

Digital Marketing Trends in 2018: Insights from our Heros

Date: 2 Feb 2018 (Friday)
Time: 14:30 – 18:00
Venue: Yahoo Office, 15/F, Lee Garden Two, 28 Yun Ping Road, Causeway Bay
Organizer: Hong Kong Association of Interactive Marketing (HKAIM)

Time	Details
14:00 – 14:30 (30 min)	Registration & Networking
14:30 – 14:35 (5 min)	Welcoming Speech by Mr. Francis Fong, Founding & Honorary Chairman, HKAIM
14:35 – 14:55 (20 min)	Mr. Rudi Leung Director, Hungry Digital Limited Topic: Facebook Apocalypse: The Creative Survival Guide
14:55 – 15:35 (40 min)	Panel Panelists: -Mr. Raymond Ho, Chairman, HK2A & Brand Management and Digital Marketing Director, Hutchison Telecommunications (Hong Kong) Limited -Mr. Vincent Tsui, Founder & CEO, Toast Communications -Mr. Mark Chan, Group Managing Director, CMRS Group Topic: Challenges in Digital Marketing Industry in 2018
15:35 – 16:05 (30 min)	Break & Networking
16: 05 – 16:25 (20 min)	Mr. Ralph Szeto Group Director, CMRS Group Topic: C-All-Likes : Communication Excellences of Social Media in 2018
16: 25 – 16:45 (20 min)	Mr. Sam Hui Partner, Media Pro Hong Kong Limited Topic: WeChat, Weibo and KOL
16: 45 – 17:05 (20 min)	Mr. Willy Lai Co-founder and CEO, Fimmick Topic: Digital Marketing 2018: Little Things that make a Big Impact
17:05 – 17:35 (30 min)	Panel Panelists: -Mr. Ralph Szeto, Group Director, CMRS Group -Mr. Sam Hui, Media Pro Hong Kong Limited -Mr. Willy Lai, Co-founder and CEO, Fimmick Topic: Digital Marketing trends that will dominate in 2018
17:35 – 18:00 (35 min)	Networking

Subject to change without notice