

Seminar on “Successful Branding through Creative Printing and Packaging” 「創意印刷及包裝設計，打造強勢品牌」研討會

(Free admission 免費入場)

Date 日期 : 27 / 4 / 2011 (Wednesday 星期三)
Time 時間 : 11:30am - 12:30pm
Venue 地點 : Forum Area, Hall 6, AsiaWorld-Expo 亞洲國際博覽館 6 號展館論壇區
Language 語言 : Cantonese 粵語

Time 時間	Outline 大綱
11:15am - 11:30am	Registration 登記
11:30am - 12nn	<p>The Power of Creative Branding 有品才會贏</p> <p>Integrity, quality and taste contribute to shape a strong brand that strengthens the company's position and its appeal to customers. Creativity is another key element. Through his practical experience, Charles will share with us exclusive tips on how to create a unique style and personality for successful branding.</p> <p>機構要有品格，產品要有品質，服務要有品味，才能吸引到買家，用家和消費者，才有競爭力，才稱得上是品牌。除此之外，創意亦很重要。如何通過創新，塑造差異效果，衍生獨特的風格和個性，讓品牌得勝？講者通過實戰經驗，和大家分享“有品才會贏”的成功秘笈。</p> <p>Speaker 講者: Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd MCL 品牌顧問有限公司首席品牌顧問 吳秋全先生</p>
12nn - 12:30pm	<p>Printing Tips for Branding 如何運用數碼印刷技術去建立品牌</p> <p>Fully grasping the rapid development of information technology and digital printing technology is vital to the success of branding. The speaker will share some success cases to help audience make the next promotion programme more effective.</p> <p>充份掌握發展一日千里之資訊科技及數碼印刷技術是建立品牌的重要元素。講者將介紹一些成功案例，使大家在宣傳推廣時更得心應手。</p> <p>Speaker 講者: Mr William Ho, Managing Director, Fingerprint Ltd Fingerprint Ltd 董事總經理 何亮同先生</p>

Remarks 備註:

- 1) Question & Answer Session will be arranged after each part of the presentation. 每部分結束前將安排問答環節
- 2) The Organiser reserves the right to alter the programme without prior notification 以上內容及編排以主辦機構最後公佈為準

Organiser 主辦機構 :