

## Reimagine Digital Marketing in 2020 迎接 2020 數碼營銷趨勢

- Date** 日期 : 7 / 1 / 2020 (Tuesday 星期二)
- Time** 時間 : 2pm – 3pm  
下午 2 時 – 下午 3 時
- Venue** 地點 : the FORUM @ Hall 5B, Level 5, HKCEC  
香港會議展覽中心 5 樓 the FORUM @ 展覽廳 5B
- Language** 語言 : Putonghua  
普通話
- Remarks** 備註 : Free Admission (Please click [HERE](#) to register online)  
免費入座 (「[按此](#)」登記)

Time 時間	Programme 程序表
1:45pm – 2pm	Registration 登記
2pm – 2:25pm	<p><b>Build Your Brand with Digital Marketing</b> 以數碼營銷發展品牌</p> <p><u>Speaker 講者:</u> Mr Bernie Wong Founder and Director of Social Stand Social Stand 創辦人 黃啟亮先生</p> 
2:25pm – 2:30pm	Q&A Session 問答環節
2:30pm – 3pm	<p><b>From Payment to Omni-Marketing</b> 由支付到全頻營銷</p> <p><u>Speaker 講者:</u> Mr Kenny Woo Marketing Director Yedpay Yedpay 市場策劃總監 鄔家麟先生</p> 
2:55pm – 3pm	Q&A Session 問答環節
3pm	End of Seminar 研討會結束

Organisers 主辦機構:



- 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 Bernie Wong, Founder and Director of Social Stand Social Stand 創辦人 黃啟亮先生

With over 15 years of professional experience in Digital Marketing, Advertising and Product Marketing, Hong Kong-based Bernie Wong specializes in digital and social media marketing, online advertising and “super-sizing” business senior-level partnerships. He has worked with such brands as Tempo, Starbucks, GAP, Adidas and Disney among many others.

He founded and serves as Director of digital and social media marketing agency Social Stand Limited, which focuses on social media marketing strategies designed to improve online branding, awareness and ROI. Among its services are Digital Marketing & Advertising Strategies, Social Media Community Management, Digital Marketing Campaign development, Mobile Marketing Campaign & App development, Website Design, Online Media Buys.

Bernie is also a member of the Executive Committee of the Hong Kong Association of Interactive Marketing; a sought-after Digital & Social Media Lecturer with the Vocational Training Council & THEi. Throughout his career, he has also worked as a Live Radio IT Program Host with Radio Television Hong Kong; an independent IT Columnist & blogger.

His previous positions include Digital Director and head of Communication Planning & Social Media with Agenda (WPP) and Custom Brand Experiences (APAC) Project Lead with Yahoo!

Bernie Wong 黃啟亮創辦 Social Stand, 為知名品牌如 Starbucks, GAP, Muji 無印良品等大型品牌提供宣傳推廣服務, 亦於各大院校任教數碼及社交媒體廣告課程及主持香港電台科技趨勢節目



### Presentation abstract 演講摘要

1. With the ever-changing landscape of digital marketing, corporates and brands are required to deploy various strategies to win the consumer markets. What's the experience and solutions for the large corporates and brands?

數碼及社交媒體平台日新月異, 各企業和品牌於不同平台上各師各法為品牌帶來知名度及營運銷售成績。大企業及品牌的經驗是如何致勝?

2. What are upcoming digital marketing trends in 2020?

2020 年的趨勢如何, 品牌於數碼及社交媒體平台又應如何對應?

### Mr Kenny Woo, Marketing Director, Yedpay Yedpay 市場策劃總監 鄔家麟先生

鄔家麟 (Kenny Woo) · 電台節目主持人 · 監製 · 媒體製作人 · 美國亞利桑拿州大學媒體藝術系畢業 · 現任香港電子支付方案公司 Yedpay 市場策劃總監。自 2006 年美國畢業回港後 · Kenny 先後加入不同媒體機構工作 · 除了全方位探索傳媒行業每個崗位外 · 更建立了豐富人脈關係。基於電台的特殊工作性質 · Kenny 對傳媒/演藝台前幕後工作駕輕就熟 · 過去更多次跟電台以外的公司 · 機構 · 以及慈善團體合作 · 其工作更進一步由影音創作擴展至顧問及教育範疇。

Kenny 過去曾主持多個不同類型節目 · 包括《樂活玩家》、《月光光呵呵呵》、《電影圈》、《細路強》、《一切從音樂開始》等 · 以及監製過的節目包括有《Afternoon D》、《久久久但願人長久》、《巴巴閉邊個夠我查篤撐》等 · 節目形式由藝人專訪、音樂、電影、親子教育、廣播劇到娛樂 gag show · 亦曾與多名藝人合作 · 當中包括葛民輝、林曉峰、車婉婉、梅小惠、阮兆祥等...

廣播以外 · Kenny 亦有豐富的司儀經驗。節目製作以外 · Kenny 於 2011 開始 · 獲香港公開大大學邀請擔任導師。至 2015 年 · Kenny 更獲邀成為 Kido Town 市場策劃顧問。自此 · 有更多機會 · 在電台以外的場合進行演說 · 跟每個香港人一同進步。



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