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(Prices and booking form on page 6)

Digital Marketing Series

# Mobile Marketing In Practice Masterclass

29 – 31 May 2012

The Royal Garden, Hong Kong



## The web crossroads in five fingers

### Masterclass Highlights

**Movement of Mobile Marketing in Hong Kong**  
Feature mobile 'Touch Technology' is an intensely dynamic marketing strategy

**Mobile Strategy Formation to Evaluation**  
Drive your Mobile Marketing Campaign through eight essential stages

**Social Web**  
Stay tuned with global mobile network on the same pace not the same zone

**Mobile Apps**  
Either take leisure time or learn a lesson through your mobile apps installed

**Customer Relationship Management**  
Tailor a customer journey from dialogue to deal

**I-Influence, AsiaDigitalMojo & Connected Thinking**

**Digital Marketing and Prospects**  
Hitch the mobile arena to grow your business faster and wider

### Your Expert Facilitators



**David Williams PhD**  
Partner and Lead Strategist  
AsiaDigitalMojo



**Matthew Dooley**  
Director  
Connected Thinking Limited

### Your Workshop Leader



**Andy Hung-Yeh Chang**  
Founder and Managing Director  
I-Influence

### Pre-Masterclass Workshop

The Pre-Masterclass Workshop is an integrated part of the Masterclass program aiming to provide attendees with a basic understanding of Mobile Marketing to secure for whom attending is with the background knowledge to continue the two-day Masterclass.

- The evolution of mobile technology over the years
- Shifting the mobile culture into social and local
- Engaging customers with greater and wider mobility

Endorsers:



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Voice of the Times



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# Mobile Marketing in Practice Masterclass

*"Successful digital marketing must be an interactive experience - campaigns must enable a conscious exchange of value between brands and consumers."*

- David Williams PhD  
Partner and Lead Digital Strategist  
AsiaDigitalMojo

*"Mobile is a hugely exciting space to be in, especially in Asia. The potential is enormous."*

*On one hand, Asia with its really advanced mobile markets led by Japan, South Korea, Singapore, and Hong Kong, set the precedents for the West to follow. And on the other, emerging Asia with its huge and growing populations and low PC penetration, mobile is fast becoming the primary way that people access the Internet, search and consume services, and connect with brands. The mobile is the personal device with Asians every single moment of the day."*

- Matthew Dooley  
Director  
Connected Thinking Limited

## Hinge the earth

Today's customers are no longer restricted to choose when and where to interact with the brands which they incline forward, somewhat they can be spontaneously assessed to societies in a global scale. The on-and-off changes in consumer purchasing behavior have reconstructed the development of touch technology critically. What customers want is 'one-click-access' on their handy mobile devices which they can get connected from almost anywhere in the time-starve world. It would be then an inclination of mobile devices launching in the market, which comprised smartphone and tablets. The mobile developers comprehensively contributed to the web, texting, applications, and other add-ons. This is somewhere marketers can learn how to succeed in organizing and executing the mobile marketing campaign through the well-built channels and platforms, whereas you can be either openly or severally getting in touch with your customers, driving them into your serving from responsiveness to returns.

The **Pre-Masterclass Workshop** is an integrated part of Masterclass program which serving as an elementary understanding of how mobile marketing campaign can apply to strategies and tactics. The **Mobile Marketing in Practice Masterclass** aims to deepen you in utilizing mobile tools and channels, and incorporating digital marketing approaches into your campaign planning. Equipping you with insights to understand the demand of your customer, match with appropriate mythologies, formulate the preeminent mixture, and engage with every one of them.

Headed for this intensive workshop, we will secure you with the basic comprehension of Mobile Marketing which will be revealed to the optimization of mobile strategy with practical essence and case studies. Towards the 2-day masterclass, we will deliver eight sessions that is expected to explore different campaign stages with our attendees, from formulating mobile campaign, innovating new concepts, connecting with customers, transforming usual practice till evaluating the performance. In the later sessions, we will be turning to customer-centric and looking into "How to drive revenue by a mobile web on hand".

To develop your business with, and learning from, expert facilitators at the front of the market – **Mark your calendar for May 29-31 today!**

Allison Hung  
Project Manager

### Introducing Your Expert Facilitators



**David Williams PhD**  
Partner and Lead Strategist  
AsiaDigitalMojo

David Williams is the founder and lead strategist of AsiaDigitalMojo, a digital marketing and experience business based in Hong Kong, Shanghai and Seoul. AsiaDigitalMojo creates digital communication strategies and applies innovative and interactive experiences to marketing, retail, products and venues. Global clients include Mercedes-Benz, Dunhill, Pernod-Ricard, Eland, Expedia and Lotte Group. In 2005, following senior regional design, mobile strategy and co-branding positions with Motorola Mobile, Nuance and Razorfish, he co-founded Asentio Design in Shanghai whose clients included Samsung, Intel, FLIR, China Mobile, Nokia and TCL. David holds a PhD in Cognitive Psychology from the UK and has 15-year experiences in design, strategy, consumer research and marketing. He is also active in Education-related NGOs and Social Businesses, and has teaching and commercial relationships with 10 of the top universities around Asia and Europe.



