



HONG KONG RETAIL MANAGEMENT ASSOCIATION

10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

Tel: 2866 8311

Fax: 2866 8380

Website: www.hkrma.org

2011 SERVICE RETAILERS OF THE YEAR

2 February 2012



MEMORANDUM TO: Members of the Hong Kong Retail Management Association and Fellow Retailers



SUBJECT: Training Series: Retail Workshops (Feb & Mar 2012)
培訓系列：零售工作坊（2012年2月至3月）



The Association is pleased to offer the following workshops conducted by Ms. Vicky Si and Mr. Paul Ma, who are seasoned training professional have many years of training and consultancy experience.



Topic:	“Inspiring and Motivating a Team of Post 60s to 90s” 推動零售新人類	All-rounded Customer Service Excellence 優質服務全面睇
Date:	29 Feb 2012 (Wednesday)	7 Mar 2012 (Wednesday)
Time:	9:30 am – 1:00 pm	9:30 am – 5:00 pm
Instructor:	Ms. Vicki Si (Hong Kong Productivity Council)	Mr. Paul Ma (KAR Consultants Limited)
Fee: (HK\$)	Member: \$550 / person Non-member: \$825 / person	Member: \$1,350 / person Non-member: \$2,025 / person
Deadline:	20 Feb 2012	27 Feb 2012

ENROLLMENT

Enrollment will be made on **first-come-first-served basis**. In case the enrollment is unsuccessful, HKRMA will notify the applicants individually.

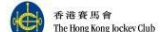
No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.

For any inquiries, please contact Ms. Column Chu or Ms Peggy Ng on 2866-8311.

If you do not wish to receive information from the sender in the future, please contact Ms. Peggy Ng at 2866 8311.

如將來不希望接收本協會的任何資訊，請致電 2866 8311 與吳小姐聯絡。

2011 SERVICE & COURTESY AWARD WINNERS



Inspiring and Motivating a Team of Post 60s to 90s (推動零售新人類)

Date 日期: **29 February 2012 (Wednesday)**

Time 時間: **9:30 am – 1:00 pm**

Objectives 目標

- Understand the role of a 'leader' in building a highly effective service team
- Understand the characteristics of post 60s to 90s staff
- Understand the key motivators of different type of staff
- Understand the managing tools and techniques to manage different type of staff
- Raise co-operation and team spirit at the workplace

Workshop Outline 課程大綱

1. The unique characteristics and personalities of post 60s to 90s staff
了解不同年代員工之心態與特質
2. Techniques in motivating and engaging post 60s to 90s staff 推動零售業60後至90後之員工
3. Utilize the M.O.N.E.Y approach to motivate your staff to work at peak performance level
利用「M.O.N.E.Y」建立高效服務團隊
4. Tips in handling conflict 處理衝突小貼士
5. Consultancy experience and case sharing 經驗 / 實例分享

Deadline 截止報名
20 February 2012

Instructor 導師:	Ms. Vicky Si (Hong Kong Productivity Council Consultant) 施培英小姐 (香港生產力促進局)
Target participants: 課程對象	Retail Shop Managers, Area Managers & Training Managers 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 401, 4/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 銅鑼灣禮頓道 33-35 號第一商業大廈 4 樓 401 室
Fee 費用:	HKRMA Members 會員: HK\$550 Non-HKRMA Members 非會員: HK\$825

Enrollment is on first-come-first-served. 名額先到先得。

查詢 Inquiry: 2866-8311

惡劣天氣安排

- (1) 八號颱風信號或以上:
 - 全日工作坊 (9:30am-6:00pm) 及上午工作坊 (9:30am-1:00 pm) 安排: 當日上午 7 時或以後仍然懸掛, 工作坊將被取消。
 - 下午工作坊 (2:30pm-6:00pm) 當日下午 1 時或以後仍然懸掛, 工作坊將被取消。
 - 如工作坊被取消, 協會將視乎情況而決定是否另行舉辦, 並保留一切有關決定權。
- (2) 如遇三號颱風信號或以下 或 黑色/ 紅色/ 黃色暴雨警告信號, 則如期舉行。

All-rounded Customer Service Excellence (優質服務全面睇)

Date 日期: **7 March 2012 (Wednesday)**

Time 時間: **9:30 am – 5:00 pm**

Objectives 目標

Through the workshop, the participants should be able to grasp the practical knowledge and management knowhow for delivery total customer satisfaction with a framework which is easy and effective for understanding and adoption, management coaching and staff engagement.

