

Digital Marketing Transformers: Be Creative & Measurable

Date: 19 May 2017 (Friday)
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
Creative & Measurable I : Insight Perspective	
14:35 – 14:55 (20 min)	Ms. Vivian Choi Director of Sales and Marketing, admanGo Topic: Social Media and KOL Marketing Insights
14:55 – 15:15 (20 min)	Ms. Cherry Lau Senior Director, Media, Nielsen Topic: What's Next in Digital Measurement
15:15 – 15:35 (20 min)	Mr. Victor Cheng Vice President, North Asia, COMSCORE Topic: Traps and Tips for Ad Effectiveness Measurement
15:35 – 15:55 (20 min)	Panel Discussion Panelists: Speakers from Session 1
15:55 – 16:20 (25 min)	Break & Networking
Creative & Measurable II : Marketing Perspectives	
16:20 – 16:40 (20 min)	Ms. Tania Lau Senior Director of Marketing & Communications, Yahoo Hong Kong Topic: Tune in to the Live Video Opportunity
16:40 – 17:00 (20 min)	Mr. Vincent Tsui Chief Marketing Officer, Next Media – Next Mobile Topic: Content Marketing Era – Brands are becoming media
17:00 – 17:20 (20 min)	Mr. Ravel Lai Regional IT & Digital Director, Jardine Restaurant Group Topic: Adoption of Innovative Targeting in Pizza Hut and KFC
17:20 – 17:40 (20 min)	Panel Discussion Panelists: Speakers from Session 2 & Mr. Lam Yat Hei, Founder, TVMost and 100 Most
17:40 – 18:00 (20 min)	Networking

Subject to change without notice