

IM HEADLINE

Hong Kong Institute of Marketing Professional Marketing Symposium 2006 – New Technology in Marketing was held on 14 January 2006 at YMCA Hong Kong. It was a full house with speakers sharing with our participants insights marketing and technology issues.

It was a pleasure having the industry elites be our guest speakers. Mr John Tsang Chun Wah, Secretary of Commerce, Industry and Technology presented the opening remarks which emphasized the importance of technology to a business and as a key to business survival.

Heavy- weighted speakers including Mr. Henry Doo, head of New Media Unit from RTHK; Mr Alfred Tsoi, General Manager of Yahoo! Holdings (Hong Kong) Limited; Mr Addy Wong, Managing Director of Centaline Property Agency Limited; Ms Clara Kan, Head of Consumer Marketing from 3HK of Hutchison Global Communications and Ms Pamela Chan, Chief Executive of Consumer Council, shared with us their industries' latest developments such as Webcasting, Podcasting, Online Streaming, Search, Video and Mobile Marketing. Meanwhile, Ms Pamela Chan emphasized the importance of good practice when using technology related promotions. Participants were listening with full attention.

A panel discussion was set up with Mr. Kan Lok Man, Chairman of Champion Technology Group as the facilitator. Participants eagerly raised questions and all the speakers answering them tactically.

Another “Professional Marketing Symposium 2006: Entertainment Branding” will be held on 6 May 2006! Once again, we will have elites and famous professionals from the entertainment industry to share with us the consumer behaviour and insights to the newest development in the entertainment industry. More details will be released in due course.



Co- Organizers, speakers and HKIM's Executive Director

THE CHAIRMAN'S SPEAKING

Dear Members,

We are deeply sorry to inform you that Mr Ralph Cooper HKIM Fellow passed away peacefully on 15 Jan 2006 in Panyu, China.

Mr Cooper founded the HKIM in 1982 when he was a manager of the Cable & Wireless group comprising at the time, the then Hong Kong Telephone Co Ltd. In the later years (1991-1996), he worked for the Shun Hing Group as Director and Group Advisor. He was instrumental in setting up a Total Quality Management system at Shung Hing.

HKIM is indebted to Ralph for his vision in setting up the Institute and over the years, we are indebted to him for the enthusiasm and support he gave to us. He will be remembered as one of our founders and he will be missed by all those who know him.

On behalf of the Institute, I am sending our deepest condolence and best wishes for good health to his wife Pearlle.

K M Yim
Chairman

THE CHAIRMAN'S SPEAKING

Wanted: Able, Capable and Responsible Marketing Professionals only!

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

Vacancies for Council Members are now open at HKIM Executive Council (The Council), I sincerely invite Members and/or Fellows to spare us your time energy and help in participating and shaping HKIM's future developments.

The HKIM constitution provides for a maximum of 12 Council Members, elected at the AGM. Among the 12, there will be four office bearers – a Chairperson, Vice-Chairperson, Honorary Secretary and Honorary Treasurer.

In case of vacant positions arising in-between AGMs (through resignations or other reasons) the Council may co-opt members to fill up the vacancies. Co-opted members will serve on the Council until the next AGM and if they want to remain on the Council, they have to be elected in the same way as any other members.

Appointment by co-option will be discretionary upon the decision of the Council, and indeed, if there are more interested members than vacancies, the Council will have to decide in the best interest of HKIM.

Members interested in joining the Council will be invited to send their CVs to the Chairperson and Vice-Chairperson and then to meet them to establish their areas of common interests.

The vacancies now available will be strictly voluntary, but the new Council members will be expected to offer substantive contributions to the Institute. Hitherto, Council members are designated 'Director' on their name cards, but it is now felt that this designation, while appropriate for commercial organisations, is misleading for a professional body. So, the title of Director will not be used for present and future Council members. Further, your appointment period will be printed on the name card as well.

The Council is the policy organ of HKIM. Elected by the AGM, its aim is to promote the HKIM as a lead body for good marketing. At the same time, the Council also manages the Institute's assets, decision makers in HKIM. In addition to regular work at Committees, you may be appointed to carry out specific tasks and projects, or represent HKIM in certain major functions or external activities.

Your experience and expertise are valuable and needed. For example, if you were to participate in the Corporate Communications Committee, you contribute in formulating media relations strategies. On the Education Committee, you could be helping us to oversee agreements with our Education partners, or on the Activities Committee, you could be part of the negotiating process with potential speakers.

This term's Council members are offered an 'Annual Activities Discount Pass' to encourage them to participate in Institute activities, which are always valuable networking opportunities.

