

Data Application and Strategy – Success and Failure Case Studies

INTRODUCTION

There is a merging urgency to start or kick off big data project, and with these pressure from the market and competitors, traditional industries such as retail and properties management seek for new innovating ways to out-win their rivals in operation efficiency, as well as to stand out from the market for marketing and branding purposes.

This workshop is designed for those who are new to data science or big data, and is interested to find out more innovative ways to kick start or test out pilot projects. It is also for those who want to start thinking about how Big Data might be useful in their business or career. It provides an introduction and some key core concepts in this course and what to watch out for learning from other's mistakes.

OBJECTIVES

After the seminar, the participants can have a boarder view of the current trends of big data and open data applications in general. More importantly, they could gain some inspiration on big data application on their business / division at work.

DESIGNED FOR

Middle to senior management and decision makers from industries such as retails, real estate, banking and finance, trading or marketing & PR.

SEMINAR CONTENT

What you Must Know about Big Data – The Fundamental & Essential Concepts
Case Studies of Big Data – What's New?
How to Leverage Open Data?
The Future of the Data World – the Journey of Infinite Online to and from Offline
Case Studies: Learn from Mistakes, How Failed and What to Avoid

DATE AND TIME

Thursday
9 May 2019
2:00 - 5:30 pm

DEADLINE FOR REGISTRATION:

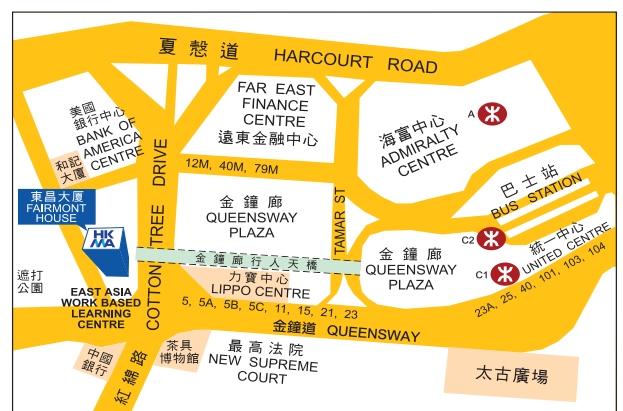
2 May 2019

VENUE

The Hong Kong Management Association
14/F, Fairmont House,
8 Cotton Tree Drive,
Central, HONG KONG

LANGUAGE MEDIUM

Cantonese with English materials



Register Now

FEES

Non-member: HK\$2,500

HKMA Member: HK\$1,980

Group Discount: HK\$200 each

(For two or more participants making payments on this course together)

ABOUT THE SPEAKERS

Francis Kwok

Mr. Francis Kwok, Founder and Chairman of Radica Systems Limited, is responsible for strategic direction, business development and investor relations. Under his leadership, Radica has become top email marketing and big data solution provider with sales operations in six markets across Asia within 2 years and became the winner of Marketing Magazine's Agency of the Year 2014 Gold Award (Direct Marketing Agency). Being a veteran in the industry, Francis is also a regular author, columnist in publications, and guest speaker on email marketing, customer relationship management and big data topics, including commercial, governmental and academic sectors.

As the founder of PopSquare Limited, Francis built the first to help brands setting and running popup stores simultaneously across different locations in Asia and discover market opportunities through big data analytics system. PopSquare helps brands to reduce time and resources significantly to expand to different locations, allowing them to understand and react to the markets deeper and faster through latest mobile, big data, computer vision and IoT technologies.

He is also the Chief Designer of Data Studio at Hong Kong Science Park; a Member of Lantau Development Advisory Committee and Commission on Strategic Development of the Hong Kong SAR Government; as well as one of the 12 re-appointed non-official members to the Business Facilitation Advisory Committee (BFAC) by Financial Secretary of Hong Kong SAR Government.

Wallis Chan

As Managing Director of Radica, Wallis is currently in charging of Hong Kong, Shenzhen, Guangzhou, Macau, Singapore and other places in the market share development, consulting & strategic planning, partner relations and other critical tasks.

Wallis promoted actively on e-mail marketing business and consulting services over the past 10 years. She focuses on serving luxury, retail and hotel industries such as world famous fashion brand "Chanel", one of the HK biggest properties enterprises "New World Development Group" and Macau entertainment & hotel empire "Galaxy Entertainment Group" which helped them improving ROI (return on investment) and gaining honourable reputation.

Under her leadership, the HK and South China sales and consulting team has made many remarkable achievements including launching the business in Macau which marked as a major milestone for RADICA. She also assisted to win multiple Asian prestigious awards from time to time such as the "Gold Award of Direct Marketing Agency of Year 2014" by Marketing Magazine, making Radica the number one in email marketing industry in Hong Kong. With experiences speaking in various marketing events over the past 10 years, Wallis is regularly invited by commercial, academic and governmental sectors in Asia Pacific region to speak on e-Marketing topics. Prime examples are "MCMO conference 2012", "Customer Loyalty Conference 2013" and "Forum on Big Data Analytics 2014" which attracts over 200 audiences per conference and receive many favourable feedbacks.

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TAILOR-MADE IN-DEPTH CORPORATE TRAINING

In-depth programmes can be organized according to the specific needs of different companies and organizations. For details, please feel free to contact Mr Roy Leung on 2774-8566.

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FS-86803-2019-1-F 9 May 2019

FEE: HKMA Members: HK\$1,980
Non-members: HK\$2,500

Group Discount: HK\$200 each (For two or more participants making payments on this course together)

Name (Mr/Ms): _____
(Surname) (Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____ Education Level: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA

Direct Mail by Post

HKMA Website

Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association on or before 2 May 2019 with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2365-1000**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Mr Roy Leung on 2774-8566. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____