

## Building your Online Business Empire in 120 Minutes 120 分鐘建立您的網上生意王國

Date 日期 : 15/4/2015 (Wednesday 星期三)  
 Time 時間 : 2pm – 4:30pm  
 Venue 地點 : Seminar Room, Hall 3FG, Hong Kong Convention and Exhibition Centre  
 香港會議展覽中心 展覽廳 3FG 研討室  
 Language 語言 : Cantonese 粵語

### Programme 程序表

1:30pm – 2pm	<b>Registration 登記</b>
2pm – 3pm	<b>Shopline Workshop: Starting up your online business in 60 minutes</b> <b>Shopline 教室：一小時建立起你的網路品牌</b> Speaker 講者： Miss Fiona Lau, Co-founder and COO Shopline Shopline 創辦人和首席營運官 劉煦怡小姐
3:15pm – 4:15pm	<b>Google Workshop: Driving customers to your online business in 60 minutes</b> <b>Google 教室：一小時網上營銷入門</b> Speaker 講者： Miss Natalie Yuen, Google AdWords Online Specialist Google 網絡營銷專家 Natalie Yuen 小姐
4:15pm – 4:30pm	<b>Question and Answer Session 問答時間</b>
4:30pm	<b>Seminar Ends 活動結束</b>

**Remarks 備註:**

\*Admission is Free. Seats are granted on a first-come-first-served basis.

免費入場。座位有限。先到先得。

\*The Organisers reserve the right to alter the topics, contents, time and speakers of the programs without prior notice.

主辦機構有權更改研討會講題、內容、時間及主講嘉賓。而毋須作事前通知

\*Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。



**Miss Fiona Lau, Co-founder and COO Shoptline**

**Shoptline 創辦人 and 首席營運官 劉煦怡小姐**

Fiona is the co-founder of Shoptline, a DIY e-commerce platform in Asia, helping SMEs build their own full featured websites easily without any coding skills. Shoptline recently received US\$1.2M seed financing and is a graduate of the top Silicon Valley accelerator program 500 Startups. She has a background in business development focusing on the retail and consumer industry at Goldman Sachs and Hong Kong Disneyland. Constantly look for innovative ways to acquire and retain customers, Fiona heads up all the marketing and sales efforts at Shoptline.

Shoptline 由 Raymond, Tony 和 Fiona 三人在 2013 年創立，是一個創新平台讓中小商戶輕易 DIY 開發網上商店，無需編寫任何電腦程式，並專注提供時尚設計和最佳手機用戶體驗。Shoptline 最近獲取 120 萬美元的種子投資，是其創立以來第一筆募集到的大額投資，投資者包括美國加速器 500 Startups、Groupon 亞洲區前行政總裁。Fiona 曾任高盛分析員，創業前於香港迪士尼任職，參與策劃各種業務拓展方案。她非常享受創業過程的挑戰，希望在香港推動更多年輕人創業和帶動更多中小企業拓展網上業務。

**Shoptline Workshop: Starting up your online business in 60 minutes**

**Shoptline 教室：一小時建立起你的網路品牌**

Do you have a brilliant brand to sell online? Ever imagined building your own website but you don't know how to code?

As a leading mobile and e-commerce platform in Asia, Shoptline has all the tools you need to create your brand website or online shop. In this workshop, we will show you how to make use of our easy do-it-yourself platform to build your brand online in under an hour. No IT help needed, no coding skills required. After the seminar, you will take away a beautiful web and mobile site using the latest design trends ready to be integrated with powerful analytics and marketing tools.

After the workshop, all participants can also sign up for one on one sessions with Shoptline's e-commerce experts for extra help in setting up your websites.

想要成立網站推銷您出色的品牌，但不知道從何開始嗎？想建立自己的網站但不懂編碼？

Shoptline 作為亞洲領先的行動電子商務自助平台，對於建立形象網站及開設網路商店有豐富的經驗及心得。這次活動中，我們將示範如何善用簡單上手的平台工具，不需要任何編碼技術，以最短的時間建立屬於你的網路品牌。透過參與是次活動，你將可以透過 Shoptline 的強大功能於一小時內建立一個整合了社交媒體、流動裝置、內置交易系統的時尚網站。

為了鼓勵中小商戶，活動後一個月內，所有參加者會獲得 Shoptline 電商專家一對一解決所有問題和提供優惠套餐。


**Miss Natalie Yuen, Google AdWords Online Specialist**
**Google 網絡營銷專家 Natalie Yuen 小姐**

Natalie focuses on helping Small and Medium Businesses (SMBs) in Hong Kong grow via online marketing. She has tremendous experience in account optimization and helps SMBs troubleshoot their online marketing campaigns. Natalie has spoken in many seminars and training events for Google. Apart from Google AdWords, she also assists SMBs in setting up Google My Business, a new and free product from Google.

Natalie 一直致力於 Google 大中華區中小客戶的網絡營銷推廣工作，有豐富的賬戶優化及帳戶技術問題的解決經驗。Natalie 更多次主辦客戶座談會和客戶培訓，對 Google My Business 等協助中小客戶網絡推廣相關產品有豐富的了解。

**Google Workshop: Driving customers to your online business in 60 minutes**
**Google 教室：一小時網上營銷入門**

Your web site is up and running and you realize the next challenge is how to get your potential customers to visit your site.

In this workshop, not only will Google's expert provide an overview of online advertising solutions, she will also guide you through defining your online business goals, setting up Google Analytics to track campaign performance, as well as launching your first search and display ad campaign. This is a hands-on workshop so bring your laptop and be prepared to meet your first potential customer online.

New advertisers will receive a coupon to run your first online campaign. Attendees will get information on the upcoming webinars including topics such as campaign optimization and other intermediate to advanced online marketing tactics. Advertisers can also sign up for office hours at ICT Expo with Google's specialists.

當您成功建立網站後，下一個挑戰就是如何吸引潛在客戶瀏覽您的網站。

在本教室，Google 專家不僅介紹不同類型的網上廣告解決方案，亦會講解不同類型的業務應定的網上營銷目標。除了講解如何建立 Google Analytics (分析) 去了解廣告成效外，亦會講解如何準備您的第一個搜尋和多媒體廣告系列。這個教室包括實際操作訓練，敬請攜帶您的手提電腦到臨現場，準備迎接您第一個網上客戶。

為鼓勵你的首個廣告系列面世，新廣告客戶將獲得乙張優惠券。參與是次活動的人士，將會收到快將舉辦的網上研討會的邀請，主題包括如何優化廣告系列及進階網上營銷策略。另外，新廣告客戶還可以在 ICT Expo 中與 Google 的網絡營銷專家一對一的解決操作上遇到的問題。