THE CHAIRMAN'S SPEAKING

The role of the Council Member

With my extensive service history in HKIM, I would like to offer some ideas on what a good Council member would do:

(1) To know the market, run the Institute the marketing way.

HKIM is a venue for you to practice your marketing expertise to the full. We treasure not only your formal qualifications in marketing, but also your experience, management skills and professionalism. After all, we are a professional Institute with a few thousand members.

(2) Contributing your time, the sense of responsibility.

Council Members are not empty titles. The general membership expects contributions and achievements from them. If you are willing to spare 10 to 20 hours a month and to commit to undertake Institute tasks, you will be most welcome.

Someone once told me, 'I could offer ideas and suggestions, but I do not have time for the meetings.' If this is your attitude we are afraid you are not suitable.

(3) Team Spirits with continuous supports and participations are needed.

HKIM will be stepping into its 25th Anniversary soon. Looking back, some projects were not accomplished because of the absence of a common goal at Council level. Hence continuous arguments happened without accomplishing anything. We need a common agenda to achieve.

(4) Provide constructive suggestions, not arguments for argument's sake.

Debates are useful and cross-fertilising, destructive arguments are unprofessional. We will work on areas in which we excel and leave matters beyond our expertise to those who are. If your suggestions were aiming at attacking others, or running an idea with limited knowledge without providing a realistic solution, please keep that to yourself! The Institute survives on being open minded.

(5) Willing to be directed.

As mentioned, a good Council Member must first understand how the Institute and the Executive Council operate. You should also frequently assess your role within the Council. If you are willing to join us, please tell us briefly your expertise, how you can contribute to HKIM.

A leader, when elected by majority, shows competence and therefore, your support to the Chairman is needed, I am saying by means not as a Dictator not accepting other comments or ideas. We always work as a team and hence, please spend some time to communicate with the Chairman before you are to join us. Moreover, if you think you are the suitable one, please make the best use of yourself by supporting the Institute's future growth as a team. If you were here only to banish everything, you must qualified. A perfect reason for someone else avail his/her noble service.

I would like to thank those willing to join the HKIM Executive Council as one of the members. Please send me your brief resume, (if possible, including your suggestions to HKIM) to chairman@hkim.org.hk before the end of February.

ANNOUNCEMENT

The MGM Champion Member-Get-Member Programme finally comes to a conclusion

Fellow Member Mr Wong

has successfully recommended 40 of his qualified friends to become HKIM members! Not only he can enjoy free HKIM membership and Annual Activities Discount Pass for 2 years that are worth \$4,400, he will also be awarded a cash bonus and prizes worth \$10,000. That is, a total of \$14,000 worth of money and prizes are all his to take home!

Champion



Mr Ken Wong

The First Runner Up – Ms. Kathy Chan,

a total of \$9,400 will also be rewarded. This is including cash bonus and prizes, free HKIM membership and Annual Activities Discount Pass for 2 years.

Total cash bonuses and prizes we gave out worth \$200,000!

There are around 200 qualified professionals joined HKIM through this programme.

Thank you for your continuous support!

ANNOUNCEMENT

Member Get Member Program 2005**List of Referrer's Final Result****Date : 14 February, 2006**

Ranking	Referrer's Name	Successful New Members
1	Wong Yuen Wai, Ken	42
2	Chan Yin Fan, Kathy	29
3	Fung Wing Yee, Winnie	25
4	Yim Kai Ming	21
5	Ngai Bing Yuen, Ernest	15
6	Wong Kowk Kei, Vincent	12
7	Lam Siu Ming, Sherman	9
8	Mok Yuet Wa, Timothy	7
9	Pau Kin Fai, Philip	7
10	Lam Kei Chun, Wilson	5
11	Cheung Yuk Chor, Vincent	4
12	Lee Chau Ping, Philip	3
13	Tam Kam Yee, Kammy	3
14	Cheung Sau Lan	2
15	Yeung Sai Yan, Danny	2
16	Chan Kwan Bui	1
17	Chong Chi Wai, Alex	1
18	Chow Yiu Kwong, Chris	1
19	Lai Yau Sing	1
20	Lau Lee Fong	1
21	Lo Hon Ho, Johnson	1
22	Wai Pui Wah	1
23	Wong Chi Kong, Kelvin	1
24	Wong Chun Wai, Rocky	1
25	Wong Kai Yan	1
26	Wu Man Chun	1
27	Yam Woon Huen, Vanessa	1
28	Yiu Sai Chung, Leslie	1
29	Yu Chi Keung, Danny	1
Total :		200

ANNOUNCEMENT

PRESS RELEASE

February 13, 2006

HONG KONG INSTITUTE OF MARKETING WON CARING ORGANIZATION LOGO

Hong Kong Institute of Marketing (HKIM) was set up in 1982 and has been actively participating in social services; hence, the Institute has been awarded the 'Caring Organisation' Logo this year. Organised by Hong Kong Council of Social Services, the 'Caring Organisation' Logo is a newly added category to the already long established 'Caring Company' Logo.

