

HONG KONG TOURISM BOARD 香港旅遊發展局

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18 June 2013

To : QTS Accredited Merchants
From : James Tung, Senior Manager, Trade Development
No. of Pages : 2 (incl. this page)



American Express presents: "Small Business Goes Social" Training Series

*30 July, 17 September and 12 November 2013 (Tuesday)
Conference Hall, 4/F, HKPC Building, Kowloon Tong*

As smartphones and tablet computers get increasingly popular, digital and social media becomes one of the mostly used marketing channels in Hong Kong. Retailers and restaurants could leverage Mobile Apps and Social Media platforms to engage existing customers and attract potential ones to visit their shops. Through cloud computing technologies and Mobile Apps, SME could increase sales, streamline the business operations and reduce costs. In view of this, we are pleased to invite QTS merchants to join the upcoming "Small Business Goes Social" Training Series. Organised by **American Express International, Inc.** and supported by the **Hong Kong Tourism Board**, the training series will include a sharing session titled "**Gain Insights from Winning e-Solutions**", and two seminars titled "**Online-to-Onsite: The Next Big Thing for Retail & Catering**" and "**Empowering the Productivity of SME through Cloud and Mobile Tools**", which will be held on 30 July, 17 September and 12 November 2013 respectively at Conference Hall, 4/F., HKPC Building, Kowloon Tong. We have invited heavy-weight guest speakers in each of the sessions to share their insights and experiences with participants.

"**Gain Insights from Winning e-Solutions**" is the first session of the training series. We take great pleasure in inviting **Ms. Jacqueline Cheong**, CMO of Green Tomato Limited, **Mr. Ricky Chu**, CEO of The Gravitas Group and **Ms. Wendy Chen**, Co-Founder and CEO of StampUp / Omnistream to be the guest speakers to share their expertise in the application of digital marketing. The session will emphasize on both theory and practice. Moreover, **Mr. Ken Fong**, Founding Chairman of Hong Kong Retail Technology Industry Association and Adjunct Associate Professor of Hong Kong Polytechnic University, will facilitate the discussion.

Each QTS merchant can now enjoy **2 FREE seats** in each session. For registration, please complete and fax back the enclosed form **to 2807 6360 by 19 July 2013 (Friday)**. Seats are limited and available on a first-come-first-served basis*. For enquiry, please call 2807 6124.

Yours sincerely



James Tung
Senior Manager, Trade Development

***Remarks:**

1. *Due to limited seats available, QTS Secretariat does not guarantee all enrolled members can participate in the sessions. QTS Secretariat reserves full right in registration arrangement.*
2. *Only the registrations for the "Gain Insights from Winning e-Solutions" session received on or before 19 July 2013 will be processed. Registration is on a first-come-first-served basis.*
3. *Successful Registration: A confirmation letter for entrance will be sent to your contact person.*
4. *QTS Secretariat reserves all rights of changes to guest speakers*
5. *Personal data provided will be used for enrollment purpose only and will not be retained after this program.*
6. *Adverse Weather Arrangements for "Winning e-solutions in Product & Service Marketing" seminar : If Typhoon Signal No. 8 or above / the Black Rainstorm Warning Signal is still hoisted at or after 7am on the date of the seminar, the seminar will be cancelled. Arrangements for the seminar will be notified at a later stage.*

Note: If you no longer wish to receive updates of Hong Kong Tourism Board developments, activities and promotions or wish to amend or delete your record with Hong Kong Tourism Board, please contact Ms Sarah Chui on 3105 2052.

**American Express presents: “Small Business Goes Social” Training Series –
“Gain Insights from Winning e-Solutions” Seminar**

30 July 2013 (Tuesday)

Organiser : American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	30 July 2013 (Tuesday)
Time	9:45AM – 12:00PM (Registration: 9:45 AM)
Venue	Conference Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Ave., Kowloon Tong
Guest Speakers & Content Highlights	<ul style="list-style-type: none"> • Ms. Jacqueline Cheong, CMO of Green Tomato Limited (Highlights: Winning Mobile Marketing Strategy for SME Enterprise) Hong Kong ICT Awards 2013: Best Mobile Apps (Mobile Infotainment) Gold Award • Mr. Ricky Chu, CEO of The Gravitas Group (Highlights: Mall Without Boundary) Asia Smartphone Apps Contest - Advertising and Marketing - Silver Award • Ms. Wendy Chen, Co-Founder and CEO of StampUp / Omnistream (Highlights: 360 Social CRM for SME retailers: maximizing marketing ROI by integrating loyalty data with marketing campaigns) Hong Kong ICT Awards 2013: Best Business (Start-up Company) Award - Bronze Award
Moderator	<ul style="list-style-type: none"> • Dr. Ken Fong, Founding Chairman of Hong Kong Retail Technology Industry Association and Adjunct Associate Professor of Hong Kong Polytechnic University
Language	Cantonese

