

Unleashing Business Potential with Omni-channel Strategies

以全渠道策略釋放商業潛力

Date 日期 : 26 November 2020 (Thursday 星期四)

Time 時間 : 3:00pm – 4:00pm

Language 語言 : English 英語

Introduction:

In the era of digital and mobile communications, the industry keeps exploring innovative promotion channels, and influencer marketing is now the unstoppable trend in global market.

Join us and discover with our experts the various E-strategies including influencer marketing, omni channels retail and data analytics, and how they can be effective ways to enrich your business!

在數碼大時代，市場不斷探索更多創新科技及網絡營銷渠道，網紅更成為舉足輕重的推廣新力量。多位講者將深入探討全渠道銷售、網紅營銷，以及數據分析等秘訣，助企業打造更有效的數碼營銷策略！

Time 時間	Rundown 流程
3:00pm – 3:20pm	Omni-channel Transformation Begins by Grasping the Key to Consumer Mentalities 掌控消費者心智密鑰，全渠道轉型升級再出發 Speaker: Mr Falcon Chan, Partner, Strategy and M&A Consulting, Deloitte China 德勤中國 管理諮詢 戰略與併購整合重組合夥人 陳富權先生
3:20pm – 3:40pm	More About Technology-driven Retail Experience 科技驅動的零售體驗 Speaker: Mr Vincent So, Chairman, HK Retail Technology Industry Association 香港零售科技商會會長 蘇增慰先生
3:40pm – 4:00pm	Insider's Guide to Influencer Marketing 網紅營銷指南 Speaker: Mr Edwin Wong, Founder and CEO, Cloudbreakr Cloudbreakr 創辦人兼行政總裁 王江源先生 Question & Answer Session 答問環節

Speakers:



Mr Falcon Chan, Partner, Strategy and M&A Consulting, Deloitte China

Falcon Chan leads Deloitte China's Strategy and M&A Consulting Services in Southern China region. His focus includes market entry and expansion strategy, corporate venturing, startup and innovation ecosystems, due diligence, post deal integration and carve-out advisory. Falcon has advised multinational corporations, private equity funds and large Asian conglomerates across retail, financial services, technology and manufacturing sectors.



Mr Vincent So, Chairman, HK Retail Technology Industry Association

Vincent has over 20 years' experience of business development, marketing and project management in the field of Retail, Supply Chain and Information Technology. He supports enterprises to implement retail and supply chain solutions across the Greater China Region. He also worked in a global standards body, GS1 for 11 years. Vincent is active to promote adoption for information technologies, support start-ups and partners to create business opportunities. He now serves as the Chairman of the Hong Kong Retail Technology Industry Association (RTIA), Founding Executive Committee of RFID General Chamber of Commerce (RFIDGCC) and Asia-Pacific Intelligent Retail Industry Alliance (APIRIA), Vice Chairman of Professional Validation Centre of Hong Kong Business Sector (PVCBS).



Mr Edwin Wong, Founder and CEO, Cloudbreakr

Edwin Wong is the CEO of Cloudbreakr, an AI powered influencer marketing platform. He has focused on influencer marketing & analytics for years, with an aim to empower pioneers and brands to share the stories that influence people. The marketing technology company focuses on big data analytics and machine learning to optimize influencer marketing performance. With less than 3 years, he works with the team to expand the company from Hong Kong to Malaysia, and provide the software to over 10,000 marketers. The analytics and marketing solution now cover more than 7 Asia countries.