

Hong Kong Association
of Interactive Marketing
香港互動市場商會



CREATEHK

HKPC[®]

3rd HONG KONG DIGITAL ADVERTISING INDUSTRY FRESH GRADUATE SUPPORT SCHEME

3rd CEO/ Master Talk

A "you-don't-want-to-miss" event which is helpful to your continuous professional development is coming up! Some top executives of digital advertising companies in Hong Kong will share their experiences and tips at a CEO/Master Talk with the audience and some practical skills to solve problems related to the digital advertising industry. Prior registration with seats are on a first-come-first-served basis.

**FREE OF CHARGE
Register NOW!!!**

Date: 27 March 2018 (Tuesday)
Time: 18:30 – 20:30
(Registration starts at 18:15)
Venue: Room 126, 1/F, HKPC Building,
78 Tat Chee Avenue, Kowloon Tong
Language: Cantonese

Target Audience:

- Final year students*
- Admitted graduates under the current Support Scheme*
- Fresh graduates/ students who are interested in digital advertising and young executives who want to know more tips about the industry (subject to availability of seats)



Speakers:



Johnny Wong,
Chief Executive Officer
Hotmob Limited

Topic: Why Programmatic Data?

Johnny is the co-founder of Hotmob Limited. He has over 18 years experience in mobile software development and digital media industry. He established the first premium advertising network in Hong Kong and expanded the business to Japan, and later developed the largest hybrid mobile advertising marketplace that is Big Data driven. Johnny was being recognised as the "Digital Marketer of 2015" at the Media Convergence Awards for his perceptive vision and technical know-how. He took Hotmob further by integrating machine learning into its programmatic advertising solutions and developed the new advertising model Audience Intelligence maximising custom audience reach.



Willy Lai,
Co-founder & CEO
Fimmick

Topic: How to become a creative problem solver in digital marketing industry

Mr. Willy Lai is the Co-founder & CEO of Fimmick - an award-winning digital marketing agency with over 100 digital professionals in Hong Kong and Taiwan. Willy has consistently delivered outstanding innovative digital and social media marketing strategies, and mastered big data analyses for various multinational brands, winning Fimmick and its clients' projects numerous awards, such as Marketing Magazine's Agency of the Year 2017, Marketing Excellence Awards 2016, and Marketing Events Awards 2015. Furthermore, he actively shares his digital insights with local and overseas institutions, such as having a guest lecturer role at the Hong Kong Polytechnic University.

Apply NOW!



***Priority is given to admitted graduates under the current Support Scheme and final year students.**



Enquiry

Contact : Ms Chan



2788-5082

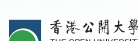
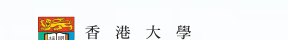


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Supporting Media



Supporting Organizations and Institutions



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