



CODE: SEM11-07-2018-SMTA

TITLE: Workshop Series for Local SMEs : "Marketing and Doing Business Online"

OBJECTIVE: CPTTM and Wynn Resorts (Macau), S.A. will organize a workshop on "Marketing and Doing Business Online" to help Macau SMEs to enhance their operational capacity by understanding how to discover, promote & expand their business online.

CONTENT:

- The general rules of business
- Reason for going online
- The SoLoMo concept (Social Local Mobile)
- Online promotion
- Paid search and organic search
- SEO - Search Engine Optimization
- Click to conversion
- Customer who take action
- Keep growing your business

DESIGNED FOR: Individuals who:

- would like to start their own business
- have started an entrepreneurship and would like to expand the venture.

SPEAKER(S): **Mr. Yau Chung Wah Joshua**
 Senior Marketing Manager, Webmaster & Online Marketing Leader and Digital Marketing Course Director of Welkin Systems Limited(Hong Kong), Google adwords Certified Expert

ORGANIZED BY: Wynn Resorts (Macau), S.A. (Principal Organizer)
 Macau Productivity & Technology Transfer Center (Co-organizer)

NO. OF SEATS: 50

DATE & TIME: July 7, 2018 (Saturday), 2:30 p.m. - 5:30 p.m. <Deadline for Registration: Jul 3, 2018>

LANGUAGE: Cantonese (handouts in Chinese)

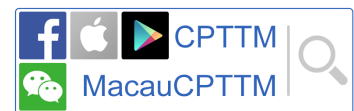
FEES: Free of charge

VENUE: CPTTM Head Office Auditorium (Rua de Xangai 175, Edf. ACM 7-Andar, Macau)

Remarks:

- Priority registration for Wynn Resorts (Macau), S.A. registered vendors
- An electronic certificate will be issued to the participants who have completed the workshop

ONLINE REGISTRATION <https://events.cpttm.org.mo/>



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~ The organizer reserves the right to cancel the seminar or modify its topic, content and/or speaker without prior notice. ~