

ABC4CMO 2015 Conference

Advertising, Branding, Commerce

Date: 26 Nov 2014 (Wed)
Time: 11:00am – 5:00 pm
Venue: Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Time	Details
11:00 – 11:20 (20 min)	Registration
11:20 – 11:23 (3 min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
11:23 – 11:25 (2 min)	Souvenir Presentation & Photo Taking Session
SESSION 1	
11:25 - 12:40 (75 min)	Ms. Winnie Chan Assistant Vice President, Digital Marketing, CSL Mobile Limited Speech topic: Build your brand via Mobile
	Mr. Andy Ann Chief Marketing Officer, Social Media Broadcasts (SMB) Limited Speech topic: Social Media and The Big Data Explosion
	Mr. Coils Lam President, 759 阿信屋 Speech topic: TBC
	Ms. Jacqueline Chong Chief Marketing Officer, Green Tomato Limited Speech topic: All Loyalty in One Storellet
	Ms. Terry Fung Channel Sales, Hong Kong, Google Hong Kong Limited Speech topic: Reaching new customers locally and overseas at a manageable cost and positive ROI
12:40 – 13:00 (20 min)	Panel Discussion Moderator: Mr. Stanley Chow, Executive Committee Member, HKAIM Panelists: Speakers from Session 1
13:00 – 14:00 (60 min)	Lunch
SESSION 2	
14:00 – 15:00 (60 min)	Mr. Keith Chow Chief Operating Officer, Hotmob Limited Speech topic: Brand Building of Mobile Apps
	Ms. Salina Ghafur Head of Marketing, Sina Hong Kong Limited Speech topic: The evolution from social media to social commerce
	Mr. Garic Kwok Director and Chief Officer (Business Development), Taipan Bread & Cakes Co. Ltd. Speech topic: e-marketing and O2O for fresh products
	Ms. Sandy Ho Senior Vice President, Marketing and Operations, New World iMedia Solutions Limited Speech topic: How Yahoo, Google and Facebook help you to shape your online advertising strategies in 2015?
15:00 – 15:20 (20 min)	Panel Discussion Moderator: Mr. Stanley Chow, Executive Committee Member, HKAIM Panelists: Speakers from Session 2
15:20 – 15:40 (20 min)	Break
SESSION 3	

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15:40 – 16:40 (60 min)	Ms. Vivian Choi Director of Sales and Marketing, Admango Speech Topic: Understanding the Opportunities for Your Company behind the Exponential Growth in Mobile Adspend
	Mr. Anven Lut ** Director, JR Integrated Marketing Communication Co.,Ltd. Speech topic: 銀聯玩轉大數據
	Ms. Tania Lau Director of Marketing, Yahoo! Hong Kong Limited Speech topic: The Unified Experience: Beyond the Checkout Cart
	Mr. Andy Chung Director, Xaxis HK Speech topic: Own your big data and utilise it in real time programmatically
16:40 – 17:00 (20 min)	Panel Discussion Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM Panelists: Speakers from Session 3
17:00	End

**Subject to change without notice*

*** Presentation in Putonghua*