

Seminar

“Navigating the Digital Landscape: A Guide to Digital Transformation and Marketing”



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
4 July 2023 (Tue) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

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With the advancement of technology, SMEs can maintain its competitiveness in the market through digitalisation. In this seminar, an expert will explain the latest digital marketing trends, digital transformation and online marketing strategies, including Online-to-Offline (O2O) mode and social media promotion. The seminar will also share successful case studies and tips for SMEs, with a view to assisting enterprises in formulating accurate strategies to attract customers and achieving digital transformation.

Details



Date: 4 July 2023 (Tue)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Chris Tam**, Co-Founder and Director, Strategic Digital Marketing Company