

'WIN on Marketing' Kick Off Ceremony cum Marketing Forum

Nowadays, marketing has not only become the important subject, but also is an essential commercial tool for businessmen and companies. Hong Kong Institute of Marketing is dedicated to promote the highest standard of marketing practice and ethics for professionals.

Immediately after HKIM has obtained the 'SME Development Fund' from the Trade and Industry Department, we worked closely with Professor Leo Sin (Director, MSc programme in Marketing of The Chinese University of Hong Kong). We then send the details to RTHK to produce the TV programme and named it, 'WIN on Marketing'. This programme is the first ever event that the audience not only can watch the TV programme, but also could enroll the e-Learning course for free. To mark the occasion and to publicize this promotion effect, the production parties held 'WIN on marketing Kick Off Ceremony cum Marketing Forum' on 30th September. Industry elite and eminent professors were invited to be speakers of the Marketing Forum to share their views and experiences in marketing field.



All guests were taken photo together

Among those heavy-weight guests were Mr. Clement Leung (Acting, Director- General of Trade and Industry), Mr. Ernest Ngai (Vice Chairman of Hong Kong Institute of Marketing) Mr. Cheung Man Sun (Assistant Director Public Affairs Television Division of RTHK), Professor Leo Sin(Director, MSc programme in marketing of The Chinese University of Hong Kong) and Professor Andrew Chan (advisor of 'WIN on marketing'). Meanwhile, Ms. Mini Fok also talked about her experience in fostering new singers freely and Ms. Vincy Chan shared on consumer behavior of the younger.

Also at the Kick Off Ceremony Mr. Clement Leung delivered his welcoming speech. Five honorary guests held five pieces of chess symbolizing the 5Ps (Product, Price, Promotion, Place and People). They explained the meaning of each 'P' simply and then put their chess in five assigned places. The name of 'WIN on Marketing' was hoisted automatically and that completed the ceremony.

The marketing forum started immediately after the ceremony. Professor Leo Sin was chaired the forum and he invited Professor Lee Kam Hon, (Professor of Marketing and Director, School of Hotel and Tourism Management, The Chinese University of Hong

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Kong), Mr. Victor Chan (Advisor of Hong Kong Chamber of Small and Medium Business Limited) and Dr. John Chai (Managing Director of Fook Tin Holdings Limited) to share their successful stories in marketing.

'WIN on marketing' was broadcasted on TVB Jade, every Tuesday at 7:00pm starting on 3 October, 06. The programme is re-run according to the following:

- **Hong Kong Broadband Network, Public Affairs Channel, every Tuesday at 9:00pm**
- **Cable TV, Finance Channel, every Wednesday at 9:30pm**
- **TVB Pay Vision, News 2 Channel, every Friday at 10:00pm**
- **NOW TV Finance Channel, every Saturday at 9:00pm**

Furthermore, the audience can click:

<http://marketing-edu.etvonline.tv>

to register as a student of e - Learning course. They are rewarded 'Proof of Certificate' after they succeeded to have earned sufficient credits and having passed the examination. They have the opportunity to obtain \$30,000 worth of scholarship in total sponsored by Hong Kong Institute of Marketing and the MSc Programme in Marketing of The Chinese University of Hong Kong jointly if they so enroll the said course. A 15% discount will be offered to audience if they study marketing courses held by Hong Kong Institute of Marketing and Li Ka Shing Institute and Continuing Education of The Open University of Hong Kong. Further details will be announced later. **WhasssUp!**

Announcement

Hong Kong Institute of Marketing re-elects KM Yim as Chairman of the Executive Council 2006/2007

KM Yim has been re-elected the Chairman of HKIM immediately after the Adjourned Annual General Meeting held on 13 September 2006.

The election was held at the first meeting of the newly elected Executive Council immediately after the HKIM Adjourned Annual General Meeting on 13 September 2006.

“I am delighted to report that HKIM has recorded a 107% increase in membership during the past year. Moreover, a 300% growth in the number of activities compared to the previous term was also achieved. HKIM is gradually becoming more and more a professional marketing hub for marketers in Hong Kong.” KM Yim said at the Adjourned AGM.

“These achievements would not be a success without the support from other directors of the Council. Together, various functional committees have been working so very hard to achieve such a status. With the HKIM's 25th Year Anniversary just around the corner, I am sure the Council will continue to strive for the very best in providing members and the community our services.” KM Yim continued.

A brainstorming session was organised soon after the Adjourned AGM. The newly elected Council went across the border to Shenzhen for the 2-day 'retreat' on 16-17 September. Various issues were discussed thoroughly, and the future direction for

HKIM was laid down.

