and Social Media set Directions for Marketers’ Online Promotional Strategies”

The digital landscape in Hong Kong is constantly evolving. With the explosion of social media and the rising popularity of eCommerce, consumers’ behaviors have significantly shifted. According to the 2011 Social Media Examiner Report, 90% of marketers placed high value and said social media is important to their business. Hong Kong is recorded as the Asia's second-biggest export market on eBay in the Asian Exporters’ Index report last year, showing the exponential growth in this newly emerging eCommerce market.

In this seminar, a leading online marketing services provider - Wharf T&T eBusiness Limited will share the latest trends and case studies on “How eCommerce and Social Media set Directions for Marketers’ Online Promotional Strategies”. Two guest speakers from renowned retail trade will also be invited to share their online marketing experiences.

Contents:

- eCommerce – Is this a ‘threat’ or ‘opportunity’ to local business?
- Latest trends of Social Media – Facebook, Twitter, LinkedIn and Youtube
- Ride on Facebook – Page features to start your ‘Viral’ marketing campaign
- How to build ‘fans’ community and capture target audience database
- Case studies – Online promotion and social marketing campaign

Details are as follows:

Date: Thursday, 10 January 2013
Time: 3:30pm - 5:30pm (Registration starts at 3:15pm)
Venue: 14/F, Fairmont House, 8 Cotton Tree Drive, Central, HK
Language: Cantonese
Fee: Free (HKMA Members)
\$100 (HKMA Graduates and Participants)
\$480 (Original)

(Application Deadline: 4 January 2013)

Speaker:

Ms Erica Chan, Commercial Director, Wharf T&T eBusiness Limited (WeB)

Erica joined Wharf T&T eBusiness Limited (WeB) in April 2008 as Commercial Director of WeB. She is responsible for the Sales, Marketing and Business Development of the company. Erica had more than 15 years of Sales & Marketing experience in the Telecom and e-marketing sector. With the growing Social Media marketing opportunities to local business, Erica helps to grow the company’s eMarketing managed services by winning more than 50 sizable projects since 2010.

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for Marketers’ Online Promotional Strategies”**

Registration Form

(MMP-ADM-2013-2-F)

To: The Secretariat, Membership Department
The Hong Kong Management Association
16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong

Attn: Ms Adela Tsang Tel: 2774 8576 Email: adelatsang@hkma.org.hk
 Ms Grace Sit Tel: 2774 8583 Email: gracesit@hkma.org.hk
 Ms Cindy Siu Tel: 2774 8515 Email: sandysiu@hkma.org.hk

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*Submit the registration form on or before **4 January 2013** and settle the payment by **7 January 2013**.*

Spaces are limited and available on a first-come-first-served basis.

Upon successful registration, you will receive an email confirmation from the Secretariat.

(Please fill in the following blanks)

Name: _____

HKMA Membership No. (if applicable): _____

Company Name: _____

Company Address: _____

Current Position: _____

Contact No.: _____ Fax: _____ Email: _____

Signature: _____ Date: _____

This form can be photocopied if needed.

The HKMA reserve the right to amend details of the event without notifying.

Your personal details will be used by the Hong Kong Management Association for market research, course development and promotion.