

Organizer



香港樹仁大學  
HONG KONG SHUE YAN UNIVERSITY



市場學系  
DEPARTMENT OF MARKETING  
香港樹仁大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG

School of Professional Education  
and Executive Development  
專業進修學院  
SPEED

Co-organizers

## Advertising Workshop

# Reconsidering Immersive Engagement and the Application of Experiential Technology in Advertising

### Rundown

**Date:** 10 July 2024 (Wed)

**Time:** 14:30-17:00 (HKT)

**Venue:** Hong Kong Shue Yan University (HKSJU), Research Complex, RLB502 & live streaming (Webinar)

14:30 Workshop begins

Session 1:

Hands-on practice of an immersive advergame designed by the project team  
(Hosts: Dr. Crispy Tong, Dr. Keith Tsui; Mr. Louis Cheung, LCXR Lab Ltd)

15:20 Break

Session 2 (Webinar live streaming commences):

15:30 Souvenir presentation to Chi Sing LEUNG (Rudi), Founder & Director, Hungry Digital Limited, Hong Kong

15:35 Photo taking with the speaker

1) project team members, 2) Journalism & Communication departmental staff

15:40 Group photo taking

15:45 Presentation by Chi Sing LEUNG (Rudi), Founder & Director, Hungry Digital Limited, Hong Kong (25 mins) and question-and-answer session (5 mins)

16:15 Online presentation by Prof. Ben LOWE, Professor of Marketing, Kent Business School, University of Kent, UK (25 mins)

16:40 Dialogue with speakers and participants:

Chi Sing LEUNG (Rudi), Founder & Director, Hungry Digital Limited, Hong Kong

Prof. Ben LOWE, Professor of Marketing, Kent Business School, University of Kent, UK

Moderator: Dr. Fanny CHAN Fong-ye, Head & Associate Professor, Department of Marketing, The  
Hang Seng University of Hong Kong

Question-and-answer session

16:55 Award presentation: Online Q&A Giveaway

17:00 Serving refreshments; Workshop ends