



SME Seminar

“Leveraging upon Facebook to capture more business opportunities”

The use of social media has become a vital component in sales and marketing in recent years. Amongst them, Facebook is the most popular platform being used. This seminar will focus on the effective use of Facebook for event promotion, expanding fans base and retaining loyalty, and as a result, boosting the exposure of products and services within different markets and amongst potential customers, with a view to attracting more businesses.

Details

Date: 7 March 2017 (Tuesday)
Time: 3:00 – 5:00 p.m.
Venue: Support and Consultation Centre for SMEs of the Trade and Industry Department (SUCCESS)
Units 15-18, 23/F, Standard Chartered Tower, Millennium City 1, 388 Kwun Tong Road, Kowloon
(MTR Ngau Tau Kok Station Exit A / MTR Kwun Tong Station Exit A2)
Language: Cantonese
Topic: **Leveraging upon Facebook to capture more business opportunities**

- Key elements of a successful Facebook Page
- Planning Facebook advertisement and evaluating effectiveness
- How to consolidate relationship with existing Fans and expand Fans Group
- Successful case sharing

Speaker : Mr Fox Luk, Brand Strategy & Creative Advisor, Madcradle Online Limited

Registration

Interested persons are welcome to participate in this seminar. Admission is free.

Please visit **SUCCESS Website (www.success.tid.gov.hk)** for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **2 March 2017 (Thursday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 170307V)	Registration Form	*compulsory
Name*: <u>(Mr / Mrs / Miss) _____</u>	Age*: <input type="checkbox"/> <20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 31-40	<input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> >60
Email*: _____	Tel*: _____	Fax: _____
Address: _____		
Company: _____		
Status*:	<input type="checkbox"/> Business Owner (Year Established: _____; No. of Employees: _____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant <input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: _____) <input type="checkbox"/> Academic <input type="checkbox"/> Others	
Industry*:	<input type="checkbox"/> Import/Export Trade <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels <input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services <input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> Others	
SUCCESS Membership and Disclosure*	I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department ("SUCCESS"). <input type="checkbox"/> Yes <input type="checkbox"/> No I agree to register as a member of SUCCESS, I agree to receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No	

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