Aiming to promote good Corporate Citizenship, the 'Caring Organisation' Logo is awarded to organisations that have been actively involved in Volunteering, Family Friendly, Employing Vulnerable, Partnering, Mentoring and Giving. In addition to promoting Marketing as a serious profession, HKIM is a strong supporter of community work. Participating in government and university mentorship programmes, HKIM members share their experience and ideas with business operators and students hoping to strengthen their expertise. The Institute also participates in employment schemes of the Labour Department to contribute towards the Hong Kong economy.

Founded in 1982, the Hong Kong Institute of Marketing (HKIM) is the only Hong Kong-based independent organization for marketing professionals with an expanding membership of over 3,000. With an aim of upgrading the standards of the marketing profession and raising industry awareness of it in Hong Kong, HKIM is dedicated to promoting marketing as a philosophy of business, enhancing professional development of members, and advancing Hong Kong as a leading centre of marketing excellence in the Asia Pacific region.

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Issued by Hong Kong Institute of Marketing. For enquiries, please contact

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UPCOMING ACTIVITIES

February/ March 2006

Date	Topic & Speaker	Type of Activities
2006/2/21	<p>Secret Skills for a True Leader</p> <p>Mr James Lu Executive Director, Hong Kong Hotels Association Council member, The Hong Kong Polytechnic University</p>	Seminar
2006/2/27	<p>2005 年英國最佳電視廣告賞析</p> <p>Mr. KM Yim FHKIM, CPM (AP), CPM (HK) The Columnist of local newspaper Chairperson, Hong Kong Institute of Marketing</p> <p>Mr. Chan Tsun Wan More than 25 years experiences in TV commercial, Documentary, drama series and video productions Production manager/ controller of Brainchild production, Chinese Entertainment Channel, United Entertainment cooperate, Cable TV Former TVB Miss Hong Kong Pageant, 勁歌金曲 producer; former Video- Film director</p>	Seminar
2006/3/4	<p>Exclusive Banquet Tips for CEOs Mr. Allan Hui</p>	Seminar
2006/3/25	<p>Essential Marketing for Non- Marketing Professional Series</p>	Course
2006/3/31	<p>Visit to Hong Kong Post</p>	Visit

Please contact our Activities Officer, Cathy Fung on 2512-3018 for further details

INTERVIEW

A new member joined our interview and shared with us his views and expectations on HKIM.

E: Edward Shau

I: Philip Pau, Joann Yiu

I: Edward, on behalf of HKIM, we would like to welcome you for joining the HKIM family. Would you mind sharing with us your background?

E: I am now a consultant of a wealth management company after my retirement. Before that, I was worked an accountant for the Government for more than 20 years. I also worked in the commercial accounting field for 9 years, it was hectic. My workload was heavy after joining the Government as I had to take care of other departments as well. I joined the Government's 'Self-Retirement Scheme' in 2004 and retired earlier than required. Aimed at widening my exposure before retirement, I set up this company and continued utilizing my accounting expertise.

I: As a professional accountant, why did you join HKIM, a marketing professional body?

E: I have been a member for 2 months. A diversity membership profile with professional marketers, accountants and engineers is the main reason of joining HKIM. This would certainly help expand members' knowledge in different areas.

I: Can you share with us your views on the difference between accounting and marketing?

E: In my opinion, marketing and accounting are inseparable. For example, we have both front stage and back stage persons working together to develop a movie. Accountants are similar to the producers at the backstage. We consolidate and analyze company's data. While marketers, present our analyses to the audience just like the on-stage actors. I would say the two could not be separated.

I: Any difference between marketing in Government and marketing in the commercial world?

E: As a civil servant, there are chances that we have to explain to the general public the government policies and latest developments. If he/ she is equipped with the marketing knowledge, that would certainly help.

I: And your expectations from HKIM?

E: HKIM provide the member with a networking platform and for exchanging ideas, through her different kinds of activities every month. I hope HKIM could organize more company visits which would be ever better if there were networking opportunities with foreign companies. Moreover, seminars with people sharing their failure experience could also help members learn more from them.

I: Thank you very much for joining us today and sharing with our members your valuable opinions.



New HKIM Member in the Accountancy Field

Edward K.W. Shau

*Executive Director, Dynamic Limited, Management and
Financial Consultants*

HKIM New Member