



D&B Seminar

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# Expanding Business through Social Network Marketing

Internet has become the most prominent media for communications in this age. Facebook, Youtube, Twitter, Blogs, ...etc are the best channels in reaching out to people both socially and in business. The success of President Obama's campaign showed us how social media network can be used to disseminate information as well as creating mass awareness at a great speed of time. This is especially true for people of the age between 15 to 50 years old. We are all connected by just "Six Degree of Separation" and this is the key to success for Sales & Marketing professionals to learn and master.

This seminar is targeted to introduce the basic concepts of Social Media Marketing to Sales & Marketing professionals. We shall highlight the critical success factors to win over your market through this new media yet most effective channel in our time.

|               |  |                  |           |
|---------------|--|------------------|-----------|
| <b>Date:</b>  | March 18, 2010 (Thursday), 2:30 pm – 5:00 pm   |                  |           |
| <b>Venue:</b> | Unit 1308-1315, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kwun Tong, Kowloon |                  |           |
| <b>Fee:</b>   | \$800- per person  | <b>Language:</b> | Cantonese |

- Topics covered:**
- Overview of effective e-Marketing strategies
  - Selecting the right choice of Social Media Network?
  - How to leverage Social Media for business expansion?

**Speaker Profile:**

**Mr. Matthew Kwan**

Mr. Kwan is an entrepreneur with rich Sales & Marketing experience with strong business management background across different industries.

In his successful career, he served in large multinational companies over the last 2 decades including Intel, JP Morgan and Jardines both in IT and Sales & Marketing positions.

Mr. Kwan is an active & reputable speaker of topics including e-Marketing, Management, Leadership, Marketing, Presentation and Visual Language, Entrepreneurship in different Universities, Education Institutes and Organizations in both private and government sectors.

**Limited Seats available! Register Now! Simply complete below form and fax to 2235-3881**

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| Enquiry: 2516-1382  | Reply Form | Fax: 2235-3881 |
| <input checked="" type="checkbox"/> <b>Yes!</b> I wish to enroll ____ seat(s) for this seminar . (DB1001) |            |                |
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| Participant(s)  |            |                |
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| Name: _____   |            | Title: _____   |