**Matthew Dooley**  
Director  
Connected Thinking Limited

Matthew Dooley is the founder of "Connected Thinking", providing services to help banks and other large corporations become aware and take advantage of digital marketing channels, modern marketing and social media. Matthew is a strategic thinker and digital marketing expert with over 20 years international experience driving change at two of the World's leading banks, across continents. He worked as the Head of Digital Experience for many years in HSBC's Global Commercial Banking Division. He pioneered HSBC's global Internet design standards as a result of establishing their first internet banking platform back in 2000 and performance-driven online marketing campaigns in Asia.

### Registration Contact:

**Wendy Ng**

Tel: +852 2214 8868  
E-mail: [wendyhw.ng@vtimes.com](mailto:wendyhw.ng@vtimes.com)

## WHO SHOULD ATTEND

This intensive masterclass has been developed specifically for Business Owners, Directors, CEOs, Managers, Consultants, Strategists, Specialists, Analysts, and Advisers for:

- Digital Marketing
- Mobile Strategy
- Finance
- Retail
- E-Commerce
- Information Technology
- Content Management
- Public Relations
- Media Relations
- Customer Service
- Telecommunications
- Corporate Communications

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# The web crossroads in five fingers

## Introducing Your Workshop Leader



**Andy Hung-Yeh Chang**  
Founder and Managing Director  
I-Influence

Andy Chang is the founder of I-Influence Limited, a company focused on helping marketers to more effectively leverage social media to grow their customers' loyalty and advocacy, and increase their brands' online influence. As company CEO, Andy leads an innovative team in developing marketing technologies at the convergence of social media, customer analytics, CRM and mobile applications. He was most recently General Manager of MRM Worldwide's Shanghai and Hong Kong offices. He has spent 10 years with MRM Worldwide, the digital and CRM marketing arm of McCann Worldgroup, in various roles and countries – from Web Producer in Los Angeles to Data & Technology Director in Beijing.

## WHY SHOULD ATTEND

**The Down-to-earth and Dynamic**  
Prioritize the strategies and tactics of "Mobile Marketing in Practice Masterclass" in Hong Kong

**The Evolution of Mobile Devices**  
Navigate mobile technology here and now

**Local and Social**  
Integrate the marketing mix across mobile devices

**Launching Mobile Apps and Ads**  
Strategize customer mobile usage on functionality and interactivity

**Lengthening Security Mobile Infrastructures**  
Prevent and minimize security risks of mobile disturbance

**Cultivating CRM and Customer Loyalty**  
Drive your mobile brand from location-based customer service

**Mobile Marketing and Business Development**  
Boom your ROI through an integrated mobile marketing campaign

## Pre - Masterclass Workshop Tuesday 29 May 2012 9:00 am - 12:00 nn

The Pre-Masterclass Workshop is an integrated part of Masterclass program to prepare attendees with an elementary understanding of how mobile marketing campaign can work with corporate strategies and tactics. Clutching on the half-day mobile presence prior to moving into an in-depth exploration in the mobile marketing arena is a definitely enormous advantage. In the workshop, your leader will demonstrate how to optimize your mobile strategy with practical essence and case studies.

### Essence

#### A brief history of Mobile Marketing: Moving from push to pull

- Mobile technology evolution over the years and its impact on digital marketing
- What worked? What didn't?
- What is pull and why will it transform your marketing?
- Augmented reality and the future of mobile

### Landscape

#### The latest mobile marketing trends and topics

- Mobile culture: Shifting from texting to social and local
- Mobile advertising: The power of reaching well-informed consumers on-the-go
- Mobile commerce: Mobile wallet, in-app sales, bumping and other mobile-based purchasing behaviors
- Mobile CRM: How mobile can improve CRM and customer loyalty

### Readiness

#### Getting equipped for mobile marketing

- Strategy and metrics: Setting company objectives and goals
- People and attitude: Thinking as a mobile marketer and serving customers with greater mobility
- Knowledge, skills and information technology: QR codes and other tools-of-the-trade that you must know
- Content: Developing real-time, timely, or exclusive content and offers

### Case Studies

#### Successful mobile marketing campaigns

*'With the integration of local and social, mobile device has become the convergence box that people have been talking about for so many years. It delivers multi-media. It is always connected. It is customizable and personal. It's with people almost every single moment of the day and has become the single most important device for most people. For marketers to succeed, they have to think "mobile first".'*

