

## MEMORANDUM

To: All Agency Members, Social Enterprise Units and Related Organizations  
From: Anthony Wong, Business Director, Policy Research and Advocacy  
Subject: SE Seminar Series  
How Social Enterprise can Maximize the Power of Direct Marketing for Effective Promotion - A Practical Workshop  
Date: 29 Jun 2015

The Hong Kong Council of Social Service and Hong Kong Post are co-organizing a Social Enterprise Seminar, inviting senior representatives from direct marketing sector to examine and share the latest direct marketing knowledge with the social enterprise sector. In this era of e-communication, integrated marketing communications of both physical mail and digital means are believed the most effective approach for promotion.

In this workshop, our speakers will share tips of direct marketing and case studies on leveraging one of the direct mail services, Hongkong Post Circular Service, in recruiting new customers. You can learn some proven practices on how to optimize the communication mix with both physical and digital channels, such as direct mailing and eDM, to achieve better results.

We will also introduce a one-stop online DIY platform for you to handle complex tasks of creating and sending physical or digital communications. The platform is designed to shorten the processing time of marketing, and you will find the platform useful in sourcing images, setting design layout, arranging printing, and delivering messages.

Limited seats. Please refer details as below:

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Date	7 Aug 2015 (Friday)
Time	3 p.m. – 5 p.m.
Venue	Rm 201, 2/F., Duke of Windsor Social Service Bldg., 15 Hennessy Rd., Wanchai, H.K. (separate rooms for concurrent sessions)
Content	1. Seminar (1 hour) 2. Interactive and Q&A session (45 minutes)
Speakers	<ul style="list-style-type: none"><li>• Representative from Megaseen Technology, the company backing up the service platform of DMDIY.hk</li><li>• Representative from Direct Marketing of Asia Limited, a leading direct marketing agency in Hong Kong</li><li>• Representative from Hongkong Post</li></ul>
Target	HKCSS Agency Members & Social Enterprise Practitioners and Public who are interested in setup SEs
Seat	50
Fee	Free Admission
Enquiry / Registration	Ms Charlotte Kwok (2876 2491; charlotte.kwok@hkcss.org.hk)

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