

# Dating with Social Media Admin

**Date:** 9 July 2019 (Tuesday)  
**Time:** 14:30 – 17:30  
**Venue:** Chamber 1A & 1B, InnoCenter, Kowloon Tong  
**Organizers:** Hong Kong Association of Interactive Marketing (HKAIM) & Nextwork

Time	Details
14:30 – 15:00	RSVP & Networking
15:00 – 15:05	Welcoming Speech by Mr. Francis Fong, Founding & Honorary Chairman, HKAIM Souvenir Presentation & Group Photo
	<b>Session 1</b>
15:05 – 15:20	Ms. Kitty Lun Head of Creative Shop, Facebook Topic: How much do you know about Facebook / IG
15:20 – 15:35	Ms. Wendy Wan Senior Manager, Digital Marketing, Hong Kong Science Park Topic: Measure What Matters
15:35 – 15:50	Mr. Rondo Mark, Content Marketing Director, FevaWorks Solutions Mr. Ruck Lai, Associate Art Director, FevaWorks Solutions Topic: How to triple your organic reach with \$6000 ad budget a year
15:50 – 16:05	<b>Panel</b> <b>Speakers from Session 1</b>
<b>16:05 – 16:20</b>	<b>Break &amp; Networking</b>
	<b>Session 2</b>
16:20 – 16:35	Mr. Bernie Wong Founder & Director, Social Stand Limited Topic: How I ban clients' ideas efficiently and happily
16:35 – 16:50	Mr. Anthony Wu Social Media Manager, Cathay Pacific Topic: How to win your customer's heart and mind
16:50 – 17:05	Mr. Jansen Lu Head of Social Media, Next Mobile Limited Topic: Is Facebook the only social marketing channel for you?
17:05 – 17:20	<b>Panel</b> <b>Speakers from Session 2</b>
17:20 – 17:40	<b>Networking</b>

*Subject to change without notice*