透過工作坊，令參與之零售管理者能掌握傳遞全面優質顧客服務的實務管理知識，同時運用到相關的技術框架，以易於理解及對同事進行有效之服務指導。

Workshop Outline 課程大綱

Deadline 截止報名
27 February 2012

1. The Characteristics of Service 服務之特性
2. The Power of Service Differentiation 服務差異化之威力
3. The Rationales of Smile 微笑的道理
4. Service Procedure vs Service from Heart 服務程序與服務隨心
5. Service as Religion 服務狂熱
6. Service Team Coaching 服務團隊的指導
7. Implementation of Total Service Management (TSM) 全面優質服務之施程序
8. The Critical Tactics in Total Service Execution 全面優質服務之施行技術

Instructor 導師:	Mr. Paul Ma (馬永基先生) KAR Consultants Limited
Target participants 課程對象:	Retail Shop Managers, Area Managers, Training Managers & Officers 零售店舖經理、區域經理、培訓主任及經理
Venue 地點:	Rm. 202, 2/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong 銅鑼灣禮頓道 33-35 號第一商業大廈 2 樓 202 室
Fee 費用:	HKRMA Members 會員: HK\$1,350 Non-HKRMA Members 非會員: HK\$2,025

Enrollment is on first-come-first-served. 名額先到先得。

查詢 Inquiry: 2866-8311

惡劣天氣安排

(2) 八號颱風信號或以上:

- 全日工作坊 (9:30am-6:00pm) 及上午工作坊 (9:30am-1:00 pm) 安排: 當日上午 7 時或以後仍然懸掛, 工作坊將被取消。
- 下午工作坊 (2:30pm-6:00pm) 當日下午 1 時或以後仍然懸掛, 工作坊將被取消。
- 如工作坊被取消, 協會將視乎情況而決定是否另行舉辦, 並保留一切有關決定權。

(2) 如遇三號颱風信號或以下 或 黑色/ 紅色/ 黃色暴雨警告信號, 則如期舉行。

To: Hong Kong Retail Management Association
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong
Fax: 2866 8380 Tel: 2866 8311 Website: www.hkrma.org

“RETAIL WORKSHOPS” ENROLLMENT FORM

Part I: Company Information

Company Name : _____ Contact Person: _____
Tel: _____ Title: _____
E-mail: _____ Fax: _____

- “Inspiring and Motivating a Team of Post 60s to 90s” 推動零售新人類 (29-2-2012)
 “All-rounded Customer Service Excellence” 優質服務全面睇 (7-3-2012)

Part II: Participation List

Name of Participant (Mr./Ms.)	Position of Participant	Contact Tel.	Email
1.			
2.			
3.			
4.			
5.			

Part III: Payment Methods (please tick where appropriate):

- Cheque Payment:**
Enclosed is a cheque for HK\$ _____ (made payable to “Hong Kong Retail Management Association Ltd”) as the fees for the workshop.
- American Express (AE) Card Payment (all information MUST be completed):**
Card Member Name: _____
Card Number: _____ Card Member Signature: _____
Card Expiry Date: _____
Amount Due: HK\$ _____

Signature: _____
Name: _____ **Company Chop:** _____
Title: _____ **Date:** _____

Part IV: Receipt (Please complete the following if a receipt is required.)

Name (Mr./Ms.): _____ Address: _____
