

HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2007

AWARD SEMINAR AND AWARD PRESENTATION DINNER



Organizer:

**HK
MA** THE HONG KONG
MANAGEMENT ASSOCIATION

Sponsor:



Television Broadcasts Limited



HKMA/TVB AWARDS FOR MARKETING EXCELLENCE 2007 AWARD SEMINAR & AWARD PRESENTATION DINNER

INTRODUCTION

Established 22 years ago, the HKMA/TVB Awards for Marketing Excellence give public recognition to individuals and organizations that have, through outstanding marketing programmes, broken barriers and raised the standards of the marketing profession in Hong Kong. Organized by the Marketing Management Committee of the Hong Kong Management Association, the Award is sponsored by Television Broadcasts Limited.

SIX FINALISTS

Each year, six outstanding marketing programmes would be shortlisted for the Final Judging. The six finalists this year are:

- "Cathay Pacific 60th Anniversary Campaign"* by Cathay Pacific Airways Ltd
- "Revitalize an Old Brand in a Stagnant Industry"* by Luxottica Retail Hong Kong Limited - LensCrafters
- "Mac Tonight"* by McDonald's Restaurants (Hong Kong) Limited
- "BEL-AIR No.8 – The Latest International Landmark by Foster & Partners"* by Pacific Century Premium Developments
- "Pizza Hut Cheesy Lava"* by Pizza Hut Hong Kong
- "Making babies' 'impossible mission' possible"* by Procter & Gamble Hong Kong Ltd

AWARD SEMINAR

You will learn first hand from the six distinguished finalists of the Campaign Awards on their marketing programmes. They will describe the rationale behind their marketing programmes, how they conceived their marketing strategies, and how to use the different elements of marketing to achieve an enviable result.

Date:	Tuesday, 4 September 2007
Time:	2:00pm – 6:00pm
Venue:	Theatre 1, Level 2 Hong Kong Convention & Exhibition Centre 1 Harbour Road, Wanchai, Hong Kong
Fees:	HK\$440 per person (HKMA / CIM Member) HK\$480 per person (Non-Member)
Language Medium:	English or Cantonese

PROGRAMME

1:30 pm - 2:00 pm	Registration
2:00 pm - 2:05 pm	Welcoming Address by Mr S K Cheong, Chairman, Organizing Committee HKMA/TVB Awards for Marketing Excellence 2007
2:05 pm - 2:35 pm	<i>"BEL-AIR No.8 – The Latest International Landmark by Foster & Partners"</i> by Pacific Century Premium Developments
2:35 pm - 3:05 pm	<i>"Mac Tonight"</i> by McDonald's Restaurants (Hong Kong) Limited
3:05 pm - 3:35 pm	<i>"Making babies' 'impossible mission' possible"</i> by Procter & Gamble Hong Kong Ltd
3:35 pm - 3:55 pm	Questions and Answers Session
3:55 pm - 4:10 pm	Coffee Break
4:10 pm - 4:40 pm	<i>"Cathay Pacific 60th Anniversary Campaign"</i> by Cathay Pacific Airways Ltd
4:40 pm - 5:10 pm	<i>"Pizza Hut Cheesy Lava"</i> by Pizza Hut Hong Kong
5:10 pm - 5:40 pm	<i>"Revitalize an Old Brand in a Stagnant Industry"</i> by Luxottica Retail Hong Kong Limited - LensCrafters
5:40 pm - 6:00 pm	Questions and Answers Session
6:00 pm	End of Programme

AWARD PRESENTATION DINNER

During the Award Presentation Dinner, results of the Awards will be announced. They include:

Campaign Awards

Gold, Silver, Bronze Prizes
Three Certificates of Excellence
Citation for Innovation
Citation for Outstanding TV Campaign
Citation for Outstanding Small Budget Campaign
Best Presentation Award

Individual Awards

CIM Marketer of the Year Award
(sponsored by The Chartered Institute of Marketing)
Distinguished Marketer Awards
Outstanding Young Marketing Professional Awards

GUEST SPEAKER – DR PHILIP CHEN SBS JP

Dr Philip N L Chen is the Chairman of John Swire & Sons (China) Ltd and Deputy Chairman of Cathay Pacific Airways Ltd. Dr Chen joined Cathay Pacific in 1977. Prior to his current appointments, he was Deputy Managing Director of Cathay Pacific from April 1997 to June 1998, Chief Operating Officer of Cathay Pacific from July 1998 to December 2004 and Chief Executive of Cathay Pacific from January 2005 to June 2007.

Dr Chen had been the Chief Executive of Hong Kong Dragon Airlines (Dragonair) from 1994 to 1997. During his time, Dragonair became one of the most successful and profitable airlines in the world, after previously suffering major losses. In September 2006, he was appointed Chairman of Dragonair.

Dr Chen has served with distinction on a host of government committees and statutory bodies. To name but a few, he is a Member of the Boards of Governors of the International Air Transport Association and the oneworld Alliance. He is also a Member of the Commission on Strategic Development and the Aviation Development Advisory Committee. He sits on the University Grants Committee and its Quality Assurance Council and various Sub-Committees and Working Groups. He is also Chairman of the Hong Kong Bahrain Business Association.

In recognition of his great contribution to the community, Dr Chen was appointed Justice of the Peace in 2000 and was awarded the Silver Bauhinia Star in July 2002 by the Hong Kong SAR Government.