- Andy Hung-Yeh Chang  
Founder and Managing Director  
I-Influence Limited

## Group Discount:

Send your team and save more

- Save 10% for 3 delegates
- Save 15% for 4+ delegates

*"There are now 1.2 billion mobile Web users worldwide, based on the latest stats for active mobile-broadband subscriptions worldwide - Asia is top region."*

- mobiThinking 2012

**Book early and save!**

**Registration Contact :**

**Wendy Ng**

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# Hinge the earth

## Masterclass Day One

Wednesday 30 May 2012

8.30 Registration

9.00 Welcome Remarks and Introduction to the Digital Marketing Series - Mobile Marketing in Practice Masterclass

### 9.10 Session One

#### Mobile Marketing Formation: New Social Networking Trend

- The cutting-edge of tendency: The immense demand of touch technology
- Optimizing mobile-pages: Creating alternatives for customer browsing and searching
- 3S's networking experience: Simplifying procedures, shortening time-use, and sharpening mobile shopping skills
- Nurturing a sense of belonging: Getting your customers from social networks to online store

10.30 Speed Networking and Morning Tea

### 11.00 Session Two

#### Mobile Apps Innovation: Bringing Mobile, Local, and Social Together

- Structuring the social-mobilized world: On-line moving to off-line and off-line bouncing to on-line
- Launching mobile apps: Gearing your content with strategies and tactics
- Integrating the marketing mix to enable value generation through local interactivity
- Taking you further with free and paid apps: Testing, polishing and refining across a range of devices

12.30 Lunch

### 13.30 Session Three

#### Social Market Connection: Building, Serving, and Measuring Mobile Ads

- Starting over the conversation: It's more than 'creating an app' and 'getting the download' but 'call-to-action'
- Delivering original content and mutual exchange of value with mobile users
- Knocking down the barriers: Pulling advertising from 'interested in', 'want' to 'buy'
- Tailoring mobile consumption experience: Morphing ads into retail interaction

15.00 Afternoon Tea

### 15.30 Session Four

#### Consumption Practice Conversion: Using M-Commerce Marketing to Drive the Deals

- Providing 'one-click-access' service in a time-starved market
- The key of staff knowledge and skill-sets: Switching brand communications into brand interactions
- Gaining the virtual sales: Offering full catalogs, mobile coupons, and online promotions
- The future of social networking and selling: Harnessing the business possibilities and prospects

17.00 End of Day 1

## Masterclass Day Two

Thursday 31 May 2012

8.30 Registration

9.00 Opening Remarks and Introduction

### 9.10 Session Five

#### Gamification in Evolution: Encouraging and Motivating Customers into your Business

- The challenging development of mobile devices and networks
- Improving brand perception and awareness generation through 'Games'
- 2D infrastructures deepening customer relationships: Accessing rich and relevant information by scanning codes
- Nurturing group check-ins behavior on mobile platforms

10.30 Speed Networking and Morning Tea

### 11.00 Session Six

#### Customer Relationship Management: Engaging, Conversing and Rewarding Customers from Search to Satisfaction

- Founding your mobile brand: Rewarding first-time visitors and driving location-based customer interaction
- Personalizing customer total experience: Creating a simpler and satisfactory user experience
- Heightening customer journeys: Building constancy from monologue into dialogue
- Nourishing customer relationships with time and effort

12.30 Lunch

### 13.30 Session Seven

#### Customer Privacy On & Off Mobile Devices: Identifying and Reducing Security Risks

- The rise of risk: The more manipulative devices and the more capable hackers
- Building mobile security policies: Minimizing the impact of a lost or stolen device
- Constructing a centralized way of prevention: Installing software to scan through viruses, spams, and other disruptions
- Extending existing security infrastructures: Security risk analysis towards private mobile-usage

15.00 Afternoon Tea

### 15.30 Session Eight

#### Mobile Solution and Performance Evaluation: Optimization of Return on Investment and Results

- Through the mobile 'pipes': Developing, testing, and implementing successful mobile marketing campaign
- Using metrics to measure the campaign risk and ROI
- The absolute and complete mobile dependence: Benefiting from the establishment of mobile technology in your business
- Booming in Hong Kong market: Bringing tremendous potentials and business opportunities

17.00 End of Day 2

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# Digital Marketing Training Series

## Upcoming Training Programs

Digital Marketing Series

### Search Engine Marketing Essentials For Marketers Workshop



Standing alone among the billion search records

26 Jul 2012, Conference Room, 22/F United Centre, Admiralty, Hong Kong

The Search Engine Marketing Essentials for Marketers Workshop is aimed to insure the attendees that gaining the necessary know-how to build strategies and implement the SEM campaigns. It is to draw in more of the visitors to your website, encourage interactive communication, open up new windows of high-value traffic into your site, and ensure the best possible return on investment of your business.

