



DATE : 20 Mar 2013
MEMORANDUM TO : Members of the Hong Kong Retail Management Association and Fellow Retailers
SUBJECT : **Training Series: Retail Workshops (Apr to Jun 2013)**
培訓系列：零售工作坊 (2013年4月至6月)

The Association is pleased to offer the following workshops conducted by seasoned training professionals who have many years of training and consultancy experience. All workshops will be enrolled on **first-come-first-served** basis, act now to secure your seat!

- (A) **How To Develop High Performance Team** 如何建立優秀團隊 (11-Apr-2013)
- (B) **Service from the HEART - 1 + 1 Customer MORE than 2 Customers** (19-Apr-2013) **NEW**
- (C) **Managing EQ for Retaining & Motivating a Team of Post 60s - Post 90s**
情商解難 - 管理新世代團隊 (14-May-2013)
- (D) **How to Recruit, Rebuild, Retain Staffs@Social Media** (30-May-2013) **NEW**
- (E) **Effective DiSC Selling Techniques in Retailing** 零售業 DiSC 高效銷售技巧 (5-Jun-2013)

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 under-subscription, HKRMA reserves the rights to cancel the workshop or make alternations without prior notice.
- If you do not wish to receive information from the sender in the future, please contact Ms. Peggy Ng at 2866 8311.

Typhoon & Black Rainstorm Arrangement

- If Typhoon Signal No. 8 or above is hoisted :
 - on or after 7:00 am, full day workshop (9:30am-6:00pm) and workshop in the morning session (9:30am-1:00pm) will be cancelled.
 - on or after 1:00 pm, workshop in the afternoon session (2:30pm-6:00pm) will be cancelled.
- If Typhoon Signal No. 3 or below is hoisted, Black / Red / Yellow Rainstorm Warning is in force, all workshops will be conducted on schedule.

Enquiry: Ms. Anita Lim (2179 9409) or Ms. Peggy Ng (2866 8311)

To 致: Hong Kong Retail Management Association 香港零售管理協會
10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay
銅鑼灣禮頓道 33-35 號第一商業大廈 10 樓
Fax 傳真: 2866-8380 Tel 電話: 2866-8311

Enrollment will be made on a
first-come-first-served basis
名額先到先得

2013 Retail Workshops Enrolment Form (Apr – Jun)

- (A) How To Develop High Performance Team 如何建立優秀團隊 (11-Apr-2013)
(B) Service from the HEART - 1 + 1 Customer MORE than 2 Customers (19-Apr-2013) **NEW**
(C) Managing EQ for Retaining & Motivating a Team of Post 60s - Post 90s 情商解難-管理新世代團隊 (14-May-2013)
(D) How to Recruit, Rebuild, Retain Staffs@Social Media 如何善用社交媒體於員工管理 (30-May-2013) **NEW**
(E) Effective DiSC Selling Techniques in Retailing 零售業 DiSC 高效銷售技巧 (5-Jun-2013)

Company Information 公司資料

Company : _____
公司名稱 _____
Contact Person (Mr./Ms.) : _____ Position : _____
聯絡人 (先生/女士) _____ 職位 _____
Tel : _____ Fax : _____
電話 _____ 傳真 _____
Email : _____
電郵地址 _____

The following person(s) will attend the captioned workshop 出席者如下:

<u>Name 姓名</u>	<u>Position 職位</u>	<u>E-mail 電郵</u>	<u>Workshop* 工作坊*</u>
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E
(Mr.先生/ Ms.女士)* _____	_____	_____	A / B / C / D / E

* Please delete whichever inappropriate *請刪去不適用者

Payment Method 付款方法

Cheque Payment 支票 (抬頭「香港零售管理協會」或「Hong Kong Retail Management Association Ltd」)
Enclosed is a cheque for 現付上支票 HK\$ _____ for the workshop.

American Express (AE) Card Payment (all information MUST be completed):

Card Member Name: _____ Card Number: _____

Card Expiry Date: _____ Amount Due: HK\$ _____

Card Member Signature: _____

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: _____

Address 地址: _____

收集及使用機構/ 個人資料

貴公司所提供的資料絕對保密，不會向第三者發放或將資料作其他用途。唯香港零售管理協會有可能使用該資料發送推廣資訊，如閣下不希望收到本會的資訊，請以書面通知本會。



How To Develop High Performance Team 如何建立優秀團隊

11 Apr 2013 (Thur) | 9:30am – 5:00pm

Deadline
截止日期
28/3/2013



目的

建立高效能的合作團隊有助企業的成功，而凝聚公司員工的力量是建立高效能團隊的重要因素。

完成此工作坊，報讀人仕將可：

1. 認識經理在高效能團隊所扮演之重要角色。
2. 獲得建立及領導團隊之概念。
3. 在協調和執行工作上，練習有效團隊的溝通技巧。
4. 發展有效的團隊技巧來滿足顧客的要求。

工作坊內容

1. 工作坊的目的及內容
2. 經理在建立高效能團隊所扮演之重要角色
3. 有效領導及建立團隊的要求
 - (a) 團隊領袖 / 團員的期望
 - (b) 組織和發展有效能的團隊
4. 成效管理 - 項目管理
 - (a) 管理過程
 - (b) 作業聯絡人的經理
5. 遊戲項目評估管理



