



Featured Seminar in November 2018

研討會 - 2018年11月重點推介

How to Lead a Successful Business Transformation with Big Data (4 hours workshop)

Date: 22 November 2018

Time: 2 pm – 6 pm

\$1,680 (HKIoD Member)

Language: Cantonese

CPD Hour: 4

\$2,100 (Non-Member)

Venue: 2104 Shanghai Industrial Investment Building, 48 Hennessy Road, Wan Chai, Hong Kong

Facilitators: Mr. Francis Kwok and Ms. Wallis Chan

Contents :

- ◆ Fundamental Concepts of “Big Data”
- ◆ Case Studies of Big Data in retail or other industries
- ◆ Open Data Revolution
- ◆ The 3 Key Coming Trends in the Data World
- ◆ How to Leverage What You Have (internal and external data)
- ◆ The Future of the Data World – What does it mean to our traditional businesses; How to maximise opportunities?

Introduction of Facilitator

Mr. Francis Kwok is responsible for strategic direction, business development and investor relations of the company. Under his leadership, Radica has become top email marketing and big data solution provider with sales operations in six markets across Asia within 2 years and became the winner of Marketing Magazine's Agency of the Year 2014 Gold Award (Direct Marketing Agency). Being a veteran in the industry, Francis is also a regular author and guest speaker on email marketing and big data topics, including commercial, governmental and academic sectors.

As the founder of PopSquare Limited, Francis built the first O2O AI-enabled pop-up marketplace and products experience platform to help brands setting and running popup stores simultaneously across different locations in Asia and discover market opportunities through big data analytics system. Unlike existing pop-ups, PopSquare helps brands to reduce time and resources significantly to expand to different locations, allowing them to understand and react to the markets deeper and faster through latest mobile, big data, computer vision and IoT technologies.

In addition, Francis is one of the directors of Anlander.com which provides online flagship store operation and content marketing service to NETGEAR HONG KONG and other lifestyle gadget brands. Anlander.com operates flagship online stores include sales, marketing, logistics and payment in Hong Kong and potentially overseas for specific brands. By combining content marketing and e-commerce, the company can build big data analysis to understand market trends and needs so as to find the high potential brands to operate.

In the area of art and culture, Francis is one of the directors of Scarcity Arts Magazine. It is an online magazine of Art and Lifestyle, featuring the latest art development and information for viewers. It provides broadest topics in art world, including Visual arts, Performing arts, Language arts, Literature and Lifestyle issues. He is often invited to be speaker in different seminars and being guest columnist in publications, ranging from business, government departments and major university lecture to share his experience in e-marketing, customer relationship management and big data analysis.

Ms. Wallis Chan is an energetic director of RADICA. She is currently in charge of Hong Kong, Shenzhen, Guangzhou, Macau, Singapore and other places in the market share development, consulting & strategic planning, partner relations and other critical tasks.

Wallis promoted actively on e-mail marketing business and consulting services over the past 10 years. She focuses on serving luxury, retail and hotel industries such as world famous fashion brand “Chanel”, one of the HK biggest properties enterprises “New World Development Group” and Macau entertainment & hotel empire “Galaxy Entertainment Group” which helped them improving ROI (return on investment) and gaining honorable reputation.

Under her leadership, the HK and South China sales and consulting team has made many remarkable achievements including launching the business in Macau which marked as a major milestone for RADICA. She also assisted to win multiple Asian prestigious awards from time to time such as the “Gold Award of Direct Marketing Agency of Year 2014” by Marketing Magazine, making Radica the number one in email marketing industry in Hong Kong. With experiences speaking in various marketing events over the past 10 years, Wallis is regularly invited by commercial, academic and governmental sectors in Asia Pacific region to speak on e-Marketing topics. Prime examples are “MCMO conference 2012”, “Customer Loyalty Conference 2013” and “Forum on Big Data Analytics 2014” which attracts over 200 audiences per conference and receive many favorable feedbacks.

Wallis is graduated with a higher diploma in sales, marketing and advertising from HKU Space. She is a gadget lover who especially enjoys playing around with electronic gadgets. She also likes watching football during most tournaments. As a working mum with a lovely daughter, she balanced her work and family really well and hopes to make more remarkable achievements for RADICA in the coming future.