### Digital Marketing Series Email Marketing Fundamentals for Marketers Workshop



Get an e-mail marking off an inbox

2 Aug 2012, Conference Room, 22/F United Centre, Admiralty, Hong Kong

The Email Marketing Fundamentals for Marketers Workshop is aimed to assure the attendees that acquiring the necessary knowledge to build strategies and implement the Email Marketing campaigns. This is to increase your subscriber base, encourage correspondent action, dig out new prospects through your opt-in emails, test and track your campaign results, and drive quantifiable ROI of your business.

Digital Marketing Series

### SOCIAL Media Marketers' Masterclass

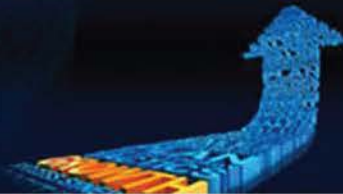


Head off to share and swell

21 - 22 Aug 2012, The Royal Garden, Hong Kong

The Social Media Marketers' Masterclass is designed for marketers in a variety of industries who tend to carry out online strategy to your social business, and apply the strategic insights tactically. You will learn to become the voice of social authority that makes you effectively accessible and approachable to your target audience, and share your thoughts and expertise through a wider range of social media tools and channels.

### Digital Marketing Series Digital Marketing Strategy and Campaigning Seminar For the Financial Sector



Hone the digital mastery of the market vividness

18 - 19 Sep 2012, Regal Kowloon Hotel, Hong Kong

The Digital Marketing Strategy and Campaigning Seminar for the Financial Sector is designed for marketers to learn how to choose the right ; mix of channels and integrate the digital approaches into the marketing campaign once it has been set up; how to generate maximum revenue by way of highly valued integration with customers and invention of new models to goal achievement.

## About Vtimes

Vtimes Limited is a research and professional training company. Based in Hong Kong, the company endeavors to research, produce, and deliver a wide range of professional, high-quality, and specialized series of topics which include every aspect of Digital Marketing: Content Marketing, SEO, Social Media Marketing, Mobile Marketing, Email Marketing and more. We will bring marketers on a journey into the digital marketing world.

Visit our website [www.vtimes.com](http://www.vtimes.com) for more information.

Registration Contact:

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## Group Discount:

Send your team and  
save more

- Save 10% for 3 delegates
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## Your Digital Marketing Training Hub

What do you need to know about Digital Marketing? What is the best way for you to learn?

Welcome to our Digital Marketing training hub.

Today's marketing job is very different with tomorrow ones. Digital Media is an incredibly intimate part of our generation and significantly transforming the way how people access information and how people choose and buy products and services. To marketers, it's not affordable to get rid of the digital evolution in marketing practice.

To stay ahead of the Digital Marketing Journey, we offer a unique opportunity for marketers to build their own competency, expertise and gain confidence in their professional development process.

View our training here: [www.vtimes.com](http://www.vtimes.com)

## Partnership Opportunities

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# Mobile Marketing In Practice Masterclass

29 – 31 May 2012, The Royal Garden, Hong Kong



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Masterclass	Early Bird Rate *	Standard Rate	Number	<b>Group Discounts:</b> Send your team and save more ❖ Save 10% for 3 delegates ❖ Save 15% for 4+ delegates Conditions: Group discount only apply to Standard Rates. Group discounts are not applicable to Early Bird Rate. <b>Masterclass Code: MMPM1203</b>
Full Pass (Masterclass + Workshop)	\$9,100	\$9,900	<input type="checkbox"/>	
2 - Day Masterclass	\$8,300	\$8,800	<input type="checkbox"/>	
Pre - Masterclass Workshop	\$1,800	\$2,000	<input type="checkbox"/>	
		<b>Total</b>	<input type="text"/>	All prices are in Hong Kong Dollar

\* Receive up to \$800 off the standard registration price if you register and pay before **23 March 2012**

Note: The registration fee for Full pass and 2 day Masterclass includes lunch, refreshments, training materials. The registration fee for Pre-Masterclass workshop includes refreshments and training materials.

Registration Information					
Title	Name		Title	Name	
Position			Position		
Phone	Fax	Phone	Fax	Phone	Fax
Email		Email		Email	
Organisation Name					
Address					
Suburb		City		Country	
				Post Code	

For more than 3 registrations, please attach a separate registration form or call us on +852 2214 8868.

Authorization Manager Details			
Name	Position	Signature X	Date

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**Cancellation policy**

If you are not able to attend, a replacement is welcome. Should you wish to cancel your registration, please let us know as soon as possible in writing. A full refund less 10% administration fee will be made for cancellation notice received in writing within 14 days of your payment. No refund can be made for cancellation received after 14 days of your payment. Vtimes will arrange training materials for the paid delegates who is not able to attend. Vtimes Limited reserves the right to alter the training program, including the cancellation of speakers, changes in topics, dates and venue without any notice.

**Privacy Disclosure:**

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