



Social O2O Conference

Organizers: Hong Kong Association of Interactive Marketing (HKAIM)
Hong Kong Social Media Consortium
Date: 17 Sept 2014 (Wed)
Time: 14:00-17:30
Venue: Auditorium, 1/F, Duke of Windsor Social Service Bldg, 15 Hennessy Rd,
Wanchai

Programme Rundown (Subject to changes)

- 14:00-14:20 Registration
- 14:20-14:25 **Welcoming Speech**
Mr. Francis Fong, Chairman, Hong Kong Association of Interactive Marketing
- 14:25-14:30 **Souvenir Presentation & Group Photo**
- 14:30-14:45 **The Omni-channel opportunity for retailers**
Mr. Ricky Wong, Co-founder & Chairman, Hong Kong Television Network Ltd.
- 14:45-15:00 **The Re-Branding of Green & Vegetarianism**
Mr. David Yeung, Co-founder, Green Monday
- 15:00-15:15 **O2O 的煎餅啟示**
Mr. Vincent Tsui, MNC Marketing Director & Marketing Columnist
- 15:15-15:30 **O2O ways To Engage Your Customers**
Mr. Rudi Leung, Independent Marketing Consultant
- 15:30-15:45 **Panel Discussion I**
Moderator: Mr. Rudi Leung, Independent Marketing Consultant
- 15:45-16:15 **Break**
- 16:15-16:30 **Offline to Online**
Mr. SK Lam, Creative Director, AllRightsReserved Ltd.
- 16:30-16:45 **燈神不是一日鍊成的**
Ms. Lulu Tung, Artist, 505 United Ltd.
- 16:45-17:00 **The Unexamined O is not worth launching**
Mr. Ralph Szeto, Managing Partner, CMRS Digital Solutions Ltd.
- 17:00-17:15 **From selfie to coffee, the Starbucks O2O journey**
Mr. Bernie Wong, Director, Social Stand Ltd.
- 17:15-17:30 **Panel Discussion II**
Moderator: Mr. Raymond Ho, Vice-Chairman, Hong Kong Association of Interactive Marketing