

Organizers

Co-organizer



香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY



市場學系
DEPARTMENT OF MARKETING
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

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

Marketing Communications Seminar
**Marketing Communications Effectiveness:
The Role of Experiential Technology
and Artificial intelligence**

Rundown

Date: 30 August 2024 (Fri)

Time: 09:30-11:00 (HKT)

Venue: Mr & Mrs Xiao Tan Ping Hall (D203), 2/F, Lee Quo Wei Academic Building, Yuen Campus, The Hang Seng University of Hong Kong & live streaming (Webinar)

09:30 Seminar begins

09:35 Presentation by Mr. Arthur Chan, Founder & CEO, Snowball Limited; Vice Chairman, iab Hong Kong (25 mins)

10:00 Online presentation by Prof. John B. FORD, Professor of Marketing and International Business and Eminent Scholar, Department of Marketing, Old Dominion University, USA (25 mins)

10:25 Dialogue with speakers and participants:

Mr. Arthur Chan, Founder & CEO, Snowball Limited; Vice Chairman, iab Hong Kong

Prof. John B. FORD, Professor of Marketing and International Business and Eminent Scholar, Department of Marketing, Old Dominion University, USA

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

Question-and-answer session

10:40 Souvenir presentation to the on-site speaker Mr. Arthur Chan, Founder & CEO, Snowball Limited; Vice Chairman, iab Hong Kong & photo taking (Mr. Arthur Chan & project team members)

10:45 Group photo taking

10:50 Serving refreshments; Seminar ends