

HKU SPACE Executive Academy Executive Workshops Schedule (April – Jun 2017)

Date	Theme	Title / Speaker(s)
21 April (Fri) 10am - 6pm	Innovative Marketing	<p>Psychological Approach in Empathetic Marketing – six core emotional needs of customers</p> <p>Speakers:</p> <p>Stanley Ng</p> <ul style="list-style-type: none"> • 1st trained facilitator of LEGO® Serious Play® in Hong Kong • Former National President of JCI Hong Kong • Founder of 2econd Generation Entrepreneur Association <p>Gladys Wong</p> <ul style="list-style-type: none"> • Specialist in analysing customers’ insights, irrational behaviours and emotional problems in psychological and systemic perspective • Business and marketing psychological consultant
22-23 April (Sat & Sun) 10am - 6pm	Leadership Capital	<p>Becoming an Entrepreneur Elite Workshop</p> <p>Speakers:</p> <p>Dr. David Cheung</p> <ul style="list-style-type: none"> • Winner of Top 6 Motivational Speaker in Asia in 1995 • Winner of World’s Top 500 Outstanding Chinese in 2007 • Winner of Asian Top 10 Corporate Trainers in 2006 <p>Mr. Parco Wu</p> <ul style="list-style-type: none"> • Managing Director and Head Trainer of Perpetual Wisdom • Former Senior Manager of Ernst & Young • President of Junior Chamber International Island in 2015
27-28 April (Thu & Fri) 10am - 6pm	Digital Economy	<p>New Business Opportunities in the World of Smart Cities and IoTs</p> <p>Dr. David Williams</p> <ul style="list-style-type: none"> • Founder and Lead Digital Strategist of Asia Digital Mojo • Part-time Lecturer of HKU SPACE Executive Academy (SEA) • Visiting Faculty of National Institute of Design India

Date	Theme	Title / Speaker(s)
28 April (Fri) 10am - 6pm	Leadership Capital	<p>Self-Coaching for Career Success with Lego Serious Play Methodology</p> <p>Mr. Stanley Ng</p> <ul style="list-style-type: none"> • 1st trained facilitator of LEGO® Serious Play® in Hong Kong • Former National President of JCI Hong Kong • Founder of 2econd Generation Entrepreneur Association
12-13 May (Fri & Sat) 10am - 6pm	Innovating Marketing	<p>B2B Branding in the Digital Age</p> <p>Ms. Janette Shum</p> <ul style="list-style-type: none"> • Adjunct Associate Professor of HKU SPACE • Executive Director of 3I's Consultancy • Former Director of Global Branding Transformation in Diageo
19 May (Fri) 10am - 6pm	Innovating Marketing	<p>Psychological Contract in Retail and Sales</p> <p>Gladys Wong</p> <ul style="list-style-type: none"> • Specialist in analysing customers' insights, irrational behaviours and emotional problems in psychological and systemic perspective • Business and marketing psychological consultant
19 May (Fri) 10am - 6pm	Innovative Marketing	<p>Effective Family Business Transformation Strategy</p> <p>Mr. Lambert Chan</p> <ul style="list-style-type: none"> • Adjunct Assistant Professor of HKPU • Former Executive Director and Deputy CEO of TSL Jewellery Group • Former Managing Director of Cards and Unsecured Loans of DBS Bank (Hong Kong) • Former General Manager of Destination Marketing of the Hong Kong Tourism Board
26 May (Fri) 10am - 6pm	Innovative Marketing	<p>Creativity Training with LEGO Serious Play Methodology</p> <p>Mr. Stanley Ng</p> <ul style="list-style-type: none"> • 1st trained facilitator of LEGO® Serious Play® in Hong Kong • Former National President of JCI Hong Kong • Founder of 2econd Generation Entrepreneur Association

Date	Theme	Title / Speaker(s)
1-2 June (Thu & Fri) 10am – 6pm	Leadership Capital	Leadership Excellence through Emotional Intelligence Mr. Terrance Leung <ul style="list-style-type: none"> • Managing Director of Progress-U Hong Kong • International Certified Business Coach (WABC) and Facilitator • Specialist of Leadership in Coaching Style
10 June (Sat) 10am – 6pm	Leadership Capital	Positive Psychology for Leadership Mr. Tenny Lam <ul style="list-style-type: none"> • Head of Business Operations CoE of SAP Greater China and SAP Internal Coach • Former Asia Pacific Business Head of Pearson English • Former CEO of ChinaHR.com
16-17 June (Fri & Sat) 10am - 6pm	Innovating Marketing	Marketing Audit for ROI Management Ms. Janette Shum <ul style="list-style-type: none"> • Adjunct Associate Professor of HKU SPACE • Executive Director of 3I's Consultancy • Former Director of Global Branding Transformation in Diageo

About HKU SPACE Executive Academy Executive Workshops

The HKU SPACE Executive Academy (SEA) is dedicated to delivering quality executive education to develop emerging business leaders with a global mindset and entrepreneurial spirit.

Through the executive workshops, busy executives will be able to effectively master the latest perspectives, techniques and solutions to highly-relevant business challenges. Executives will also be able to develop interesting ideas via guided discussions with other workshop participants.

Certificate of Attendance

A certificate of attendance will be presented after full completion of the workshop.

Course Fee

(Refreshment and lunch inclusive)

1-day workshop | 10am to 6pm | HK\$ 3,000 per participant (Package rate: HK\$ 5,000 for 2 participants)

2-day workshop | 10am to 6pm | HK\$ 6,000 per participant (Package rate: HK\$ 10,000 for 2 participants)

Venue

Admiralty Learning Centre / United Learning Centre

Corporate Enrollment / Enquiry

Marius Chow | work: 2867 8381 | email: marius.chow@hkuspace.hku.hk

Cyrus Lin | work: 2867 8331 | email: cyrus.kfc.lin@hkuspace.hku.hk

HKU SPACE Executive Academy (SEA)

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