At the 'retreat' Steve Lau and Kiki Chan, two newly elected Executive Council Members, brought to the party their hard-earned marketing experiences. Steve, a Senior Consultant with the Hong Kong Productivity Council with vast amount of experiences in organising activities, commented on how to improve the quality of HKIM current activities. He will be leading the Activities Committee during his term in 2006/07. Kiki, a College Lecturer with the Hong Kong Community College, the Hong Kong Polytechnic University, provided us with her insights on improving educational matters. She will be serving the HKIM Education Committee as a committee member in 2006/07.

Ernest Ngai, the Chairperson of the HKIM Education Committee during 2005/06, was elected as the Vice-chairman of HKIM Executive Council while continuing to serve the Education Committee as its Chairperson. Ernest led the committee through obstacles and opened up new opportunities with other external education partners, and he will continue to do so.

Ravel C.S. Wong, a co-opted member during the last term, was elected the Honorary Secretary. He will help create and build upon HKIM's professionalism with his three decades of experience in the IMC industry. Ravel will also engage in matters of Corporate Communications.

Announcement

Rosa Lau, the Honorary Treasurer in the new term, will exercise her expertise to oversee HKIM's financial status. She will also serve the Membership Committee to provide inputs on the constant growing number of new members.

Below is the composition of HKIM Executive Council and general responsibilities of each Council Members in the term 2006-07:

KM Yim FHKIM, CPM(AP), CPM(HK)
Chairperson

Ernest Ngai MHKIM
Vice Chairperson
Chairperson, Education Committee

Ravel C.S. Wong MHKIM
Honorary Secretary

Rosa Lau MHKIM
Honorary Treasurer
Chairperson, Operations Committee

Kathy Chan FHKIM, CPM(AP), CPM(HK)
Director
Chairperson, Events Committee

Kiki Chan MHKIM
Director

Winnie Fung MHKIM
Director

Steve Lau MHKIM
Director
Chairperson, Activities Committee

Dora Lee MHKIM
Director
Chairperson, Corporate Communications Committee

Philip Li FHKIM, CPM(AP), CPM(HK), NMMQ
Director
Chairperson, Membership Committee

Sheds the Old, Welcomes the New

Not long after the new Executive Council became effective on 13 September 2006, a 'retreat' had already planned for. With the existing and new members of the Executive Council gathered together for a 2-day brainstorming session on 16 - 17 September in Shenzhen, brain juices were flowing all over the boardroom. New directions and creative ideas became solid, and the HKIM Executive Council deemed to have these innovative thoughts implemented during their 2006/07 term.

VISION

Hong Kong Institute of Marketing leads in marketing professionalism for Hong Kong, China and Asia

MISSION

We promote marketing peoples' professionalism and raise the marketing excellence for Hong Kong, China and Asia enterprises

We had organised many marketing related seminars and workshops for interested individuals during the past year in purpose of providing them a more effective and professional way to utilise their already hard-earned marketing knowledge on a practical level. HKIM will continue to provide marketers who are interested in this subject, the insider tips and know-hows to the professional marketing field.

As HKIM is entering its 25th Anniversary, we have already a series of celebration laid out. Not only we wish you, as a member, could support us, but also celebrate with us this magical moment. **WhasssUp!**



Up Coming Activities

Date	Upcoming activities	Type
2006/10/25	How to Write Business Proposals that get you that Million Dollar Contract? Dr Henry Au PhD, MBA, MA, BA, Master Trainer, The Academy of Management Consultancy	Seminar
2006/10/26	Game Based Marketing –Game As a New Marketing Essence Mr. Arthur Cheung, Hong Kong Productivity Council	Seminar
2006/11/2 2006/11/3	How to Maximize the Returns of Your Customers with Customer-centric Sales, Marketing & Experience Management Ms. Candice Ng-Chee, Managing Partner, MetaCore Asia (Singapore)	Course
2006/11/18	Professional Marketing Symposium 2006—Media evolves: Innovation & Creativity	Symposium
2006/11/25	The Ultimate Buying Decision - Every Sales Person Should Know How It is Reached Mr James Lu Executive Director, Hong Kong Hotels Association	Seminar
2006/12/4	Hole-in-One Branding Work Camp Mr. Ravel C.S. Wong <i>Lecturer, School of Journalism & Communication CUHK</i> Guest Lecturer, Chinese and Bi-lingual Studies The HK Polytechnic University	Workshop

For more details, please contact Ms. Fung on 2152 3018 or Mr. Chan on 2104 2280

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The Road of Marketing people: Twenty, Thirty and Forty

Have you ever seen the film called “Twenty, Thirty and Forty”

Have you ever remembered and thought about your past and future?

