

2016 十不思議數碼營銷事件

Top 10 Digital Marketing Trends for 2016

Rundown

Date: 3 Dec 2015 (Thursday)
Time: 12:00am – 6:00pm
Venue: Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Organizer: Hong Kong Association of Interactive Marketing (HKAIM)

Tentative Rundown

Time	Details
12:00 – 12:10 (10min)	Registration
12:10 – 12:13 (3min)	Welcoming Speech by Mr. Francis Fong, Chairman, HKAIM
12:13 – 12:18 (5min)	Opening Speech by Mr. Ricky Wong, Co-Founder & Chairman, HK Television Network Ltd.
12:18 – 12:20 (2min)	Souvenir Presentation & Photo Taking Session
12:20 – 12:30 (10min)	Certified Digital Marketer program introduction / Presentation
SESSION 1	
12:30 – 12:50 (20min)	Mr. Lam Yat Hei, Founder, TVMost and 100 Most Topic: 未命名 Untitled
12:50 – 13:10 (20min)	Ms. Terry Fung, Head of Channel Sales, Google Hong Kong Topic: Maximize Share of Intent – Be There for Your Potential Clients in Each Micro-Moments
13:10 – 13:30 (20min)	Ms. Jenny Li, Hong Kong General Manager, VS Media Limited Topic: Influencing Marketing
13:30 – 13:50 (20min)	Ms. Jackie Lam, Strategic Development & Marketing Director, Ming Pao Newspaper Limited Topic: Go Native with Content & Social Marketing
13:50 – 14:10 (20min)	Mr. Sam Hui, Partner, Media Pro HK Limited Topic: e-Commerce Way to Reach 1.3 Billion China Consumer Market
14:10 – 14:30 (20min)	Panel Discussion (Speakers from session 1) Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM
14:30 – 15:00 (30min)	Break with snacks and drinks
SESSION 2	
15:00 – 15:20 (20min)	Ms. Eudora Li, Ad Product Manager, Video and Mobile, Yahoo APAC Topic: Mobile Next with Flurry
15:20 – 15:40 (20min)	Mr. Justin Choy, Director of Digital and Interactive Brand Strategy, New Media Group Topic: 5 Hard Fact for Content Marketers
15:40 – 16:00 (20min)	Ms. Florence Leung, Business Development Manager, Hotmob Limited Topic: Mobile Advertising Trends for 2016
16:00 – 16:20 (20min)	Mr. Leo Lau, Director, Service & Innovation, Radica Systems Limited Topic: Five Real Stories Surprise You with Big Data Application
16:20 – 16:40 (20min)	Mr. Ivan So, Founder, Zizsoft Limited Topic: Mobile SEO Strategy
16:40 – 17:00 (20min)	Panel Discussion (Speakers from session 2) Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM
17:00 – 17:30 (25min)*	Digital Marketing Speed Dating Session A (Pre-registration)
17:30 – 18:00 (25min)*	Digital Marketing Speed Dating Session B (Pre-registration)