

# Digital Marketing Transformer: 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
<b>Keynote</b>	
14:35 – 14:55 (20 min)	Prof. Mike Wong Professor of Practice, Chinese University of Hong Kong Topic: Connecting through Sentience
<b>Part I : Creativity</b>	
14:55 – 15:15 (20 min)	Mr. Rudi Leung Director, Hungry Digital Limited Topic: Social Good Marketing Is The Best Social Media Marketing For Brands
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 Facilitator: Mr. Raymond Ho, Vice Chairman, HKAIM
<b>16:15 – 16:35 (20 min)</b>	<b>Break &amp; Networking</b>
<b>Part II : Best Marketing Practices</b>	
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: Data-driven Marketing and Intellectual Property Rights
17:35 – 17:55 (20 min)	Panel Discussion Panelists: Speakers from Session 2 Facilitator: Mr. Stanley Chow, Executive Committee Member, HKAIM
17:55 – 18:00 (5 min)	<b>Networking</b>

*Subject to change without notice*