Date:	Wednesday, 3 October 2007
Time:	6:45 pm – 10:00 pm
Venue:	JW Marriott Ballroom, Level 3 JW Marriott Hotel Hong Kong Pacific Place, 88 Queenway, Hong Kong
Fees:	HK\$800 per person or HK\$9,300 per table (12 persons) (HKMA / CIM Member) HK\$820 per person or HK\$9,500 per table (12 persons) (Non-member)
Language Medium:	English

PROGRAMME

6:45 pm	Exhibition and Cocktails (Cash Bar)
7:15 pm	Welcoming Address by Dr The Hon David K P Li, GBS, JP Chairman, The Hong Kong Management Association Keynote Address by Dr Philip N L Chen, SBS, JP Chairman, John Swire & Sons (China) Ltd and Deputy Chairman, Cathay Pacific Airways Ltd Announcement of Results by Mr S K Cheong Chairman, Marketing Management Committee and Marketing Awards Organizing Committee The Hong Kong Management Association Dinner
10:00 pm	End of Programme

REGISTRATION

All those interested are requested to complete the registration form below and return it together with appropriate fee(s) to the Secretariat on or before Friday, 10 August 2007 for the Award Seminar and Friday, 14 September 2007 for the Award Presentation Dinner. Reservation by fax (2365 1000) are welcome. For enquiries about reservation, please contact Ms Grace Sit, Assistant Executive Officer on 2774 8500. For information on the seminar and dinner, please contact Ms Titania Woo, Senior Manager on 2774 8580, or Ms Sunnie Ma, Assistant Manager on 2774 8579. Successful applicants will be notified by e-mail. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first-come, first-served basis.

REGISTRATION FORM

To: The Secretariat, The Hong Kong Management Association
Top Floor, Unit M, Phase III Kaiser Estate, 11 Hok Yuen Street, Hunghom, Kowloon

Attn: Ms Titania Woo	Tel: 2774 8580	Email: titaniawoo@hkma.org.hk
Ms Sunnie Ma	Tel: 2774 8579	Email: sunniema@hkma.org.hk
Ms Grace Sit	Tel: 2774 8500	Email: gracesit@hkma.org.hk
	Fax: 2365 1000	

I would like to attend the following event(s): (Please tick where appropriate)

- | | |
|---|--|
| <input type="checkbox"/> Award Seminar (ACM-86691-2007-1) | Total no. of Seat(s): _____ |
| <input type="checkbox"/> Award Presentation Dinner (ACM-82402-2007-1) | Total no. of *Seat(s) /Table(s): _____ |

Enclosed is a crossed cheque (Cheque No.: _____) for HK\$ _____ made payable to "The Hong Kong Management Association" for the *Award Seminar / Award Presentation Dinner. (* Please delete as appropriate)

(Award Seminar – HKMA / CIM Member: HK\$440 per person; Non-Member: HK\$480 per person)
(Award Presentation Dinner – HKMA / CIM Member: HK\$800 per person / HK\$9,300 per table (12 persons)
Non-Member: HK\$820 per person / HK\$9,500 per table (12 persons)

Name: Mr /Ms _____ (please print)

Position: _____

Company: _____

Address: _____

Telephone No.: _____ Fax No.: _____

Email: _____
























HKMA / CIM Membership No.: _____ Date: _____

(if applicable)

CIM

- * Please photocopy for more registration forms if necessary.
- * No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the seminar or dinner.
- * Personal data will be used for the purpose of market research, programme development and direct mailing.

CORPORATE SPONSORS

 <p>A-Performers.com Career Site for the Talented</p>	A-Performers.com	 <p>BEA 東亞銀行</p>	The Bank of East Asia
 <p>CIM The Chartered Institute of Marketing</p>	The Chartered Institute of Marketing	 <p><i>Cartier</i></p>	Cartier
 <p>CHUNG & TANG COMMUNICATIONS CONSULTANTS</p>	Chung & Tang Communications Consultants	 <p>CIC CIC BANQUE PRIVÉE</p>	CIC Investor Services Limited a subsidiary of Crédit Industriel et Commercial, France
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 <p>煤氣 Towngas</p>	The Hong Kong and China Gas Company Limited	 <p>香港經濟日報 HONG KONG ECONOMIC TIMES www.hkett.com</p>	Hong Kong Economic Times
 <p>香港賽馬會 The Hong Kong Jockey Club</p>	The Hong Kong Jockey Club	 <p>HONG KONG L.P. GAS (HOLDINGS) LTD. 香港殼牌氣(集團)有限公司</p>	Hong Kong L.P. Gas (Holdings) Ltd
 <p>KMB 九巴服務 日日進步</p>	The Kowloon Motor Bus Co (1933) Limited	 <p>L Langham Place Hotel Mongkok, Hong Kong</p>	Langham Place Hotel
 <p>THE ART & SCIENCE OF COMMUNICATIONS MARKETING marketinginteractive.com</p>	MARKETING magazine . e-newsletters . website . events	 <p>M i'm lovin' it</p>	McDonald's Restaurants (Hong Kong) Limited
 <p>PCCW</p>	PCCW Limited	 <p>Recruit</p>	Recruit Advertising Limited
 <p>smei hong kong</p>	Sales and Marketing Executives Club	 <p>SHANGRI-LA HOTELS and RESORTS</p>	Shangri-La Hotels and Resorts
 <p>tns</p>	TNS	 <p>ZF</p>	Zung Fu Company Limited