

SME Workshop “DIY series – Creating a Chatbot by yourself”

Instant messengers such as Facebook Messenger and WhatsApp Messenger are currently the most effective social media tools for SMEs to reach targeted customers and enhance customers’ involvement. Chatbot, a computer program or an artificial intelligence which conducts conversation automatically and instantly, provides interactive and conversational experiences to customers with minimal supervision. This workshop will demonstrate how to use Do-it-yourself (DIY) tool to create a Facebook Messenger Chatbot, so that SMEs could increase the exposure and response rate of the Facebook campaign effectively and improve the customer experience.

To participate in the DIY demonstration session, participants:
- may bring along their laptops (the venue provides Wi-Fi.HK service); and
- need to have a Facebook account.

Details

Date: 22 August 2018 (Wednesday)
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
(Please turn overleaf for map and directions)
Language: Cantonese
Topic: **DIY series – Creating a Chatbot by yourself**
• Introduction on Facebook Messenger Chatbot
• Demonstration on creating a Facebook Messenger Chatbot
• Introduction on WhatsApp Messenger marketing Chatbot
Speaker : **Mr Kenny Lim, expert of WhatsApp Messenger marketing Chatbot and co-founder of MrReply**

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 **21 August 2018 (Tuesday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180822V)

Registration Form

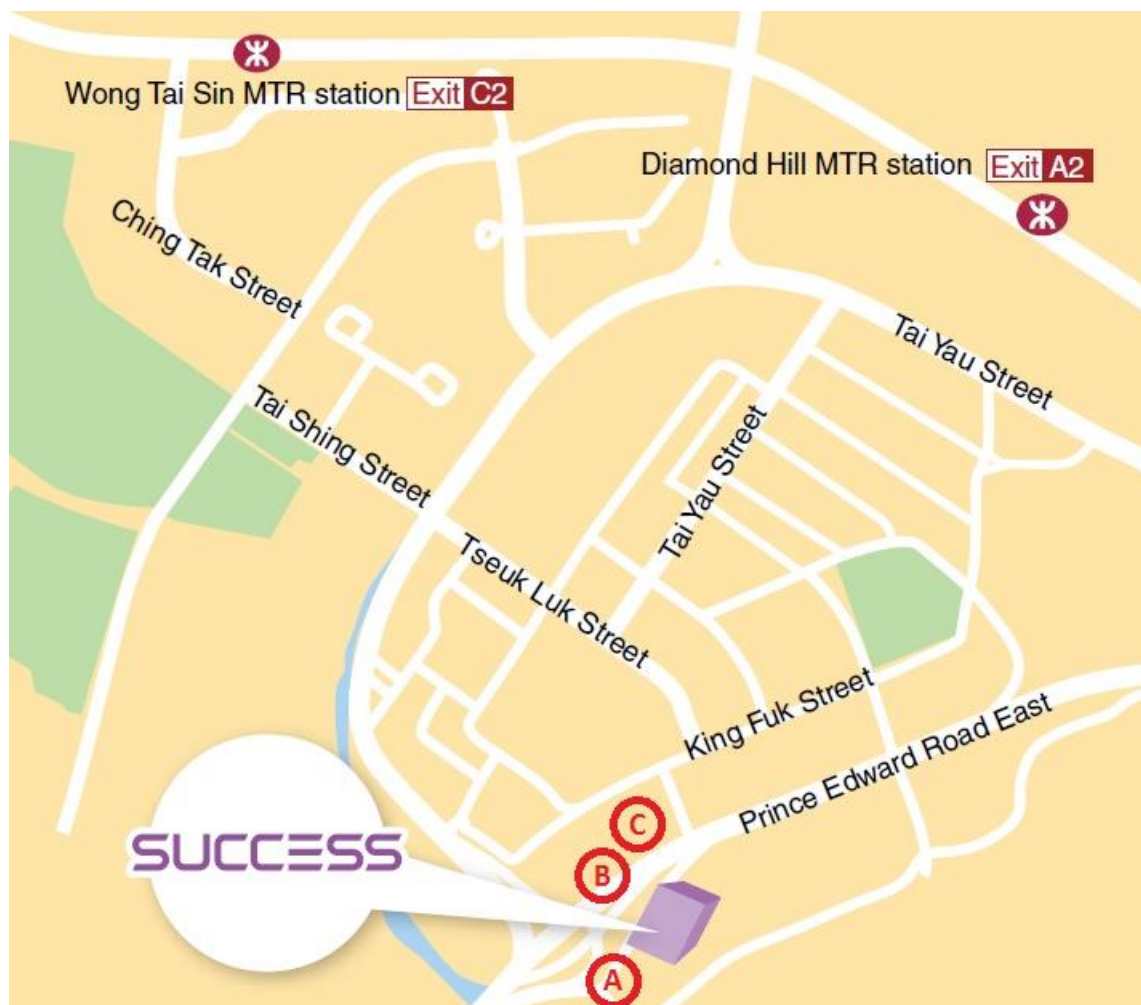
***compulsory**

| | | | | | |
|------------------------------------|---|-------|--------------------------------|--------------------------------|--------------------------------|
| Name*: | (Mr / Mrs / Miss) | Age*: | <input type="checkbox"/> <20 | <input type="checkbox"/> 20-30 | <input type="checkbox"/> 31-40 |
| Email*: | | Tel*: | <input type="checkbox"/> 41-50 | <input type="checkbox"/> 51-60 | <input type="checkbox"/> >60 |
| Address: | | | | | |
| Company: | | | | | |
| Status*: | <input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant <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, and 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 | | | | |

Personal data provided by participants will be used for registration of the above activity or to receive the latest business development and information on SUCCESS activities and services through e-newsletters and e-mail alerts. You are also most welcome to register for SUCCESS' free membership service at www.success.tid.gov.hk. If you do not want to receive our emails or fax messages, please simply email us at success_seminars@tid.gov.hk or send us a fax at 2391 7375 to note "Cancel Subscription" with your email address or fax number.

An individual may request access to his personal data held by SUCCESS pursuant to the Personal Data (Privacy) Ordinance. Request for access to and correction of any personal data submitted can be directed to us at success_seminars@tid.gov.hk or fax at 2391 7375.

How to reach SUCCESS



Legend

A – Bus Stop off the Entrance to Trade and Industry Tower (G/F)

B – Bus Stop outside the Entrance to Mikiki Shopping Mall / The Latitude

C – Minibus Stop in the basement (LG1) of Mikiki Shopping Mall / The Latitude

Note: A footbridge connects Trade and Industry Tower from 1/F of Mikiki Shopping Mall

Getting from major MTR stations to Trade and Industry Tower

| Station(s) | Route(s) | Location to get off |
|----------------------------|---|----------------------------|
| Kowloon Bay / Ngau Tau Kok | Bus 1A, 11B, 11D, 14, 15, 16, 17, 93K, 296C | A |
| Choi Hung | Bus 26, 27, 42, 213D | A |
| Mong Kok / Prince Edward | Bus 1A, 2A, 13D, 24, 93K, 95, 98C, 296C, 796C | B |
| Kowloon Tong | Minibus 25B | C |