

## Marketing Your Stationery Business in the Digital Age 文具的數碼營銷全攻略

Market your products in a cost-efficient way! Many businesses are running an online platform to further market their goods in this digital age. **However, are you using the right platform? Is your marketing budget well spent? How to boost O2O sales smartly?** This seminar, digital marketing experts will **share the latest e-commerce trend, guide you through the selection of online platform** and advise **tips on online advertising and O2O promotions**. 以具成本效益的方式銷售您的產品！在這個數碼時代，許多企業都在經營網店來進一步推銷其產品。但是，您使用的是真正適合您的平台嗎？您的預算是否用得其所？如何以線下推廣帶動線上營銷和消費？這次研討會上，數碼行銷及推廣專家將分享最新的電子商務趨勢，與您分析最適合您的線上平台，並提供網上廣告和線上對應線下實體的貼士。

**Date 日期** : 8 / 1 / 2018 (Monday 星期一)  
**Time 時間** : 2:30pm – 3:30pm  
 下午 2 時 30 分 – 下午 3 時 30 分  
**Venue 地點** : OASIS, Hall 5B, 5/F, HKCEC  
 香港會議展覽中心 5 樓 展覽廳 5B OASIS  
**Language 語言** : English 英語  
**Remarks 備註** : Free Admission 免費入座

Get a souvenir after  
attending the  
seminar! (while stock lasts)  
獲取精美禮品!!  
(數量有限送完即止)

Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:55pm	<b>Run your digital platform at ease!</b> 輕鬆經營網店  <u>Speaker 講者:</u> Mr Plato Wai, Business Development Manager, SHOPLINE SHOPLINE 業務發展經理 韋百濤先生
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:25pm	<b>Innovative Mobile Promotions to Boost O2O Sales</b> 如何以線下推廣帶動在線營銷和消費  <u>Speaker 講者:</u> Mr Leo Lau, Co-founder, ConnectAR ConnectAR 創辦人 劉達文先生
3:25pm – 3:30pm	Q&A Session 問答環節
3:30pm	End of Seminar 研討會結束

Organisers 主辦機構:



Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

## About the Speakers 講者簡介



### Mr Plato Wai, Business Development Manager, SHOPLINE

SHOPLINE 業務發展經理 韋百濤先生

SHOPLINE is a B2B e-commerce software platform for merchants in Asia. We provide a full-featured package that allows merchants to easily set up an online shop that is optimized for all desktop and mobile devices. The team was recognized by 500 Startups accelerator program in Silicon Valley, Alibaba Entrepreneurs Fund and received the Outstanding eCommerce Excellence Award 2017 by Economic Digest. Since 2014, SHOPLINE has become a market leader in

Asia with over 100,000 merchants from Hong Kong, Taiwan, Southeast Asia. Plato is a Carnegie Mellon Graduate and has spent 5 years in investment bank Lehman Brothers. A veteran in the startup scene in Hong Kong, he has started his entrepreneurship journey since 2010. He has founded a few startups, including Wynd Co-working Space in Central, and this is also where he first met the SHOPLINE founders. Eventually he joined SHOPLINE in 2016 with an ambition to help it growing to the next level. Plato is also a columnist for online media Startupbeat and Stand News in Hong Kong.

SHOPLINE 於 2013 年創立，致力發展創新自助式網店平台，讓商家可以輕鬆架設功能完善的個人化網路商店，並專注提供用戶體驗。團隊獲知名美國矽谷加速器 500 Startup、阿里巴巴創業基金等投資人認可，並榮獲<經濟一週>傑出電子商務大獎 2017。自 2014 年，已經有超過 100,000 名來自香港、台灣、東南亞等地的商家使用 SHOPLINE 的服務，令 SHOPLINE 成為在亞洲市場的行業領軍者。Plato 畢業於美國卡內基梅隆大學，曾在投資銀行雷曼兄弟和野村證券工作超過 5 年，自 2010 年起開始他的創業生涯。數年間他創立過不同的初創，包括中環第一間共同工作空間 Wynd。2016 年，他加入了 SHOPLINE 的團隊，負責業務拓展和合作伙伴的事宜。Plato 現時亦在立場新聞和 Startupbeat 中的專欄和讀者定期分享他對香港初創生態的看法。

Topic: **Run your digital platform at ease!**

主題: 輕鬆經營網店

Part I	E-commerce Trend	電子商貿平台趨勢全面睇
第 1 部分	- E-commerce Trend	- 電子商務趨勢
	- Big Data	- 大數據
Part II 第 2 部分	<b>Run your digital platform at ease!</b>	<b>輕鬆經營網店</b>
	- Online shopping platform comparison: which is the best for you?	- 網店平台大比併: 如何選擇最適合你的網店?
	- Must-have Elements of an Online Store!	- 不能沒有的網店元素!
	- Case Studies	- 實例分享
Part III	<b>Tips for B2B e-commerce</b>	<b>B2B 電子商貿小貼士</b>
第 3 部分	- Online Advertisement	- 網上廣告

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## About the Speakers 講者簡介



**Mr Leo Lau, Co-founder, ConnectAR**

**ConnectAR 創辦人劉達文先生**

As the CEO and Co-founder of ConnectAR & Joy Aether, he has been leading the company to produce groundbreaking R&D in AR technologies, and producing award-winning apps. He also provided mobile business strategies, business process improvements, and technical feasibility studies to key decision makers in many different industries, ranging from CxOs and Chairmans of listed companies, to up-and-coming startups.

Prior to founding those companies, Leo was a results-driven, PMP certified, Entrepreneur specializing in Mobile & Web Technology with 12+ yrs of R&D experiences from IBM's flagship database product, DB2 and has filed 18 software patents. He also achieved dual master's degrees in MBA and Finance.

Leo 一直領導公司研發及製作開創性很大及屢奪殊榮的流動應用程式(app)，特別在擴增實境方面。他為客戶提供流動業務發展的策略，業務流程的改善方案及提供不同行業及決策者的專業技術諮詢服務。

在創辦 ConnectAR & Joy Aether 前, Leo 擁有 PMP 認證及超過 12 年在 IBM 的工作經驗，主要研發旗艦數據庫產品，DB2。團隊專長流動網絡技術並提交 18 項的軟件註冊專利。

### **Topic: Innovative Mobile Promotions to Boost O2O Sales**

**主題: 如何以線下推廣帶動在線營銷和消費**

Mobile usage is at record high and still growing. And yet, information retrieval is slow (typing and voice as input). it takes minutes for a person to interact with her surrounding environment (e.g. a poster or a billboard). There is a breakthrough solution for consumers for this problem.

There is mobile application which is Asia's First Crowdsourced Image Search Platform. It lets consumers "snap" a picture of printed materials such as packaging or brochure, then multimedia will "pop" up on their smartphones! Leveraging image recognition technologies, it can establish a direct sales & marketing channel for any business to their customers, generating extra revenue but without any IT headaches.

現在手機和網絡的使用非常廣泛，可是傳統營銷推廣大約佔了品牌的八成市場營銷預算，數碼媒體推廣卻被忽略了。我們將會探討如何運用手機數碼媒體的線下廣告和實體店鋪帶動客戶，從而建立進一步的雙向互動關係，令消費者繼而購買及回訪。

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