

Influencer Marketing Symposium

Leveraging Influencer Marketing: Latest Research and Best Practices

Asian Centre for Branding & Marketing (ACBM),
Department of Management & Marketing,
Faculty of Business, The Hong Kong Polytechnic University

DEC 5, 2023 (TUE)

InterContinental Grand Stanford Hong Kong

13:20 – 13:45 Registration

13:45 – 14:00 Welcome Remarks

Prof. Wu LIU

Professor and Head,
Department of Management and Marketing



Prof. Flora GU

Professor and Associate Head,
Department of Management and Marketing



Director,
Asian Centre for Branding & Marketing

14:00 – 14:20 Featured Speaker

Mr Ben WONG

Chief Marketing Officer,
Google Greater China



14:20 – 14:40 Featured Speaker

Ms Ivy WONG

Founder & CEO,
VS Media



14:40 – 15:00 Featured Speaker

Dr Fine LEUNG

Assistant Professor,
Department of Management and Marketing



15:00 – 15:15 Coffee Break

15:15 – 15:35 Featured Speaker

Dr Dai YAO

Associate Professor,
Department of Management and Marketing



15:35 – 15:55 Featured Speaker

Dr Qiyuan WANG

Assistant Professor,
Department of Management and Marketing



15:55 – 16:15 Panel Discussion (in Cantonese)

- Mr Ben WONG
- Prof. Flora GU
- Dr Fine LEUNG
- Mill Milk
- Ms Emily LAU

16:15 – 16:50 Round Table Discussions

16:50 – 17:00 Closing Remarks

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