We have interviewed three marketing students who are also HKIM student members. However, they share different age, background and working experiences. They share their career stories and their lives with us.

BY Alice Choi Queenie Luk

Do you remember when you started using products? Have you seen an advertisement that you will never forget? We are growing up with marketing. In the meantime, your dream will be changed when you become more mature. Why will you choose ‘marketing’ as your career path? Today is a sunny day. Let’s the story of the next generation to remind you of your memory.

Don’t forget to forecast your future then.

20: Forever young, dreaming your future



Saying firmly with her soft voice ‘I will insist on my principle’ it is a touching time when she said this statement.

Her words of advice ‘Keep on studying! Participating more in activities to broaden your eyes and be active.’

Ms Lee Choi Fa, her nick name is ‘Flower’. She is a year 3 student in Hong Kong Institute of Vocational Education. Also, she is now studying the distance course of BA (Hons) International Business Management, in collaboration with Northumbria University. She is a HKIM Student Member too. She is twenty years old, just like a green grass in society. She is afraid of the future when graduation comes.

First joining in the commercial society

‘You will face personnel problem when you first join the commercial society. Someone will smile in front of you but criticize you when behind you’ she said. ‘There is no alternative but you must face in it.’ She is brave and strong to face whatever the circumstances coming

‘I would like to work in event management and marketing field because it is a supporting job. I believe that this kind of job is stable. I hope the job is not boring and hard working. I will take a balance!’ she is sincerely expressing her idea. However, she meditated as she had heard about this kind of job is fluctuating and need to overtime working frequently. After keeping silently for a long time, she answered clearly ‘I still choose this job.’

A newborn calf

Nowadays, children plan well for the future. Four years ago, she was confronted with failure in the HKCEE, she chose business course at IVE. ‘Business is the most popular course. The community is full of business activities. business’ Business is an important part of the society. Meanwhile, marketing people play an important role in it. It seems that she has chosen the best way.

In fact, the number of offers in sales and marketing is more than other businesses in JobMarket advertisements although she does

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not care about prospects. 'The ideal will be simple at the time when you are growing up. I am now just a simple person' She might have forgotten that she is just twenty years old. Her working and social experience are just like a white paper and yarn. 'No matter what I shall work in the future, I want to be a principled person. As I am a Christian, I believe that I don't need to use a grey zone to get more benefit in this complicate commercial society.' Although a newborn calf doesn't scare tiger, it did inspire her decision. We were trying to attack her, supposing she need to overstate the profit of her company in the future . She replied 'Just like the same reflection of violate my principle, I will propose another plan to my boss. Anyway, I will not compromise at the end.' She is still saying the same words.

She became a student helper in HKIM activities and became a our Student Member soon after. She had learned a lot when she worked as student helper. She assisted in reception in our '2006 Marketing Professional Symposium: New Technology in Marketing'. She had learnt how to cooperate with other though the event. She suggested HKIM should organize more events for student so that every student members could communicate more with others.

30. Eric, the Shining Star



A clearer vision, a clearer priority - from a clear mind. 'Marketing is challenging, but it could also be exhausting. Effectiveness on results needs to be weighted and balanced, so as your own life.'

Sounded like a mature and well-organized speech, in fact Eric Chan is just a 24 years old

young guy. With 4 years of working experiences, no wonder he has a mind-set more mature than the others of the same age .

Eric is now studying marketing programmes jointly organised by HKIM and HKU SPACE. After he graduated from F.5 in 2000, he went for a General Diploma in Dental Technology with the Prince Philip Dental Hospital and the University of Hong Kong. An extrovert, he wishes to communicate more with different kinds of people, he chose to become a dental equipment salesperson and had been a hard-working one for the past 4 years.

His Choice, His Future. Sales or Marketing?

'Our company focuses on distributing and selling of dental equipments. As a company running on smaller scale, 'sales' and 'marketing' are often inseparable items. Therefore my responsibilities also include preparation of product presentations, and other promotional items.' He continued, 'Definitely a very challenging job. Dentists, as similar to all other professionals, are often stubborn and stand up to their own opinions. For example, they are not willing to switch to other products when the existing ones are good enough and therefore, it is hard to schedule a meeting with them. We have to get to know their background in detail, which often helps a lot.'