Instructor:	Mr. Thomas Chow
Target Participant:	Retail Shop Managers, Area Managers & Training Managers
Venue:	顯達鄉村俱樂部 - 荃灣老圍顯達路10號 [免費穿梭巴士來回荃灣港鐵站]
Fee:	Member: \$1,600 / person Non-member: \$2,800 / person [Lunch arrangement is included in the fee]
Language:	Cantonese

Enrollment will be made on a first-come-first-served basis 名額先到先得

Enquiry: 2866-8311 / peggy.ng@hkma.org



Service from the HEART 1 + 1 Customer MORE than 2 Customers

19 Apr 2013 (Fri) | 2:30am – 6:00pm



Objectives

Upon completion of training program, learners will be able to

- Develop harmonious relationship with customer
- Empathy with customer's feeling
- Deliver service with 100% PASSION
- Create a FOCUS in leading service with RESULT

Workshop Outline

1. History of SERVICE WORLD & customer expectation of 21st century
2. Staff reasons for not delivering quality customer service
3. Common errors in the implementation of customer service
4. Standards, System and Supervision (3S)
5. 10 Reasons to create Customer Loyalty
6. Customer Service Do Ra Mi
7. CHANGE starts from YOU



Instructor:	Ms. Janet Wong (JNet Consulting Ltd)
Target Participant:	Retail Shop Managers, Area Managers & Training Managers
Venue:	Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay
Fee:	Member: \$550 / person Non-member: \$950 / person
Language:	Cantonese

Enrollment will be made on a first-come-first-served basis 名額先到先得

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Managing EQ for Engaging and Motivating A Team of Post 60s to Post 90s 情商解難 - 管理新世代團隊

14 May 2013 (Tue) | 9:30am – 1:00pm

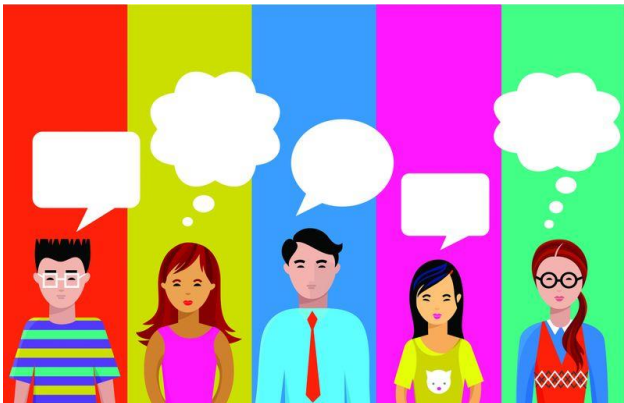


Objectives

At the end of this workshop, participants should be able to:

- understand the importance of EQ in managing a team of Post 60s to Post 90s
- understand the characteristics of post 60s to 90s staff
- understand the key motivators of different type of staff
- master the techniques to handle difficult staff efficiently and effectively
- raise co-operation and team spirit at the workplace

Workshop Outline



- Overview of EQ
- Self recognition
- Emotion management
- Self-motivation
- Relationship Management
- Emotion coaching
- Relationships of EQ & managing new generations
- Types and characteristics of post 60s to Post 90s staff
- Tactics for communicating with Post 60s to Post 90s staff
- Enhance EQ for handling difficult situations
- Consultancy experience and case sharing

Instructor:	Ms. Vicky Si (Hong Kong Productivity Council)
Target Participant:	Retail Shop Managers, Area Managers & Training Managers
Venue:	Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay
Fee:	Member: \$550 / person Non-member: \$950 / person
Language:	Cantonese

Enrollment will be made on a first-come-first-served basis 名額先到先得

Enquiry: 2866-8311 / peggy.ng@hkrma.org



How to Recruit, Rebuild, Retain Staffs @ Social Media 如何善用社交媒體於員工管理

30 May 2013 (Thur) | 2:30pm – 5:30pm



目的

今時今日社交媒體的應用已從產品營銷及品牌推廣，擴闊至人力資源的層面，活躍於社交媒體的新世代除了是你的顧客，更是你的員工，他們會透過不同的社交平台隨心發表工作相關的感受，新加入的員工亦可從這些渠道得知更多公司的內部資訊，因此如何善用社交媒體與員工長遠維繫，是各管理層必須探討的課題。



工作坊內容

- 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
- 認識新世代員工在社交網絡的習慣與特性
- 認識不同社交媒體可以與員工建立的接觸點
- 了解不適當管理社交媒體所產生的弊端
- 探討如何有效運用社交媒體作為與員工長遠維繫的策略

Instructor:	Mr. Edmund Lee & Ms. Selina Kam (CSG Consultancy)
Target Participant:	Retail Shop Managers, Area Managers , HR, Learning & Development
Venue:	Rm 302, First Commercial Building, 33-35 Leighton Road, Causeway Bay
Fee:	Member: \$550 / person Non-member: \$950 / person
Language:	Cantonese

Enrollment will be made on a first-come-first-served basis 名額先到先得

Enquiry: 2866-8311 / peggy.ng@hkrma.org

