

Organizer



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

Co-organizers



Marketing Workshop

Branding and Technology: Past and Future Trends

Rundown

Date: 23 October 2024 (Wed)

Time: 13:00-16:30 (HKT)

Venue: Hong Kong Shue Yan University (HKSJU), Research Complex:

Session 1: RLG502 &

Session 2: RLB302 & live streaming (Webinar)

13:00 Workshop begins

Session 1 (Conducted in Cantonese, supplemented with English):

Hands-on practice of transforming big data analytics to AI market data analytics

Hosts: Dr. Keith Tsui, Assistant Professor, Department of Journalism and Communication, HKSJU;
Mr. Harry Lui, Smark Global (Holdings) Limited

14:40 Break

Session 2 (conducted in English; Webinar live streaming commences):

15:00 Presentation by Ms. Emily Chow, Moderator of Facebook Page “孖劇亭”, HK (25 mins)

15:30 Presentation by Prof. Cleopatra VELOUTSOU, Professor of Brand Management, Adam Smith Business School, University of Glasgow, UK (25 mins)

16:00 Dialogue with speakers and participants:

Ms. Emily Chow, Moderator of Facebook Page “孖劇亭”, HK

Prof. Cleopatra VELOUTSOU, Professor of Brand Management, Adam Smith Business School, University of Glasgow, UK

Moderator: Dr. Crispy Tong Suk Chong, Associate Head & Associate Professor, Department of Journalism and Communication, HKSJU

Question-and-answer session

16:15 Souvenir presentation to the speakers & photo taking (speakers & project team members)