ENROLLMENT FORM (Fax to 2807-6360)

Deadline: 19 July 2013 (Friday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No : _____ Fax No*: _____

Email*: _____

Postal Address*: _____

** Must be provided for written confirmation.*

QTS Merchant	Fee
	2 free seats

Participants' Details

1). Name: Job Title:	2). Name: Job Title:
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**American Express presents: “Small Business Goes Social” Training Series –
 “Online-to-Onsite: The Next Big Thing for Retail & Catering” Seminar
 17 September 2013 (Tuesday)**

Organiser : American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	17 September 2013 (Tuesday)
Venue	Conference Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Ave., Kowloon Tong
Guest Speakers & Content Highlights	<p>Onsite-to-Onsite (O2O) refers to an online or mobile experience (a special offer or a search result) that drives an onsite (or in-store) activities, like a purchase or redemption.</p> <p>Session 1: 9:45 AM – 12:30 PM (Registration: 9:45 AM)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • O2O: Development and impacts on retailing and catering services • The use of Facebook for off-line promotion • Future of Shopping, Today <p>Session 2: 2:00 PM – 5:00 PM (Registration: 1:45 PM)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • The last 100 meters of O2O: In-store navigation and position: K11 • Mannings mobile video consultation and other O2O case studies • Convert Spare Time into Actions • Market Analysis for Social and Mobile Media
Moderator	<ul style="list-style-type: none"> • Dr. Ken Fong, Founding Chairman of Hong Kong Retail Technology Industry Association and Adjunct Associate Professor of Hong Kong Polytechnic University
Language	Cantonese

ENROLLMENT FORM (Fax to 2807-6360)

Deadline: 6 September 2013 (Friday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No : _____ Fax No*: _____

Email*: _____

Postal Address*: _____

* Must be provided for written confirmation.

QTS Merchant	Fee
	2 free seats in each session

Participants' Details (Please submit the details in separate sheet should more than 4 seats are required.)

<p>1). Name: Job Title: Time: <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2</p>	<p>2). Name: Job Title: Time: <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2</p>
<p>3). Name: Job Title: Time : <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2</p>	<p>4). Name: Job Title: Time : <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2</p>

**American Express presents: “Small Business Goes Social” Training Series –
“Empowering the Productivity of SME through Cloud and Mobile Tools” Seminar
12 November 2013 (Tuesday)**

Organiser : American Express International, Inc.

Supporting Organisations: Hong Kong Tourism Board and Quality Tourism Services Association

Date	12 November 2013 (Tuesday)
Venue	Conference Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Ave., Kowloon Tong
Guest Speakers & Content Highlights	<p>Mobile and cloud-based technologies are becoming increasingly prevalent. They can help increase sales, streamline business operations and reduce costs.</p> <p>Session 1: 9:45 AM – 12:30 PM (Registration: 9:45 AM)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Mobile and cloud-based technologies application among small businesses • Utilize the cloud: email, Calendar, Documents, and various apps to meet your needs • Collaboration is the key • Use of Mobile App to build team spirit <p>Session 2: 2:00 PM – 5:00 PM (Registration: 1:45 PM)</p> <p>Highlights:</p> <ul style="list-style-type: none"> • Utilize the cloud: How to use free-of-charge content management system. • Affirmation—even from a distance • Create a community • Commercial version of “Facebook” – LinkedIn • Customer Service Putonghua Mobile App
Moderator	<ul style="list-style-type: none"> • Dr. Ken Fong, Founding Chairman of Hong Kong Retail Technology Industry Association and Adjunct Associate Professor of Hong Kong Polytechnic University
Language	Cantonese

ENROLLMENT FORM (Fax to 2807-6360)

Deadline: 1 November 2013 (Friday)

Company Name: _____

Name of Contact Person: _____ Position: _____

Tel. No : _____ Fax No*: _____

Email*: _____

Postal Address*: _____

** Must be provided for written confirmation.*

QTS Merchant	Fee
	2 free seats in each session

Participants' Details (Please submit the details in separate sheet should more than 4 seats are required.)

1). Name: Job Title: Time: <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2	2). Name: Job Title: Time: <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2
3). Name: Job Title: Time : <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2	4). Name: Job Title: Time : <input type="checkbox"/> Session 1 <input type="checkbox"/> Session 2