

## Social Media Conference 2015

### “Social Media Strategies for Travel Industry”

**Date:** 15 July 2015 (Wed)  
**Time:** 2:00pm – 6:00pm  
**Venue:** Chamber 1A & 1B, 1/F, InnoCentre, Kowloon Tong

Time	Details
13:45 – 14:00 (15min)	Registration
14:00 – 14:03 (3min)	Welcoming Speech by Chairman
14:03 – 14:05 (2min)	Souvenir Presentation & Photo Taking Session
14:05 – 14:10 (5min)	Certified Digital Marketer program introduction
<b>SESSION 1</b>	
14:10 – 14:30 (20min)	Ms. Lulu Tung Artist, Agent One Workshop Co. Ltd. Topic: Lulu 澳洲遊
14:30 – 14:50 (20min)	Mr. Dominic Liang Chief Digital Officer, New Media Group Topic: Content Marketing for Travel Industries – Why & How?
14:50 – 15:10 (20min)	Ms. Tania Lau Director of Marketing, Yahoo! Hong Kong Topic: The Social Playbook of Travel on Yahoo
15:10 – 15:30 (20min)	Ms. Krystal Ku Chief Operating Officer, Hutchison Travel Limited (hutchgo.com) Topic: How Social Media is Changing the Travel Industry
15:30 – 15:50 (20min)	Ms. Salina Ghafur Head of Marketing, SINA Hong Kong Limited Topic: How to capture and influence your target customers through Social & Mobile
15:50 – 16:10 (20min)	Panel Discussion Moderator: Mr. Ralph Szeto, Managing Partner, CMRS Digital Solutions Ltd. Panelists: Speakers from Session 1
16:10 – 16:20 (10min)	Break
<b>SESSION 2</b>	
16:20 – 16:40 (20min)	Ms. Karen Tam AGM – Promotions & Marketing, Harbour City Estates Limited Topic: Mega Events for a Landmark Destination
16:40 – 17:00 (20min)	Ms. Jasmine Tsang Managing Partner, CruiSo Digital Solutions Ltd. Topic: Inbound Social Travelers
17:00 – 17:20 (20min)	Mr. Frankie Chow Webmaster, flyagain.la Topic: E-commercialisation of Social Media: Turing “Like” into “Buying”
17:20 – 17:40 (20min)	Ms. Wengi Chow, Marketing Manager (PR & Communication), WeShare & Night Raven, Traveling Photographer Topic: Content Marketing and Social Commerce
17:40 – 18:00 (20min)	Panel Discussion Moderator: Mr. Bernie Wong, Director, Social Stand Panelists: Speakers from Session 2

*\*Subject to change without notice*