

Marketing Forum 2010

CEO
Talk

Alumni
Sharing

New Year
Tea
Gathering

Lucky
Draw

Date: 25 January, 2010 (Monday)

Time: 5:00-6:30pm

Venue: MBG07

CEO Talk - *"The Culture of Innovation"*

Mr. Joseph Leung

Revenue Executive Director, Ocean Park

Mr. Joseph Leung joined Ocean Park in January 2006. He manages all in-park revenue and related guest service opportunities in the areas of food & beverage, retail, games, photos and other third party operations. Mr. Leung will provide a comprehensive introduction to the innovative business model and dynamic expansion strategies of the Ocean Park.



Alumni Sharing

- *"Challenges of Promoting EyeCare Services in Hong Kong"*

by **Ms. Korbut Wong**, *Senior Marketing Manager* at PolyVision will reflect on her personal experience over joy of practicing marketing for 16 years; and

- *"Marketing Yourself: The Key to Successful Interviews"*

by **Mr. Eddy Leung**, *Business Development Manager* at Tyco Company will reveal how he beat 1,500 applicants and earned his management training opportunity at Tyco.



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New Year Tea Gathering & Lucky Draw

- Ocean Park Admission Tickets
- Many other special gifts

For enquiry, please contact Ms. Gigi Kwok
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Department of Marketing and International Business