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**A LUNCH-TIME SEMINAR ON**  
**THE SOCIAL MEDIA LANDSCAPE IN CHINA**

Speaker: Daniel Fu (Associate Director, Brand Team, Edelman Hong Kong)

Date: Wednesday, 6 September 2017

Time: 12.30 pm – 1.30 pm

Venue: The offices of DLA Piper, 17/F Edinburgh Tower, 15 Queen's Road Central, Hong Kong

The power of social media is no stranger to us, and seldom do we spend a day without engaging contacts through such media in one way or another. How such media can be leveraged to tap huge markets like China is of particular interest. The China Development Sub-Committee (a joint committee between HKTA and STEP) is glad to have a veteran of the media industry, Mr Daniel Fu, sharing with us his insight, experience and success in making use of social media in China.

The one-hour agenda will include:

1. China digital media landscape overview 2017
2. Trends to watch out for in 2017 and beyond
3. Case studies (mainly in the consumer marketing sector and Fintech sector)
4. Q & A

Daniel Fu has nine-year advertising and PR experience on both the client side and the agency side, with a special focus on integrated marketing.

Daniel joined Edelman Hong Kong Brand team as Associate Director in January 2017 to promote integration across the business, especially with digital, studio and brand teams in client work and new business opportunities for both the Hong Kong and Mainland China regions.

Before that, Daniel was in Edelman Shanghai since September 2013 as Digital Manager. Prior to Edelman, Daniel Fu worked for the World Gold Council as Jewelry Promotion Manager from 2011 to 2013, and Euro RSCG 4D as the account leader of Audi ePR in 2010. Prior to Euro, Daniel was with OgilvyOne in Beijing. Clients served by Daniel included Perrier, San Pellegrino, Ovaltine, Charles & Keith, ChinaGold, GE, Olay and Shell.

In 2015 November, Daniel Fu was selected as one of Edelman's annual global fellows to start his career as Senior Planner in Europe, based in Edelman Deportivo, Stockholm. He brought his insights into Asian markets, as well as his ability and experience to work regionally across many international brands, including HP, Bose, Malibu and Airbnb. During his tenure at Edelman, Daniel's team won Brand Development Campaign of the Year, PR Week Awards 2016 (Bosch Shanghai), one gold (Bread the Future), two silvers (Democratic Front Row/ For Sofia) and two bronzes (The Disguised Banner/Sexometer) in the China ROI Awards 2016 Overseas Category.

Those interested should register using the attached seminar enrolment form.

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## **SEMINAR ENROLMENT FORM**

### **THE SOCIAL MEDIA LANDSCAPE IN CHINA**

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**For “early bird” payments received on or before 21 August 2017, the cost per person will be HK\$350 for members of STEP and the HK Trustees' Association Ltd, and HK\$400 for non-members. Applications for ten or more members can enrol at a special discount fee of \$325 per person. For payments received after 21 August 2017 the cost will be \$400, \$450 and \$375 respectively.** Student members of Hong Kong University and Chinese University can enrol at a special rate of \$150.

A light lunch will be served from 12.15 pm.

Please complete this form and return to us at the above address with your cheque made payable to “HK TRUSTEES' ASSOCIATION LTD”. Alternatively, please deposit to our account no. 447-0-024582-3 with Standard Chartered Bank and send us the receipt with this form by email.

Name of STEP or HKTA Member: \_\_\_\_\_

Name(s) of attendee(s) \_\_\_\_\_

\_\_\_\_\_

Cheque total: \_\_\_\_\_ Cheque No. \_\_\_\_\_

Contact Person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

(NB: Payments are non-refundable unless the event is cancelled by the Society. Bookings are only confirmed with payment, on a first-come, first-served basis)