

## “Turn Social Media into Business”

**Date:** 26 March 2013 (Tuesday)  
**Time:** 2:00 pm – 6:00 pm  
**Venue:** Conference Hall, 4/F, HKPC Building, Kowloon Tong

Time	Details
13:45 – 14:15 (30min)	Registration
14:15 – 14:20 (5min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
14:20 – 14:25 (5min)	Opening Speech by Guest of Honor Ms. Gilly Wong Chief Executive, Consumer Council
14:25 – 14:30 (5min)	Souvenir Presentation & Photo Taking Session
14:30 – 14:40 (10min)	Mr. Ralph Szeto Vice Chairman, HKAIM Survey Result Release of the Hong Kong Social Media Marketers Survey 2013
<b>SESSION 1</b>	
14:40 – 14:55 (15min)	Dr. Henry Chang Information Technology Advisor, Office of the Privacy Commissioner for Personal Data, HK Topic: Social networks are not just about people
14:55 – 15:10 (15min)	Ms. Vivian Lee Marketing Director, Ocean Park Hong Kong Topic: How to measure the effectiveness of Social Media?
15:10 – 15:25 (15min)	Ms. Anita Lam Sales Director, Facebook Topic: Turning Fans to Customers
15:25 – 15:40 (15min)	Mr. Kaki Chiu Head of Multimedia Services – Digital & Online Business Unit, New Media Group Topic: Social Media : Become a large platform or just a small tool for publisher ?
15:40 – 15:55 (15min)	Mr. Rudi Leung General Manager, Tribal DDB Topic: Life After Honeymoon With Social Media
15:55 – 16:15 (20min)	Panel Discussion Moderator: Mr. Rudi Leung, General Manager, Tribal DDB Panelists: Speakers from Session 1
16:15 – 16:35 (20min)	Break
<b>SESSION 2</b>	
16:35 – 16:50 (15min)	Mr. Norman Tam Head of Hong Kong Office, Tencent Holdings Limited Topic: Marketing on Mobile Messenger Platform
16:50 – 17:05 (15min)	Mr. Vincent Tsui (徐緣) MNC Marketing Director, Marketing Columnist Topic: From Mahjong Strategy to Social Media
17:05 – 17:20 (15min)	Ms. Brucemond Chan Marketing Manager, Wyeth (Hong Kong) Holding Company Limited Topic: Integrating social into your marketing campaign
17:20 – 17:35 (15min)	Mr. Bernie Wong Digital Director, Agenda Hong Kong Topic: Brand Page SEO for Facebook Graph Search
17:35 – 17:55 (20min)	Panel Discussion Moderator: Mr. Ralph Szeto, Vice-Chairman of HKAIM Panelists: Speakers from Session 2
17:55 – 18:00 (5min)	Networking

*\*Subject to change without notice*