

Application Form - Membership / Membership-Upgrade

入會 / 會籍升級 申請表

Welcome to Hong Kong Institute of Marketing

You are beginning a new journey in your professional life. You will develop a new network through our activities, receive latest market intelligence from our publications, enhance your knowledge through our education and continuing professional development programme, and... many more!

Please spend a few minutes to tell us your experience and background. Please also attach relevant documents for us to verify your status and to decide your membership grade.

For office use only 本會專用 :				

Passport / I.D. no. Identification				
護照 / 身份證號碼認證				

<input type="checkbox"/>	First time apply 首次申請
<input type="checkbox"/>	Existing member 曾經為會員

香港市務學會歡迎您

閣下正為您的專業展開新的一頁！您將會透過本會多姿多采的活動擴展您的人際網絡，並從我們出版的資訊刊物獲得最新市場動態，更可透過我們為您度身訂造的專業及持續進修課程不斷增進您的知識，還有更多好處.....您將可一一體驗。

請閣下花數分鐘時間，告訴本會有關您的經驗及背景，並請附上相關文件以便本會核實及釐訂您的會籍級別。

HKIM Membership Grading 香港市務學會會員級別概覽

Fellow 會士, FHKIM (By invitation only) (只限本會邀請)

Been an active SHKIM or MHKIM for no less than ten consecutive years or at least 15 years marketing experience and marketing profession with prominent contribution in marketing field.

必須成為資深會員/會員十年或以上，或具備十五年以上市務經驗而對市務範疇有卓越貢獻者。

Annual Subscription 會員年費: HK\$1,380

Senior Member 資深會員, SHKIM (By invitation only) (只限本會邀請)

Been an active MHKIM for no less than five consecutive years or at least 10 years marketing experience and marketing profession with prominent contribution in marketing field. C-level of a company which has at least 10 years history.

必須成為會員五年或以上，或具備十年以上市務經驗而對市務範疇有卓越貢獻者。

Annual Subscription 會員年費: HK\$1,380

Member 會員 (MHKIM)

Have an approved marketing/business degree AND at least 3 years full time marketing experience OR Have a non-business degree AND at least 5 years full time marketing experience

持有本會認可之市務或商業學士學位及三年以上全職市務工作經驗
或
持有非商業學士學位及五年以上全職市務工作經驗

Annual Subscription 會員年費: HK\$980

Executive Member 行政會員 (EHKIM)

No less than 10 years full time marketing experience
OR been an active AHKIM for 7 years

十年以上全職市務工作經驗
或
成為活躍的副會員七年或以上

Annual Subscription 會員年費: HK\$1,380

Associate 副會員 (AHKIM)

Have an approved marketing or business degree

持有本會認可之市務或商業學士學位

Annual Subscription 會員年費: HK\$380

Student 學生會員

Studying marketing/business programme in a recognized Higher Education Institute (For Full-Time Students Only)

現正就讀認可大專院校市務或商業課程之全日制學生

Annual Subscription 會員年費: Free 免費

Affiliate 聯繫會員

Open to those who have an interest in marketing
對市務營銷有興趣人士均可申請

Annual Subscription 會員年費: HK\$180

The membership approval committee of Hong Kong Institute of Marketing will elect the applicant to the highest membership grade according to his/her qualifications.

香港市務學會的會員資格審核委員會為申請人決定最合適之會員級別。

1. You are applying for 申請類別

New membership 申請會籍
 My membership no. 會籍升級

Re-apply membership 重新申請會籍
 (for members whose membership expired for more than 3 years)
 (會員如其會籍過期超過3年)

Information collected through this form will be used for administrative purposes by the Institute.

從本表格取得的資料，將作本會行政之用。

Please complete the form in BLOCK letters. 請以英文正楷填寫

2. Personal details 閣下的個人資料

The below surname and forenames must be the same as applicant's passport/I.D. names, please provide a copy for verification.

以下姓名必須與申請人護照/身份證上之名字相符，請提供副本以供核實及蓋上「副本」。

Title: Mr. / Miss

名銜：先生/小姐

* Delete as appropriate 將不適用者刪去

Chinese Name 中文姓名

Surname 姓氏

Forenames 名字

English names 英文名字

Nationality 國籍

Date of birth

出生日期

D D M M Y Y Y Y
 日 日 月 月 年 年 年 年

Gender: 性別：Male 男 / Female 女

Passport / I.D. no. 護照/身份證號碼

* Delete as appropriate 將不適用者刪去

(Please provide the first 5 characters of your HKID No. only, e.g. A3456XX)

3. Contact details 閣下的通訊資料

Flat / Room 室

Floor 樓

Block / Name of building 座/大廈名稱

Number and name of street and/or estate 門牌號碼及街道名稱/屋邨

District 地區

Hong Kong 香港 / Kowloon 九龍/ New Territories 新界/ Overseas 海外

* Delete as appropriate 將不適用者刪去

If outside Hong Kong, please tell us the city, province, country & postal code. 請列明香港以外地址包括省、市、及郵政編碼。

Mobile 手提電話

Home tel 住宅電話

Home fax 住宅傳真

Contact emails 閣下的電郵資料

Since the Institute will communicate with you by e-mails, kindly provide us with your personal used e-mail account in addition to your company email account.

