DIGITAL MARKETING
Overview and Trends

Time:
02:30PM – 05:00PM
Friday, 14 June 2013

Venue:
Conference Hall  Tấn Viên Campus,
Hoa Sen University
3 Tấn Viên, Tân Bình District, HCMC

Who can attend
Students at Hoa Sen University

Speaker’s
Mr. Thach Xuan Khai, Retail Director of Converse Vietnam
Mr. Michael Do, Operation Director of Beyond Edge

Content
• Explain the trend of Internet Marketing and Social Media
• Define Internet Marketing and Social Media
• Introduce of Internet Marketing Tools
  • Email Marketing
  • SEM Marketing
  • Visual Advertising
  • Online PR
  • Social Media
  • Mobile Marketing

Speaker’s Profile
Mr. Michael Do, graduated MBA from Northumbria University in Singapore, he had over 10 years experienced in Marketing industry and over 5 years in Digital Marketing and CRM Solution. He has worked for a wide variety of Fortune 500, mid-sized companies and agencies in many countries such as: ATE Groupon Agency, Nortion Age Marketing Agency, Microsoft Singapore, and he is currently in charge of Wolf Media Vietnam Company. With such rich experiences, he has very professional working mindset and strong operation knowledge to run the Development Division.
In addition, Michael is also a Speaker and Senior Consultant for some Internet Marketing, CRM Seminars, Workshop in Singapore. Expertise: Digital Marketing, CRM Competencies: bilingual (English and Vietnamese)

FREE OF CHARGE
(for Hoa Sen Students)

Organizer:
Dept of Software Engineering
Hoa Sen University

Co-organizer:
PROS VIETNAM LTD.
SEO DOANH NGHIỆP

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