

Digital Marketing Transformers: Creativity & Best Marketing Practices

Date: 29 Sept 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 |
| Keynote | |
| 14:35 – 14:55 (20 min) | Prof. Mike Wong Professor of Practice, Chinese University of Hong Kong Topic: |
| Part I : Creativity | |
| 14:55 – 15:15 (20 min) | Mr. Rudi Leung Director, Hungry Digital Limited Topic: |
| 15:15 – 15:35 (20 min) | Mr. Eddy Hui Group Creative Director, CMRS Group Topic: Stress and Creativity Don't Go Well Together |
| 15:35 – 15:55 (20 min) | Mr. Burton Chau Manager, Sanuker Topic: More than just a Chatbot |
| 15:55 – 16:15 (20 min) | Panel Discussion Panelists: Prof. Mike Wong & Speakers from Session 1 |
| 16:15 – 16:35 (20 min) | Break & Networking |
| Part II : Best Marketing Practices | |
| 16:35 – 16:55 (20 min) | Mr. Inness Chu Digital and Social Media Communications Manager, CLP Power Hong Kong Limited Topic: Brand Building with Authentic Brand Story |
| 16:55 – 17:15 (20 min) | Ms. Wallis Chan Managing Director, RADICA Systems Limited Topic: Beef up your O2O Business with Open Data |
| 17:15 – 17:35 (20 min) | Hon Charles Mok Legislative Councillor - IT Topic: |
| 17:35 – 17:55 (20 min) | Panel Discussion Panelists: Speakers from Session 2 |
| 17:55 – 18:00 (5 min) | Networking |

Subject to change without notice