

SOCIAL MEDIA STRATEGY – 2014 REALITY CHECK

Thursday, 6 March 2014

A review of key dos and don'ts
of building an impactful social
media strategy

INTRODUCTION

Are you already very actively engaged in social media activities for your brand and wondering whether you are on track and what else to consider? Or are you wondering how to get your brand involved and what are the aspects to look out for?

In today's fast changing world, consumers and shoppers are, more than ever before, firmly in control... with always-on mobile tools enabling a constant flow of information, they compare, decide and review products and services on the fly, leveraging multiple inter-connected networks.

Conversely, brands, competing for attention and share of mind, are struggling to get it right, in an apparent endless array of new concepts, pilots and other attempts at remaining relevant through social media activities which are increasingly taking on a life of their own.

In this incredibly crowded and complex environment, successful brands are those with a clear, fluid and meaningful strategy, which is applied carefully and which makes most use of the realities of what social media platforms truly are...

To help and assist in decrypting this minefield, to plot a sustainable and purposeful course, HKMA brings you an interactive and engaging session led by Arnaud Frade, who will review the key dos and don'ts of building an effective and impactful social media strategy, based on tangible examples and cases.

WHO SHOULD ATTEND?

This session is designed for a broad base of participants, with a skew towards senior executives in marketing, communication and general management. It will enable late-entrants to the social media scene to gain a fast-track view on major pitfalls and opportunities as well as help firms already well engaged in this area to review their activities and challenge their thinking.

Past attendees have included: Marketing Director, global electronics MNC; New Media director;

CEO, Regional bank; VP Marketing, Asia, global FMCG company; Head of marketing (Asia); CEO, Greater China (Luxury); SVP, Communication; Brand manager, household cleaners; SVP, Marketing; etc...

DATE & TIME

Thursday, 6 March 2014
4:00 pm - 5:30 pm

FEE

HK\$100

LANGUAGE MEDIUM

English

VENUE

Dr Kennedy Y H Wong Management Development Centre
The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay HONG KONG

DEADLINE FOR REGISTRATION

Monday, 3 March 2014

WORKSHOP LEADER

Arnaud Frade is the Managing Partner of Hall & Partners, the global market research and consulting boutique, part of Omnicom Group Inc. He is based in Singapore, where he has lived for the past eight years and is tasked with driving the growth of the business across the region. Arnaud is a trusted advisor to blue-chip firms across all major sectors and to key government stakeholders as well as a sought-after speaker at industry events and for clients' conferences. Having worked for Information Resources, TNS Worldpanel, American Express and most recently TNS in APAC, in commercial, strategic and consultative roles, Arnaud brings 17+ years of experience to ultimately deliver the most usable and actionable insights.

For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2774-8503. For course details, please contact Ms Jane Ma on 2774-8552; or visit the HKMA website: www.hkma.org.hk/seminar.

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Fee: HK\$100

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(Surname) (Other Names)

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Name and Title of Nominator (Mr/Ms): _____

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Where did you **FIRST** learn about this programme?

Email Newspaper/Magazine (please specify): _____ HKMA email

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- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Jane Ma on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

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1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.
2. I understand that, upon my registration in the programme, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

Please tick the box to indicate your consent.

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