Eric thinks his satisfaction lies in sales, rather than marketing. 'I had dentists refused meeting me at the first place. Efforts made, not only they had agreed to use my product, they even treat me like their personal friends. These kinds of satisfactions you cannot just put into words! We do not just sell the products themselves, but also our own selves. When they have you and your products on their

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minds, you are already on the road of success.' He commented. 'It seems like a necessity to have more than one education qualification. The knowledge I gained from my current marketing courses helped me a lot. It is closely related to the job I am doing right now, and I can better prepare myself for any future challenges.' Now a salesperson, he does not mind having a marketing oriented job in the future: 'A sales task would be easier and smoother if the company had a good marketing plan and hence, I want to place my hands on marketing related stuffs.'

Grasp the Opportunities, Embrace any challenges

While other kids of the same age have a playful mindset, he already had set himself a goal: 'I want a better development in my own industry. Besides sales and marketing, I would also want to pick up some management tasks. When we asked if he wants to go one step further and be his own boss, he grinned: 'If situation allows, absolutely!' At this moment, I just want to stay focus and to improve on my existing tasks.'

It seems that he is leading a. We asked him for tips on balancing his work, his studies and his personal life, he commented: 'It is like marketing, life is forever challenging and cannot be put on halt. Effective time management is the key.' Although his boss would not show full support to his studies, he would still grasp any opportunities arise and make his own future glows.

40. Pan - Facing any challenges



'A good marketer will make good use of any messages he/she receive every day.'

Pan - a 37 year-old and a HKIM student member, does not have the ambition like a youngster has. 'I did think about starting my own business a few years aback, but not anymore.... Perhaps a bit later...' Pan sighed.

Merchandiser - an ordinary title, a unique experience

The second time for the past few years Pan had just enrolled into the HKIM ~ HKU SPACE's Professional Diploma in Marketing again. Seems weird, he wants to update himself with the latest marketing knowledge. Pan started his career in 1991 as a fashion merchandiser. Perhaps not a very glamorous job title, and perhaps would despise by newly fresh graduates, experienced personnel in the garment and fashion industries see this is one of the most important tasks in a company. He has already spent 15 years working alongside different kinds of clothing materials.

With an experience unmatched by others, he slowly built up his interest in this field. What keeps him staying for this long is his respect with his own work and the challenges constantly emerge from his own industry. 'Hard monies we are earning. It is our responsible to deliver good and swift tasks, we would be yelled at when we did a bad job.' A small incident could lead to something enormous. 'We are selling a brand, and the essential element is the quality. Say for

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example, if other companies are producing the same type of pants as we do, we would stop the production immediately. And if, there are some quality problems with the materials we are producing, we would think of ways to fix the situation and if we could not, we would rather stop the whole production!' Seems like serious accidents, Pan said causally.

Polishing up the marketing sense

A boss-like attitude, he was skeptical about starting his own business: 'To succeed in Hong Kong, your idea has to be 'the-one-and-only'. While in China, you would have to face a market competition on a much bigger scale. Not an easy task, as customers can always get the same product a much lower price than yours. To seriously think about starting my own business, I first, have to equip myself with the most up-to-date marketing information.' Definitely a mature mind-set, he therefore enrolled into marketing programmes to better prepare for his future.

'For a merchandiser, you ought to be sensitive to what is happening around you, including the latest marketing and pricing trends. For a designer, his job is to design a piece of nice clothing, while a merchandiser has to determine whether that particular piece of material can be turned into marketable fashion. Many companies might think that merchandising and marketing are completely two separate tasks, but I reckon the two are closely related. As a merchandiser, I have to know and to understand thoroughly the market trend, and to produce the right product at the right time.' The two 'M's, are indeed, related. Marketing is a profound knowledge, and no wonder Pan says it is 'life' - with different kinds of messages go into our minds everyday, good marketers would keep

them, and then to make the best use out of them, just like Pan himself. There are perhaps regrets, and there are too, moments that we would be proud of. Very similar to our own lives, marketing has its own ups and downs - a life cycle, just like the product life cycle.

We learnt a lot from interviewing three student members. We are not only found 'aggressive spear', but also see 'a white poplar' that have experienced many vicissitudes of life. They grow to maturity in this 'forest'. Moreover, they will achieve their goal in this complicate society. It is interesting that their goal and ideal is higher than the youngsters. It is just like a spear fight for position of sunshine to grow up. They all devoted to marketing. Starting from Flower, she has just joined the society and she has a dream for the future. She showed that she will work in marketing related job; Eric, a tree that being mature, he will study continuously. His goal is also clear and positive. He is prepared to work in marketing field; Pan, matured tree, he 'save' knowledge steadily so that he could promote his marketing jobs more. Marketing is a challenging and hard working job but they are still devoted to this job. It is an encouragement for all marketing people.

WhasssUp!

Disclaimer: This interview does not represent any opinion by HKIM