

# Facebook for Business

Facebook and social media have weaved in to every one's life, on how we connect with people, interact with brands, discover stories, and make informed and recommended decisions, our lives are never the same under this new social evolution/movement. Facebook is really at the center of these all. So how can brands and marketers leverage on this powerful and effective platform to connect and influence consumers? And how can Facebook shape the future of marketing? Andrew Wong, head of agency from Facebook will take you to the future of marketing for brands where the future is now.

<b>Speaker</b>	<b>: Andrew Wong</b>
<b>Venue</b>	<b>: Room 602, 3 Lockhart Road, Wanchai, Hong Kong</b>
<b>Date &amp; Time</b>	<b>: 18 November 2014 Tuesday 7:00pm-8:45pm</b>
<b>Fee</b>	<b>: \$300 each for IMCHK members, and referrals from supporting organizations; \$400 each for non-members</b>
<b>Language</b>	<b>: English</b>
<b>CPD units</b>	<b>: 2 CPD units will be awarded for full attendance</b>
<b>Registration</b>	<b>: By replying to this email (<a href="mailto:adminsec@imchk.com.hk">adminsec@imchk.com.hk</a>) with your name and contact telephone number. Successful registration will receive a confirmation email.</b>

**Andrew Wong** has over 15 years of Marketing, Advertising, Media & Sales experience spanning from advertising agency, online media, digital technologies, to dot com start-up. Andrew currently heads up the Agency & Reseller business in Greater China for Facebook. Prior to Facebook, Andrew was the General Manager of Starcom MediaVest Group Hong Kong where he nurtured relationships with some of the most iconic marketers, including Procter & Gamble, Samsung, Richemont Group, UBS, Mead Johnson, Novartis and Mannings. In 2012 & 2013, SMG Hong Kong amassed numerous recognition and awards won from Yahoo! Big Idea Chairs Awards, Kam Fan Awards, ROI Festival Awards, Festival of Media Global as well as Campaign's Asia-Pacific Agency of the Year Awards. Andrew was a strong advocate in nurturing talent and committed in growing the Hong Kong media advertising industry. Andrew was also with Google/DoubleClick and Tribal Fusion prior to joining SMG HK.

Supporting Organization



Institute of Training Professionals