

14 – 17 / 1 / 2019

Info as of 1/11/2019

Seminar on “O2O Retailing Strategies: Connecting Online and Offline Business” 「O2O 零售策略」研討會：連接線上線下渠道

- Date 日期 : 16 / 1 / 2019 (Wednesday 星期三)
Time 時間 : 3:30pm – 4:30pm
Venue 地點 : The Forum, Hall 1B, HKCEC
香港會議展覽中心 展覽廳 1B The Forum
- Speakers 講者 :
 - Ms Josy Wong, Lead of Omni-channel and CRM, Levi Strauss (Hong Kong) Limited
Levi's®全渠道電子商貿及客戶管理主管 王靄欣小姐
 - Ms Fioni Fong, Marketing Director, YEECHOO
YEECHOO 市場總監 方苑滢小姐
 - Ms Marie Bouxom, Business Development Executive, OnTheList
OnTheList 業務拓展主任 Marie Bouxom 小姐
- Language 語言 : English (with Simultaneous Interpretation in Putonghua)
英語 (附設普通話即時傳譯)
- Admission 入場 : Free of charge, pre-registration required 免費參加 · 需預先登記

Time 時間	Tentative Rundown 擬定程序
3:15pm – 3:30pm	Registration 登記
3:30pm – 3:50pm	Deploying Omni-Channel to connect brands and customers for Levi's® 運用全渠道策略連接品牌與客戶 Ms Josy Wong, Lead of Omni-channel and CRM, Levis Strauss (Hong Kong) Limited Levi's®全渠道電子商貿及客戶管理主管 王靄欣小姐
3:50pm – 4:10pm	O2O : How YEECHOO retains customers when experience is the new ownership O2O : 在體驗先行的世代下 · 如何留住用戶 Ms Fioni Fong, Marketing Director, YEECHOO YEECHOO 市場總監 方苑滢小姐
4:10pm – 4:30pm	How to Generate Traffic from Online to Offline and Offline to Online 如何帶動線上線下流量 Ms Marie Bouxom, Business Development Executive, OnTheList OnTheList 業務拓展主任 Marie Buxom 小姐

Remarks:

- (1) Seats are limited and are granted on a first-come-first-served basis. Pre-registered attendees have priority admission. 研討會座位有限 · 先到先得 · 已登記人士將獲安排優先入座。
- (2) Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
- (3) The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

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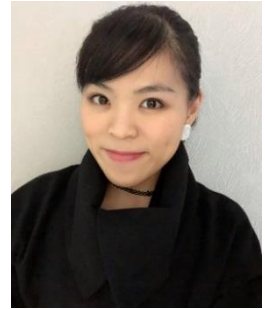
About the speakers 講者簡介

Ms Josy Wong, Lead of Omni-channel and CRM, Levi Strauss (Hong Kong) Limited

Levi's®全渠道電子商貿及客戶管理主管 王靄欣小姐

Josy is responsible for leading the Omni-channel and Customer Relationship Management strategic planning initiatives for Levi's® Hong Kong. Prior to joining Levi's®, Josy worked for various agencies and companies including international cosmetics and fashion brands where she led an array of digital activities in E-commerce, digital marketing as well as CRM for the Asia Pacific Region.

王靄欣小姐擁有多年的亞太地區電子商貿、線上推廣及客戶關係管理經驗，過去成功帶領國際美妝及時裝品牌作數碼轉型。現時，她負責引領香港 Levi's®的全渠道零售及客戶管理策略規劃。



Ms Fioni Fong, Marketing Director, YEECHOO

YEECHOO 市場總監 方苑濛小姐

Fioni is the Marketing Director of YEECHOO – Hong Kong's first online designer rental platform funded by Alibaba. She oversees the entire customer acquisition pipeline and the scalability of the business, helping to increase the company's sustainability and making it the smartest, most convenient, and environmentally friendly platform. Before that, Fioni has co-founded a fintech startup and an online photo sharing community platform. She also worked in PR firm, Edelman and three lifestyle and tech related startups.

方苑濛小姐現職阿里巴巴注資的高級時裝租賃平台 YEECHOO 市場總監，負責市場策劃，提高發展持續性，致力令 YEECHOO 成為智能便利，同時又惠及地球的綠色時尚企業。Fioni 曾為本港一家金融科技初創企業及線上照片分享社區平台共同創辦人，亦曾任職於公關公司 Edelman 及 3 間新創科技公司。



Ms Marie Bouxom, Business Development Executive, OnTheList

OnTheList 業務拓展主任 Marie Bouxom 小姐

Marie is the Business Development Executive of OnTheList - Hong Kong's pioneer concept of Members-only Flash Sales, where premium and luxury brands offer past-seasons items at exclusive prices for limited number of days.

Prior to joining OnTheList, Marie worked at French Founders, connecting entrepreneurs, investors; executives worldwide as Event and Relationship Manager APAC. Now with OnTheList; Marie focuses on both brand partnerships and expanding the growth of their recently launched online platform.

Marie 在 OnTheList 任職業務拓展主任，主要負責接洽品牌合作及拓展最近推出的網上平台。OnTheList 是香港首個會員制名牌快閃優惠平台，每週與不同知名品牌合作，舉行三至四天的快閃活動。加入 OnTheList 前，Marie 在 French Founders 擔任亞太區活動及關係經理，負責連繫全球企業家、投資者及行政人員。

