



EBSID Seminar –

Organised by eBusiness Special Interest Division

FREE ADMISSION

"Power Up your eBusiness using Customer Relationship Management (CRM)"

WHAT are the objectives?

- CRM has been a hot topic in recent years. However, do you really understand which are the areas CRM can help you to make more profit?
- How much can you get out of CRM? Many users have earned at least 30% in extra profits!
- What is a CRM system? How do CRM systems actually work? How should you begin to implement a CRM system into your company?

WHO should attend?

- IT and IS professionals
- Business and operations management
- Sales and marketing
- Customer service teams

HOW it benefits you?

- Understand the importance of revenue acceleration and customer retention
- Step by step analysis of how to achieve 30% growth for your business

SPEAKERS:

Mr. Daniel Kung

Chairman - Aoba Group

Mr. Kung established the Aoba Group in 1990, offering professional services in Hong Kong and China. With deep knowledge and experience in assisting clients to improve their business, Mr. Kung will share his insight on how CRM systems can actually benefit businesses, and how to measure these benefits.

Mr. Daniel Ma

CEO - Aoba Hopkins Information Management Ltd

Mr. Ma has over 18 years in the IT industry, leading IT teams in retail, distribution, manufacturing, construction, hospitality and business consulting. He has been using CRM systems for many years in the sales, marketing and servicing areas. He will share his experience with using CRM and in the implementation of such enterprise systems.

Programme

Time	Content
6:45 pm	Registration
7:00 pm	Opening Address
7:10 pm	"How to Achieve 30% Profit Growth using CRM" by Mr Daniel Kung
8:00 pm	"Introduction and Implementation of CRM Systems" by Mr Daniel Ma
8:40 pm	Panel Discussion and Q&A
9:00 pm	Networking and Refreshments

Date: 27 March 2007 (Tuesday)

Time: 7:00pm – 9:00pm
(Registration will start at 6:45pm)

Venue: UR3, 8/F United Centre,
95 Queensway, Admiralty

Fee: Free-of-Charge

Language: Cantonese

CPD Unit: 1

Register NOW!

**** Limited seats, first-come-first-served! ****

For more information, please contact HKCS at 2834 2228 or visit www.hkcs.org.hk

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Information Management Ltd

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Register Now!

Simply complete this form and send it to HKCS via fax: 2834-3003 or by email: ebsid@hkcs.org.hk **on or before 26 March 2007**. For more information, please contact HKCS at 2834-2228.

Reply Slip

I would like to attend "HKCS – EBSID Seminar
Power Up your eBusiness using Customer Relationship Management (CRM)" on 27 March 2007.

Name: _____ HKCS Membership No.: _____ (if applicable)

Company Name: _____

Contact Number: _____ Email: _____

Payment: **Free-of-Charge**

Credit Card (VISA or MASTER ONLY)

Credit Card no.: _____

Name of Cardholder: _____

Expiry Date (MM/YY): _____

Authorised Signature: _____

Cheque

Bank Name: _____ Cheque No.: _____

Remarks:

1. Please send a cross cheque with an appropriate amount made payable to "Hong Kong Computer Society" and send to: Unit 1801, Tai Tung Building, No. 8 Fleming Road, Wanchai, Hong Kong (*Attn: Ms Suzanne Leung*)
2. Please note that your registration will be completed when HKCS receives your faxed copy of the reply slip with your Credit Card information OR Cheque for the HK\$50 deposit OR HK\$150 fee.
3. HKCS will not make payment of deposit from your Credit Card Account OR Cheque if you attend the event. However, HKCS will effect payment from your Credit Card Account OR Cheque if you do not attend the event and give no prior notice (48 hours before the commence of the event) of your non-attendance to HKCS Office. All Credit Card information is kept confidential and will be destroyed after use.

For official use only

Registration Confirmed

Handled by: _____ Date: _____



Hong Kong Computer Society 香港電腦學會

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