



SOCIAL MEDIA: A CRASH COURSE FOR SENIOR EXECUTIVES FOR DECISION MAKING

“US expert shows ways to harness social media
strategically for informed decision making”

29 November 2016



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A Crash Course for Senior Executives for Decision Making

US expert shows ways to harness social media strategically for informed decision making

Social media have revolutionised communications today, on a global scale. There's no question of its importance and its influence, not to mention its low cost as a communications tool. Senior managers in today's organisations ignore social media at their peril.

This programme shows senior managers the ins and outs of social media from social networks, to blogging, to consumer generated content like product reviews and how these new tools can best be harnessed for business value.

The programme will review the key social media platforms, and their most effective applications - whether they are used to drive sales, marketing, PR, corporate communications, internal communications or customer service objectives.

Participants will develop a working familiarity with the key social media platforms today:

- Social networks like Whatsapp, Facebook, WeChat, LINE and LinkedIn
- Video tools like YouTube
- Blogging and micro-blogging platforms like Twitter
- Consumer-generated media like product reviews and comments

For senior executives whose revenue comes from business or consumer audiences, this programme will give you a rich understanding of the process and power of social media today.

Speaker



Ms. Ruth P. Stevens

Director
HIMSS Media Group and
Business Information Industry
Association

Ms. Ruth P. Stevens consults on customer acquisition and retention, teaches marketing at business schools in the U.S. (e.g. NYU Stern, Columbia University, Duke University etc.) and worldwide. She has taught in corporate education at companies like Microsoft, Verizon, Japan Post, Liteon Mobile and DuPont.

As a thought leader, she has contributed to HBR.org, AdAge, Biznology and Target Marketing Magazine. Crain's BtoB magazine named Ruth one of the 100 Most Influential People in Business Marketing. Her newest book is B2B Data-Driven Marketing: Sources, Uses, Results. She is also the author of Maximizing Lead Generation: The Complete Guide for B2B Marketers, and Trade Show and Event Marketing, and co-author of the white paper series, "B-to-B Database Marketing".

Ms. Stevens is a Director of the HIMSS Media Group and the Business Information Industry Association. She also serves as a mentor to fledgling companies at the ERA business accelerator in New York City. Ms. Stevens has held senior marketing positions at Time Warner, Ziff-Davis, and IBM and holds an MBA from Columbia University.

Programme Objectives

The programme is intended to make senior managers comfortable with the new social media, to the point where they are empowered to make informed executive decisions about social media policy and practice in their organisations. Upon completion of the programme, participants are expected to achieve the following outcomes:

- Leave with a clear idea of the extent to which they and their organisations should or shouldn't participate in social media.
- Be conversant on the most popular social media platforms and tactics.
- Be ready to develop strategic thinking in their organisations about the best ways to take advantage of social media in meeting their organisations' objectives.



B2B Data-Driven Marketing:
Sources, Uses, Results
by Ms. Ruth P. Stevens &
Ms. Theresa C. Kushner

Articles by **Ruth P. Stevens**

-  **Five Ways to "Get Real" With B-to-B Social Media**
at TargetMarketing www.targetmarketingmag.com/post/five-ways-get-real-with-b-to-b-social-media/
-  **Social Media for B-to-B Marketers**
at Ruth's website www.ruthstevens.com/articles/social-media-for-b-to-b-marketers/
-  **Make the most of your social media fans**
at biznology www.biznology.com/2016/06/make-the-most-of-your-social-media-fans/

Programme Structure

Morning session

- Welcome and Introduction
- The value of social media in business today
- Thinking strategically about social media
- Their strengths, weaknesses and best applications
- Risk management in a world of user-generated content
- Q&A of the morning session

Afternoon session

- How do they work?
 - Social networks like Whatsapp, Facebook, LINE and Instagram
 - YouTube: The power of video
 - Blogging: Should we or shouldn't we?
- Consumer comments and reviews
- Personal and corporate branding: What social media presence is right for you as an Executive? For your organisation?
- Review of Takeaways and Concluding Remarks



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INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining The Hong Kong Polytechnic University, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).

BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

OPEN PROGRAMMES

IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

AWARD-BEARING PROGRAMMES

IAEE is committed to providing a range of interdisciplinary award-bearing programmes that offer senior executives the advanced knowledge and new perspectives they need to spearhead their careers and fine-tune the competitive advantages of their organisations. Delivered by world-class faculties and leading practitioners, the programmes immerse participants in a learning culture that will have a life-long impact.

Registration and Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **8 November 2016 (Tue)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: 29 November 2016 (Tue)

Time: 9:30 am - 5:00 pm

Venue: PolyU campus

Fees: HK\$6,000 per person
(Lunch and refreshments are included)

Tel: (852) 3400 8476

Email: iaee.enquiry@polyu.edu.hk

Website: www.polyu.edu.hk/iaee

Address: GH267, GH Podium Annexe, The Hong Kong Polytechnic University, Hung Hom, Kowloon

Combo Programmes

Enjoy **10% discount** for registrations of any two of the IAEE Senior Executives Series programmes.

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