



編號:	SEM18-09-2015-SMTA
名稱:	創業講座系列 - 「高效網絡行銷，從何做起?」
內容:	<ol style="list-style-type: none"> 1. 了解網上消費習慣及目標客戶特徵 2. 執行不同網上行銷手法時須要注意的事項 <ul style="list-style-type: none"> • 網站 • 搜索引擎 • Facebook • 微信 • 微博 • 電郵 • 短訊 • 其他
適合人士:	創業人士 或 從事行銷工作之人士
主講者:	陳志淳先生，澳門電腦學會、澳門英國商會和澳門會展業培訓學會骨幹成員；擁有超過廿五年的商業管理、營銷推廣及客戶服務經驗，近年投身於顧問工作，主力協助客戶或機構提升商業運作、銷售管理及客戶服務流程。
主辦機構:	澳門生產力暨科技轉移中心 及 青年創業孵化中心
名額:	50
語言:	廣東話
日期:	2015年9月26日(星期六) <登記截止日期：2015年9月24日>
時間:	下午2時至4時30分
費用:	全免
地點:	澳門生產力暨科技轉移中心總辦事處演講廳 (新口岸上海街175號中華總商會大廈7樓)

登記及查詢: http://www.cpttm.org.mo/seminars	總辦事處	澳門上海街175號中華總商會大廈七樓 Tel: (853) 2878 1313 Fax: (853) 8898 0853
電子郵遞: training@cpttm.org.mo	成衣技術匯點	澳門漁翁街海洋工業中心第二期十樓 Tel: (853) 8898 0701 Fax: (853) 2831 2079
	數碼匯點	澳門馬統領街廠商會大廈三樓 Tel: (853) 8898 0601 Fax: (853) 2837 3085

* 主辦機構保留權利可更改調動講座題目、內容及講者而不須先行通知



CODE: SEM18-09-2015-SMTA
 TITLE: Entrepreneurial Seminar Series - Tactics for e-Marketing

CONTENT: 1. Understanding online shopping habits and the characteristics of your target customers
 2. Key points to note when employing different e-Marketing tools

- Website
- Search engine
- Facebook
- Wechat
- Weibo
- Email
- SMS
- Others

DESIGNED FOR: Individuals who want to start their own business; marketing practitioners

SPEAKER(S): Mr Virgil Chan
 Key member of the Computer Society of Macao, the British Business Association of Macao and the Society of Macao Exhibition Industry Training; with over 25 years of experience in business management, marketing and customer service; in recent years, Mr Chan has been providing consultancy service to assist client organizations in enhancing their business processes in operations, sales management and customer service.

ORGANIZED BY: Macau Productivity and Technology Transfer Center & Centro de Incubação de Negócios para os Jovens

NO. OF SEATS: 50

LANGUAGE: Cantonese

DATE: September 26, 2015 (Saturday) <Deadline for Registration: September 24, 2015>

TIME: 2:00 p.m. - 4:30 p.m.

FEES: Free of charge

VENUE: Macau Productivity and Technology Transfer Center - Head Office Auditorium
 Rua de Xangai 175, Edf. ACM, 7 andar

REGISTRATION & ENQUIRY: http://www.cpttm.org.mo/seminars E-mail: training@cpttm.org.mo	Head Office	Rua de Xangai 175, Edf. ACM, 7 andar Tel: (853) 2878 1313 Fax: (853) 8898 0853
	House of Apparel Technology	Rua dos Pescadores, Ed. Ind. Ocean, Fase II, 10 andar Tel: (853) 8898 0701 Fax: (853) 2831 2079
	Cyber-Lab	Rua Comandante Mata Oliveira, Ed. Associacao Ind. 3 andar Tel: (853) 8898 0601 Fax: (853) 2837 3085

* The organizer reserves the right to alter the topic/content/speaker of the seminar programme without prior notice.

研討會登記表格 SEMINAR REGISTRATION FORM

編號 Code : SEM18-09-2015-SMTA

名稱 Title: 創業講座系列 - 「高效網絡行銷，從何做起？」

Entrepreneurial Seminar Series - Tactics for e-Marketing

請傳真或交回 總辦事處 Head Office

Please fax or return to: 成衣技術匯點 House of Apparel Technology

數碼匯點 Cyber-Lab

Tel 電話: 28781313

Fax 傳真: 28788233

登記截止日期 Registration deadline: 24.09.2015

學員編號 Student No:

姓名 Name:				(中文 in Chinese)					
				(葡文/英文 in Portuguese/English)					
性別 Sex:	男 M <input type="checkbox"/> 女 F <input type="checkbox"/>	電子郵件 Email:							
公司 Company:				行業分類 CAE:					
電話 Tel:		傳真 Fax:							
年齡組別 AGE GROUP (請 <input checked="" type="checkbox"/> 在適當的格上 Please tick the appropriate box):									
< 15	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45-49	50-54	>=55

個人資料的收集

出席者在登記表格所提供的個人資料，CPTTM 會用作處理報名、印製證書(如適用)、統計分析及傳遞 CPTTM 服務資訊的有關事宜。學員有權查詢及更改其個人資料；如欲更改其個人資料，須填妥資料更改通知表格交回 CPTTM。

Collection of Personal Data

Personal data provided by participants on the registration form are used by CPTTM for purposes related to the processing of registration, printing of certificates (if applicable), compilation of statistical reports and communication of information about CPTTM services. Participants have the rights to request access to and make correction of their personal data. Participants wishing to amend their personal data should submit written requests to CPTTM by using the Personal Data Amendment Form.

此欄由本中心填寫 For CPTTM Use Only

登記確認 Confirmation of Registration

茲通知閣下報名參加以上研討會之登記已被確認:

Please be informed that your registration for the above seminar has been confirmed:

Seminar Date 研討會日期:	26 / 09 / 2015	Time 時間:	2:00pm - 4:30pm
Seminar Venue 研討會地點:	生產力中心總辦事處演講廳(新口岸上海街 175 號中華總商會大廈 7 樓)		
Registration No. 登記號碼:		Receipt No. 收條號碼:	FOC

請帶同此通知書到本中心參加研討會，多謝合作。

Please bring this advice with you on the day of the seminar. Thank You.