



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

“Train the Service Trainers” (服務培訓師訓練)

Date 日期: **11 October 2012** (Thu 星期四)
Time 時間: **9:30 am – 5:00 pm**

Deadline 截止報名
21 September 2012

Objectives 目標

Through the workshop, the participating retailers should be able to grasp the practical knowledge and Techniques for delivery total customer service training which is easy and effective for understanding and adoption.

透過有系統而具組織性的培訓工作坊，令參與者掌握優質服務團隊之培育管理知識，並使能夠在服務人才培訓工作上做出百分百貢獻。

Workshop Outline 課程大綱

1. The importance of service training 服務人才培育之重要性
2. The roles of service trainer 服務培訓師之角色與效能建立
3. Planning & design of service training 培訓需求分析與課程設計
4. Good presentation in service training 優質演說及培訓方法
5. Evaluation of service training 有效服務培訓評估
6. The management of service training 完善服務培訓管理系統

Instructor 導師:	Mr. Paul Ma (KAR Consultancy) (馬永基先生)
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. 302, 3/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 302 室
Fee 費用:	HKRMA Members 會員: HK\$1,350 Non-HKRMA Members 非會員: HK\$2,025

查詢 Inquiry: 2866-8311

PROFILE OF INSTRUCTOR 導師簡介

Mr. Paul Ma 馬永基先生

Mr. Paul Ma has over 20 years of managerial experience and is presently the Director & Consultant of KAR Consultants Limited.

He graduated from CUHK with a BBA and Paisley University with a MBA. Prior to starting his consulting role, he was a Human Resource & Training Department head of a listed fast food group limited from 1994 to 2007, mainly involved in corporate rebranding project, total service quality program & management succession plan. He is a certified trainer & business coach in worldwide association.

He is also is the Chairman of Service & Courtesy Award of Hong Kong Retail Management Association from 2001, 2002, 2008 to 2010. His areas of expertise include customer service system, brand culture building, operation efficiency system and managerial development scheme.

馬永基先生為港澳不同企業提供管理顧問服務，範疇包括組織變革、人力資源管理、部門主管管理訓練、優質顧客服務等。他擁有逾二十年的餐飲零售管理、服務流程運作以及員工培訓的豐富經驗。

馬先生曾參與香港上市公司推行的全面品質流程改善，組織文化改造以及品牌重建等大型方案項目，協助公司成功建立優質文化，並取得多項優質管理認證及獎項。

除擁有相關行業資歷外，馬先生亦於 2001 及 2002,2008 至 2010 年度出任香港零售管理協會優質服務比賽籌委會主席。馬先生畢業於香港中文大學 BBA 工商管理學士及英國 Paisley 大學 MBA 工商管理碩士、並獲香港工商師範學院培訓證書。

To: Hong Kong Retail Management Association
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“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.