

# SOCIAL COMMERCE: The Customer Journey in Digital Era

**Date:** 13 June 2019 (Thursday)  
**Time:** 14:30 – 17:30  
**Venue:** Chamber 1A & 1B, InnoCenter, Kowloon Tong  
**Organizer:** Hong Kong Association of Interactive Marketing (HKAIM)

Time	Details
14:00 – 14:30 (30 min)	Registration & Networking
14:30 – 14:40 (10 min)	Welcoming Speech by Mr. Ralph Szeto, Chairman, HKAIM Souvenir Presentation & Group Photo
	<b>Session 1</b>
14:40 – 15:00 (20 min)	Keynote Dr. Ken Fong Adjunct Professor, Hong Kong Polytechnic University Topic: Customer Value Proposition in Social Era
15:00 – 15:20 (20 min)	Mr. Eason Lam Business Development and Social Media Manager, Networld Technology Limited Topic: Data Targeting for better ROI
15:20 – 15:40 (20 min)	Mr. River Ho Director, NMC Interactive Topic: A Big Shift from SEO to Customer Experience Optimization
15:40 – 16:00 (20 min)	<b>Panel</b> <b>Speakers from Session 1</b>
<b>16:00 – 16:15 (15 min)</b>	<b>Break &amp; Networking</b>
	<b>Session 2</b>
16:15 – 16:30 (15 min)	Mr. Bernie Wong Founder & Director, Social Stand Limited Topic: 3 Tips for Storytelling in the Digital Customer Journey
16:30 – 17:50 (20 min)	Ms. Vicky Lee Chief Product Officer, Sanuker Inc. Limited Topic: Chat at the Right Moment
17:50 – 17:10 (20 min)	Mr. Terry Lu Head of Digital Natives, GCR, Facebook Topic: The Future of Messaging for Businesses
17:10 – 17:30 (20 min)	<b>Panel</b> <b>Speakers from Session 2</b>
17:30	Conference End

*Subject to change without notice*