

Events in March

We are delighted to introduce you to three exclusive events from our CIM volunteer committee in Hong Kong. The events will invite global marketers, brands, enterprises, and innovation professionals across industries to share their insights on marketing trends and to exchange the best marketing practices and explore new growth opportunities.

Data Literacy: The New Essential Leadership Skill

24th March 2021 Wednesday (2:15pm – 5:30pm HKT)

Language: Cantonese

Venue: Conference Hall, 4/F, Hong Kong Productivity Council Building, 78 Tat Chee Avenue, Kowloon Tong, Hong Kong

Fee: \$0 (Exclusive For CIM members only, first-come-first-served);

Standard: HK\$980

CPD Credited*

About the event:

The event “Data Literacy: The New Essential Leadership Skill”, co-organized by KORNERSTONE and OpenCertHub, is designed to introduce the most wanted skills in the digital economy and how to increase competencies.

- Why Big Data and data literacy is critical to organizations and individuals
- How to improve your data literacy level and differentiate your data competencies from the pack
- About the rise of the Citizen Data Scientist in the digital economy

Panel #1 “Organizations’ Digital Transformation with Data Literacy”

Ms. Susanna Chiu, MH JP, Executive Director, Bonjour Hong Kong

Ms. Maggie Yung, Managing Director, Digital & Ecosystem, DBS Bank

Ms. Bessie Chong, Director, Group Training and Talent Management, Esquel

Mr. Edwin Hui, Managing Director, Applied Intelligence, Accenture

Moderator – Dr. Toa Charm, Chairman, OpenCertHub

Panel #2 “Winning with Data Skills – for Marketing, HR and Accounting Professionals”

Ms. Akina Ho, Head of Digital Transformation & Innovation, The Great Eagle Company

Ms. Kris Lui, Asia Pacific Human Resources Vice President, Vertiv

Mr. Teddy Liu, Member of Advisory Board, OpenCertHub and Ex Co Member of Hong Kong Management Association, People Development Management Committee

Moderator – Mr. Johnson Lo, Chairman (Hong Kong), The Chartered Institute of Marketing

Please find the eDM in this link:

<https://www.kornerstone.com/Events/2021/Data-Literacy-The-New-Essential-Leadership-Skill/cim.html>

How to register: https://www.kornerstone.com/form/?form_id=18842

Movie Power: Collaborating your brand with the Movie

25th March 2021 Thursday (19:00 – 20:00 HKT)

Format: Webinar through Zoom

Language: English supplemented by Cantonese

Fee: Complimentary for CIM members (By invitation only)

CPD Credited*

Key topics of the event:

- Options for collaborating your brand with movie/MV: Product Placement, Joint Events, Social Media Campaign, Joint promotion with Special Screening etc.
- Differences between local films and overseas’ film on product placement arrangement.
- Shall we plan during the movie shooting, before or after?

How to register:

Please contact Mr. Johnson LO, CIMHK Chairman

T: +852 9300 2648 E: johnson@kolb.life

MarketingPulse ONLINE – 30&31 March 2021 (10:30am – 6:30pm HKT)

Format: Online

Language: English with SI provided for Mandarin

Fee: CIM members to enjoy 55% off the standard rate

CPD Credited*

About the event:

MarketingPulse 2021 will connect you with global marketing experts at #MarketingPulse ONLINE and explore topics like #5G, #positive branding, #livestream commerce, data-driven, #marketing, video strategies and brand purpose.

View more details: <https://lnkd.in/gr4kFzK>

How to register:

Register today: <https://bit.ly/2NNVdEv>

CIMHK members to enjoy 55% off; discount code: MAA08J5P

We look forward to seeing you at the events.

Johnson Lo

Chair

CIM volunteer committee, Hong Kong