



MEMBERS CIRCULAR

7 May 2019

Ref 021/05/19

Dear Members

SEMINAR : FACEBOOK/INSTAGRAM MARKETING FAST TRACK

Greetings from PPK Malaysia ! To start off our Education Series 2019, we shall be organizing a seminar/workshop on **FACEBOOK/INSTAGRAM MARKETING FAST TRACK** within the scenario of shopping mall marketing as follows:

Date: Tuesday 16 July – Wednesday 17 July 2019
Time: 9.00 am to 5.00 pm
Venue: Empire Hotel Subang, Jalan SS16/1
47500 Subang Jaya, Selangor
Fees: RM1,590 per pax (members only, inclusive of service tax)

The syllabus for this 2-day programme is as follows and this now has a different content from our previous 1-day workshop held in 2017:

- Content Marketing Strategy - how to multiply your contents to different channels with one time effort
- Facebook Marketing Funnels - understand the funnels for more strategic and efficient campaigns
- Facebook and Instagram Advertising - increase awareness and engagement to gain more customers and sales
- Customer service via AI - understanding the usage of Bot in customer service
- Online campaigns for Shopping Malls

The trainer will be **Ms Vanda Chan** who is a social media and online marketing specialist, proficient in social media crisis management. She graduated with Master of Information Technology from Charles Sturt University and was with Nestle Malaysia for the past 25 years, pioneering digital marketing for the company.

All participants will be required to bring along their own wifi-enabled computer/laptop (including power cables) and this will ensure that each participant is able to get hands-on and practical experience during the session.

Persatuan Pengurusan Kompleks Malaysia (PPK)

Malaysia Shopping Malls Association

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

T +603 7727 6202/6232 **F** +603 7727 6203 **E** secretariat@ppkm.org.my **W** www.ppkm.org.my

Please note that the workshop will only be confirmed if there is a minimum registration of 25 pax and interested participants are requested to register with us before the closing date of Friday, 31 May 2019.

In the meantime, please do not hesitate to contact secretariat@ppkm.org.my if you need further details.

Thank you.

Yours faithfully

PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

A handwritten signature in black ink, appearing to read 'Teo Chiang Kok', with a large, stylized flourish underneath.

TAN SRI DATO TEO CHIANG KOK

President

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 Venue: Empire Hotel Subang, Jalan SS16/1, 47500 Subang Jaya, Selangor

TO: PPK MALAYSIA
 A 608, 6th Floor, Lobby 2, Block A Email: secretariat@ppkm.org.my
 No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya

We are interested to attend the abovementioned seminar and wish to register the following names:

NAMES	DESIGNATION	OFFICE TEL:	MOBILE NO.	EMAIL ADDRESS:
1.....
2.....
Name of Organisation/ Shopping Centre/Building (for billing purposes):			
Billing Address:			
Name of Contact personnel:			
Email of Contact personnel:			
Tel. No. of contact personnel:			

Yours faithfully

.....
 Name :
 Date :
 Company Stamp:

Reminders:

- All participants will be required to bring along their own wifi-enabled computer/laptop (including power cables) and this will ensure that each participant is able to get hands-on and practical experience during the session.
- The workshop will only be confirmed if there is a minimum registration of 25 pax
- Please register with secretariat@ppkm.org.my on or before Friday, 31 May 2019, thank you !