本會將會以電郵與會員保持聯絡。為此，請提供公司及私人電郵

Primary email for regular contact 主要通訊電郵

Additional email 其他通訊電郵

4. Your current appointment 閣下現時的工作

Name of Organisation 機構名稱

1-20人 21-50人 51-100人 100人以上

Size of Organisation 機構人數

Job title 現職

Date appointed

出任此職位之日期

M M Y Y Y Y
 月 月 年 年 年 年

Direct line 直線號碼

Direct fax 傳真號碼

Main line 總機號碼

Company Address 公司地址

Number and name of street 門牌號碼及街道名稱

District 地區

Hong Kong 香港 / Kowloon 九龍/ New Territories 新界/ Overseas 海外

* Delete as appropriate 將不適用者刪去

Your marketing management responsibilities (You may include no. of staff and budget managed by you or attach a resume)

閣下之市務管理範疇 (可包括您管理的員工數目及預算, 或可附上閣下的履歷表)

Industrial Category 閣下從事工作的類別 * Please tick the most suitable one 請選擇最合適的一類

<input type="checkbox"/> Advertising/Designs/ Packaging	<input type="checkbox"/> Hospitality/Tourism/ Catering/Restaurant	<input type="checkbox"/> Academic/Education	<input type="checkbox"/> General Management/MNC
<input type="checkbox"/> Business Development	<input type="checkbox"/> Media/Journalism/Publication	<input type="checkbox"/> Corporate Services	<input type="checkbox"/> Government/Non-profit
<input type="checkbox"/> China Trade & Services	<input type="checkbox"/> P.R./Events/Exhibition/ Marketing Projects	<input type="checkbox"/> Engineering	<input type="checkbox"/> HR/Training
<input type="checkbox"/> Direct Selling/Telemarketing	<input type="checkbox"/> Social Media/I.T./e-commerce	<input type="checkbox"/> Medical	<input type="checkbox"/> Manufacturing/Industrial
<input type="checkbox"/> FMCG Marketing/Distribution	<input type="checkbox"/> Retailing/CRM/Customer Service/ Visual Merchandising	<input type="checkbox"/> Transport & Logistics	<input type="checkbox"/> Others: _____ _____
<input type="checkbox"/> General Marketing/ Market Research & Planning	<input type="checkbox"/> Trading/Wholesaling/Merchandising/ Products Sourcing/General Trading		

** You may provide the resume in order to skip section 5 & 6
如提供履歷則不用填寫第5及第6項

5. Previous marketing work experience (in reversed chronological order)

以往的市務工作經驗 (請以倒序時間排列)

Please attach copies of reference letters. 請提供工作證明副本以供審核

From 由	To 至	Company 公司名稱	Position held 職位	Marketing Management Responsibilities 市務管轄範圍

6. Your educational background & professional affiliation (in reversed chronological order)

Please attach copies of certificates. If you do not have a degree in marketing, please attach your transcripts.

閣下的教育資歷及專業資格 (請以時間倒序排列)

請提供證書副本

From 由	To 至	Institute or professional body 頒授院校或專業團體	Qualification or membership 所獲專業資格/會籍	Major or concentration 主修科目

7. How do you know HKIM 如何認識本會?

- Introduce by HKIM members 本會會員介紹 Name of referee 介紹人姓名 _____
- HKIM website 本會網頁
- HKIM eDM/ Newsletter 本會電子傳訊/發佈
- Exhibition/Talk/Seminar 博覽會/講座/座談會
- Others 其他 _____

8. ProM Qualification 香港專業市務師

I would like to receive information about ProM qualifications 本人欲索取有關香港專業市務師資格之資料

9. Our mutual agreement 學會與閣下的協議

I hereby apply for election to membership of Hong Kong Institute of Marketing (the Institute) on the basis of the information provided in this form and documents enclosed with it and agree to accept the decision of the Institute as to my eligibility for the election to the appropriate grades of membership. If elected, I agree to abide by the rules and regulations as set out in the Memorandum and Articles of Association and also to observe the provisions of the Institute's professional code of practice. I understand and agree that memberships of Hong Kong Institute of Marketing are valid only for the year(s) approved and with membership fees paid. No designation can be used by unapproved or expired members. I declare that the information given in this form is true and correct. I hereby authorise HONG KONG INSTITUTE OF MARKETING to conduct background check with my current and previous employers and educational institutes which I attended as the Institute's deem reasonable and appropriate. If the provision of my educational and past employment information is not sufficient, which should induce any fees charged to the Institute for conducting background check, I agree to bear all the fees requested by relevant institutions and my previous employers.

I declare all information in this form is true and correct.

