

Seminar on “Optimising Your Corporate Marketing: The Use of Photobook” 「創新行銷策略，助企業突圍而出 - Photobook 技術及應用」研討會 (Free admission 免費入場)

Date 日期 : 28 / 4 / 2010 (Wednesday 星期三)
Time 時間 : 11:30am - 12:30pm
Venue 地點 : Forum Area, Hall 7, AsiaWorld-Expo 亞洲國際博覽館 7 號展館論壇區
Language 語言 : English 英語 (no simultaneous interpretation will be provided 不設即時傳譯服務)

The digital revolution has fundamentally changed the photo market and the landscape of printing. In particular, the introduction of photobook has created many innovative marketing strategies for all sectors of trade and business. Business opportunities are not limited to the photofinishing sector. Growth impulses have also been seen among corporations, where they can create the promotional materials and collaterals, including company brochures, menu, leaflets and booklets, with this technology.

數碼革命徹底改變了照片沖印市場，Photobook 應運而生，帶給人們更加豐富的數碼生活之餘，許多創新的商業模式亦衍生出來，商機不僅限於沖印市場。Photobook 更成為不少公司的行銷工具，亦為數碼印刷和裝訂書籍的設備製造商及 minilabs 製造商帶來更多商機。

Time 時間	Outline 大綱
11:15am - 11:30am	Registration 登記
11:30am - 12:30pm	<p>“Opportunities lying ahead in the Photobook Business” 『Photobook 的龐大商機』</p> <ol style="list-style-type: none"> 1) Why adopting the Photobook technology? Implications on cost, speed and scope of applications 為何要採用 Photobook 技術? Photobook 的應用及其成本和印刷速度 2) How has the application of Photobook revolutionized the company’s marketing strategies? Photobook 技術如何改革傳統行銷策略? 3) Successful Marketing Cases with Photobook Application in Hong Kong and the Chinese Mainland Photobook 技術 - 企業行銷策略成功個案 4) Investment and Technical Expertise required for adopting photobook technology 採用 Photobook 技術的相關投資及所需的專業知識 <p>Speakers 講者:</p> <ul style="list-style-type: none"> - Mr Jorvik Du, Technical Manager, Taopix Ltd Taopix Ltd 技術經理 杜俊榮先生 - Mr Les Bovenlander, Business Development Manager, Taopix Ltd Taopix Ltd 業務發展經理 陸峰先生

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。

Organisers 主辦機構:

