

Digital Marketing Transformers: Be Measurable & Memorable

Date: 6 Dec 2016 (Tuesday)
Time: 14:30 – 18:00
Venue: Chamber 1A & 1B, InnoCentre, 72 Tat Chee Avenue, Kowloon Tong
Organizer: Hong Kong Association of Interactive Marketing (HKAIM)

Time	Details
14:00 – 14:30 (30 min)	Registration & Networking
14:30 – 14:32 (2 min)	Welcoming Speech by Mr. Ralph Szeto, Chairman, HKAIM
14:33 – 14:35 (3 min)	Souvenir Presentation to Speakers & Group Photo Taking Session
Keynote	
14:35 - 14:55 (20 min)	Prof. Royce Yuen CEO, MaLogic Topic: Does Brand Still Matter In The Digital World?
Measurable & Memorable I : Channels & KOL Perspective	
14:55 – 15:15 (20 min)	Ms. Jacqueline Chan Founder & Chief Executive Officer, Metro Pop Limited & Metro Pop Digital Topic: Transformation of print media in digital era
15:15 – 15:35 (20 min)	Ms. Akina Fong Founder, Akn Media and Leather Company Limited Topic: Personal Branding by Social Media
15:35 – 15:55 (20 min)	Ms. Tracy Cheng CEO, SiSguide & Business Development Director, Kigital Topic: How big data and content marketing go together
15:55 – 16:10 (15 min)	Panel Discussion Panelists: Speakers from Session 1
16:10 – 16:25 (15 min)	Break & Networking
Measurable & Memorable II : Marketing Perspectives	
16:25 – 16:45 (20 min)	Mr. Alex Yeung Managing Director, FiveStones Topic: Do you understand the reality of your campaign?
16:45 – 17:05 (20 min)	Ms. Rose Luk Manager, Digital Marketing, Standard Chartered Bank Topic: Banking can be an obsession – Standard Chartered Bank
17:05 – 17:25 (20 min)	Mr. Perry Chung Marketing Director, HK Ocean Park Topic: Case Study on Effective Digital Media Planning
17:25 – 17:45 (20 min)	Ms. Cherry Lau Senior Director, Media, Nielsen Topic: Digital Ad Ratings – We Measure Audience, Not Device
17:45 – 18:00 (15 min)	Panel Discussion Panelists: Speakers from Session 2

Subject to change without notice