

You are invited to join the monthly general meeting of TEN - The Entrepreneurs' Network.

Meeting Details

Time : **September 7th**, Thursday, from 6:30pm to 8:30pm

Venue: 1st floor of Stormy Weather in LKF (48 D'Aguilar Street, Central TEL: +852 2845 5533)

Activities

- + **Introducing TEN Subcommittees**
- + **Thematic presentation**
- + **"Requests & thank you"**
- + **Networking**

"eMail Spamming - What Entrepreneur Needs to Know"

Speaker: **Mr. Francis Kwok, Founder and CEO of Radica Systems Limited**

With the upcoming 'Unsolicited Electronic Messages Bill', are you wondering how to do eMail marketing legitimately with your membership? Do you want to know how to let new clients or members take the initiative and approach you? Or do you want to know any effectively ways to communicate with your customers personally and build up a long-lasting relationship instead of spamming them?

The Talk Highlights:

- The Challenges of e-marketing under the new "Unsolicited Electronic Messages Bill"
- Effective use of Search Engine Marketing to attract more customers
- Significant improvement of VIP relationship with "Permission-Based Email Marketing"
- Successful e-marketing cases sharing

Francis has shared with many enterprises and in many symposia on email marketing, including the recent HKGCC Luncheon and "e-Marketing and e-Payment Symposium 2006" of the Hong Kong Productivity Council.

Radica Systems Limited (www.radicasys.com) is a local pioneer intelligent marketing software developer and provider. It is dedicated to the development of easy-to-use and automatic e-marketing software with artificial intelligence technology. Its products help the corporations to boost sales volume and customer loyalty by diverting 1-to-1 personalised product recommendations to their customers via different channels such as email, SMS and Web. The email marketing software of Radica Systems Ltd, Radica Intimate, has won the "Hong Kong Outstanding Software Applications Competition 2005 - VTC eTourism Special Award" as presented by Oracle, HP and Intel.

Best regards,
Executive committee members of TEN

info@ten.org.hk

TEN - The Entrepreneurs' Network is a non-profit association promoting and supporting entrepreneurship.

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