



“How to Manage Social Media for Staff Engagement in Retail” (如何善用社交媒體維繫員工)

Date 日期: 20 September 2012 (Thu 星期四)

Time 時間: 9:30 am – 1:00 pm

Deadline 截止報名

14 September 2012

Objectives 目標

- Learn the characteristics of different social media including Search Engines, Consumer Generated Media, Social Network Services, Email and SMS
認識不同社交媒體的特色，包括搜索引擎、消費者組成的社交網絡，社交網絡服務，電子郵件及短訊
- Understand what levels of touch-points with staffs can be designed for selective social media platforms
認識不同社交媒體可以與員工建立的接觸點
- Be aware of the possible risks for staff engagement on inappropriate management of social media
了解不適當管理社交媒體所產生的弊端
- Explore the effective ways to implement social media as part of staff engagement strategies and implement for future applications
探討如何有效運用社交媒體作為與員工長遠維繫的策略

Workshop Outline 課程大綱

1. Introduce the application of rapidly growing social media in human resources in China and HK
介紹中、港兩地常用的社交媒體及如何將其運用人力資源管理的範疇
2. Major characteristics of new generation staffs and their sensitivities towards social media
了解新一代員工的特性及他們對社交媒體的敏感度和應用
3. Major considerations to establish success social media strategies inside the company
探討企業建立社交媒體需要考慮的各項因素
4. How to link social media towards successful staff engagement
有效運用社交媒體與員工聯繫的方法

Instructor 導師:	Mr. Edmund Lee (CEO, K-Matrix Group) Ms. Janet Wong (Performance Consultant, CSG Consultancy)
Target participants: 課程對象	Middle to Senior Management Executive, HR & Training Managers 管理人員、人力資源/培訓主任或經理
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 3 樓 301 室
Fee 費用:	HKRMA Members 會員: HK\$550 Non-HKRMA Members 非會員: HK\$825

PROFILE OF INSTRUCTOR 導師簡介

Edmund Lee

VP, Digital Analysts Association

CEO, K-Matrix Group

As the CEO and co-founder of K-Matrix Group, Mr Edmund Lee has more than 10 years of solid experience in digital analysis. Graduated from Hong Kong Polytechnic University in Computer Science, Edmund developed his career path in the industry and set up K-Matrix in 2004 to develop state-of-the-art digital analytic tools and models with his partners.



Edmund is a pioneer in the industry, he is also the Vice President of the Hong Kong Digital Analytics Association. Edmund is always invited as guest lecturer or speaker by universities as well as associations in the Greater China in sharing his experience in the digital intelligence expertise.

Janet Wong was the Director of Training of the largest cosmetics retail chain in Asia and is also one of the top ten retail group in Hong Kong for 13 years. Other than retail experience, she held the position of Training Manager in a number of 5-star hotels in Hong Kong. Her contributions to her past working partners including the Training function development, customer service culture and system establishment, retail management training system development, staff training and development system as well as training courses design and delivery, like Leadership, Communication, Teambuilding, Customer Service and Selling Skill, Personal Quality and Self-Motivation.



In the past 13 years, Janet has delivered training and provided training management consultancy in Singapore, Malaysia, Taiwan and mainland China like Beijing and Shanghai, therefore she is experienced in handling participants of different culture.

Janet is being recognized by mainland China as 「國家高級培訓師」, and is the Certified Practitioner of NLP and Hypnotherapist.

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: _____

- How to Manage Social Media for Staff Engagement in Retail 如何善用社交媒體維繫員工 (20-9-2012)
- Connecting with Mainland Customers 與內地顧客聯繫技巧 (27-9-2012)
- Dialogue in Silence – Engaging Staff for New Managers 無聲對話—新經理與員工聯繫技巧(9-10-2012)
- Train the Service Trainers 服務培訓師訓練 (11-10-2012)

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: _____

Title: _____

Company Chop: _____

Date: _____

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

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

Enrollment will be made on **first-come-first-served basis**. No cancellations will be accepted after enrollment, but the enrollment can be transferable to other workshops of the same price.