本人現在聲明及保證在本表格內及其附件的資料均正確無訛。請按資料考慮本人成為香港市務學會會員之申請。本人將接受香港市務學會之審批及所頒予之會籍，同時承諾於成為香港市務學會會員後，遵守學會所訂之守則及其修訂本。本人明白並同意香港市務學會的會籍只於所批核及已繳交會費的年期內生效。未經批核或已過期的會員均不能使用其專業市務銜頭。本人並授權香港市務學會向有關人士或機構查證及核實本人之背景，包括現在及過往的僱主，和本人曾就讀的各所院校。如因本人所提供的證書或其他學歷及受僱資料不足，而本會向該等機構查詢時需繳交指定費用，本人願意負責由該等院校及前僱主提出有關費用之要求。

I shall comply with the HKIM Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time.

I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the application process and that any misrepresentation, omission or misleading information given may disqualify my application for membership.

I understand that, upon my application, the data will become part of the HKIM record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKIM and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).

本人將遵守香港市務學會私隱政策聲明，香港個人資料（私隱）條例（第486章）及其他相關規定，及其改變。本人謹此聲明，本申請表中填寫的資料，盡我所知，真確和完整。本人了解資料將在申請過程中使用，而且任何虛假記載，遺漏或誤導性的給出的信息可能會取消本人的申請資格。本人明白是次申請，資料將成為香港市務學會的記錄，並可按照香港市務學會及香港的既定政策在合法情況下根據香港個人資料（私隱）條例（第486章）用於有關本人的學歷及/或非學術活動。

Declaration 聲明

I authorize Hong Kong Institute of Marketing (HKIM) to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

本人授權香港市務學會（HKIM）使用本人的資料，為本人直接提供市務消息，當中包括培訓和教育計劃，獎項及比賽，會員、校友、推廣活動，和一切學會安排等服務。

Signature 簽名

Date 日期

HKIM may publize members grading, membership effective period etc data on promotion materials, please contact us for special arrangements.

香港市務學會將會員會籍級別、年期等資料刊登於官方網站及刊物，如申請人對此有疑問，請與本會聯絡。

10. Method of payment 付款方法

I enclose the application fee of HK\$350 which I understand that it is non-refundable. I further enclose the first annual subscription fee of my applying grade. I agree to pay the outstanding amount if the annual subscription fee of the elected grade is higher, and understand I can get the amount differences refund if the annual subscription fee of the elected grade is lower/ when my application is turned down.

本人現繳付會員申請費用港幣三百五十元正，並知悉此費用將不予發還。餘額將會在會籍批核後收取或發還，並知悉如未能成功申請時獲得此筆預繳年費之發還。

- Cash (Only pay in-person) 現金(請親身到本會繳交)
- Cheque made payable to "Hong Kong Institute of Marketing Limited" 支票抬頭請寫「香港市務學會」
- Bank transfer to HSBC A/C. 172-3-019178 payable to "Hong Kong Institute of Marketing Limited" , with a copy of receipt.
銀行轉帳至香港匯豐銀行戶口172-3-019178 祈付「香港市務學會」，並附上收據副本
- Credit card payment for **HK\$350** application fee and first year subscription **HK\$980** (totaling **HK\$1,330**) by completing the information and signing below.
本人填妥以下資料及簽署，確定以信用卡繳付港幣\$350首次申請費用及港幣\$980年費(合共港幣\$1,330)

Credit card type: Visa MasterCard
信用卡類別:

Credit card No.
信用卡號碼

Expiry:
到期日 M M Y Y
月 月 年 年

Cardholder's name 持咭人姓名

Cardholder' authorised signature 持咭人簽署

Date 日期

For office use only: 本會專用	
Auth code:	Date:

Membership Certificate Collection

- I will collect my certificate in-person. 本人會親臨學會拿取證書
- Please send my certificate by mail (**HK\$20 will be charged**) 請將證書寄到本人登記地址 (公司 Office/ 住宅 Home)

Cardholder' authorised signature 持咭人簽署

Date 日期

(If the annual subscription is paid by credit card, please put the same signature here.如使用信用卡繳付，請以信用卡的式樣簽署)

11. What's next 下一步...?

Please return (a) this completed form, (b) academic certificates and working references copies and (c) payment to:
請閣下將 (a) 此申請表、(b) 相關教育及工作證明文件之副本及 (c) 申請費及本年度之會費用以下列形式繳交:



By mail or in-person 郵寄或親身前往
Membership Approval Committee,
Hong Kong Institute of Marketing,
7/F, Tower 1, Enterprise Square 1,
9 Sheung Yuet Road, Kowloon Bay, Kowloon, HK
香港市務學會會員資格審核委員會
香港九龍九龍灣常悅道9號 企業廣場1期1座7樓

By fax 傳真
Membership Approval Committee,
Hong Kong Institute of Marketing
香港市務學會會員資格審核委員會
Fax 傳真號碼: 2881 6057

For enquiry 查詢
Tel 電話: 2881 6682
Fax 傳真: 2881 6057
Email 電郵: enquiry@hkim.org.hk
Website 網頁: www.hkim.org.hk