WeChat is one of the most popular social media platforms used in China today with over 650 million active users. The platform is deeply integrated and includes social features such as messaging, e-commerce, payments and financial services.

One of the useful features is WeChat group, for it enables companies to extend their employee support to a new and mobile channel.

WeChat is already changing how people learn. Are you ready to be part of this digital revolution?

**Objective**

This 3-hour workshop is designed to give you a basic understanding of the power of WeChat:

- Learn more about the features of WeChat
- Know how WeChat can be used as training platform
- Understand the hidden rules and regulations of running WeChat group
- Learn about case studies of WeChat training

**Program Outline**

WeChat basics, such as features and the 3 major interaction modes

1. WeChat group setup and operations
2. Micro training design on WeChat
3. Micro training delivery on WeChat group
4. Introduction of chatbot to maximize training effectiveness
5. Case studies

**Speaker Bios**

Daryl Choy is Director of an experience design firm that designs integrated customer, employee, and brand experiences, and helps organizations make lasting improvements to performance. Daryl comes with 20+ years of marketing experience. His domain knowledge is brand positioning, digital marketing, customer journey mapping, and innovative marketing. His research in experience design has received recognition from management gurus such as Don Schultz of Northwestern University and Joe Pine, the author of The Experience Economy. He helps set up one of the WeChat-based universities in China, and is a sought-after speaker on a variety of topics for multiple WeChat groups. He has lived and worked in different China cities including Beijing, ShangHai, Guangzhou, Shenzhen, NanJing, and ZhengZhou.

**Date & Time**

19 September 2017 (Tuesday) 2:30pm – 5:30 pm

**Venue**

HKIHRM, Suite 1503, 15/F, 68 Yee Wo Street, Causeway Bay, Hong Kong

**Fee**

Member □ HK$ 680   Non-Member □ HK$ 880

**Language**

Cantonese

**Capacity**

30 participants (Limited seats; priority enrolment for corporate members)

**Target Participants**

Training Professionals

**Enquiry**

Please contact learning and development department at (852) 2837-3880 or via email learning@hkihrm.org

Please visit [http://www.hkihrm.org/index.php/ld/upcoming-programmes](http://www.hkihrm.org/index.php/ld/upcoming-programmes) for relevant upcoming programmes
# How to use WeChat as a training platform

<table>
<thead>
<tr>
<th>Date &amp; Time:</th>
<th>19 September 2017 (Tuesday) 2:30pm – 5:30 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venue:</td>
<td>HKIHRM, Suite 1503, 15/F, 68 Yee Wo Street, Causeway Bay, Hong Kong</td>
</tr>
<tr>
<td>Fee:</td>
<td>HKIHRM Member □ HK$ 680  Join Member □  Non-member □ HK$ 880</td>
</tr>
<tr>
<td>Enquiry:</td>
<td>Please contact us at (852) 2837-3880 or via email <a href="mailto:learning@hkihrm.org">learning@hkihrm.org</a></td>
</tr>
<tr>
<td>Surname (Mr/Ms/Mrs)</td>
<td>First Name (Full Name)</td>
</tr>
<tr>
<td>HKIHRM Member Number (individual/corporate)</td>
<td></td>
</tr>
<tr>
<td>Job Title</td>
<td>Company/Organisation</td>
</tr>
<tr>
<td>Mailing Address</td>
<td></td>
</tr>
<tr>
<td>Phone (office/mobile)</td>
<td></td>
</tr>
<tr>
<td>E-mail (required for sending confirmation)</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** For enrolment under corporate membership, HKIHRM would deem such enrolment authorised by the corresponding corporate member. Enrolment will be considered as non-member if membership number is not provided.

How do you know about this programme?
- □ HKIHRM Daily e-Newsletter
- □ HKIHRM E-mail
- □ HKIHRM Website/Mobile App
- □ Newspaper
- □ Social Media (Facebook/LinkedIn)
- □ Others (please specify): 

## Terms and Conditions

**Note of Membership:** All HKIHRM memberships are non-transferable, either to another individual or group companies. Member must fill in their membership number for verification.

**Confirmation:**
- Registration form received will be acknowledged by email in 5 business days.
- Seat confirmation will be secured and confirmed by email in 5 business days upon receipt of full payment.
- In case, the event is over-subscribed, priority will be given to those registrants who have fully paid the programme fee on a first-come-first-served basis.

**Payment:**
- Full payment must be received by the respective deadlines stated. HKIHRM reserves the rights to decline entry to the event for unpaid parties.
- Crossed Cheque should be made payable to Hong Kong Institute of Human Resource Management Ltd., and sent with a copy of the registration form to Learning & Development Department, Suite 1503, 15/F, 68 Yee Wo Street, Causeway Bay, Hong Kong.
- e-Receipt will be sent with confirmation email upon receipt of full payment.

**Cancellation Policy:**
- All fees paid are NON-refundable unless written notice is received 10 days prior to the programme.
- For cancellations made on or before 10 days of commencement date, 30% of programme fees will be forfeited.
- No refund for cancellations received within 10 days of commencement but substitutions will be accepted.
- For substitution, HKIHRM reserves the rights to charge the difference between member and non-member rate wherever applicable. Please note that no partial refunds or credits will be given should the rate difference be lower.
- No deferment or credit transfer to another programme will be allowed.

**Weather:**
- Please visit our website for the most updated class arrangement during severe weather.

**Attendance Proof:** An administrative fee of HK$100 will be charged for certificate of attendance upon request.

**Use of Information:** The information you provide to HKIHRM will be used for the purpose of administering enrolments and facilitating the execution of the programme. It may also be used for the promotion of other HKIHRM functions and publications at some later date. If you do not want to receive any promotion from HKIHRM, please put a ✓ in this box.

**Promotion:** The event will be photographed and video taped and these images and video footages may be used for promotional materials for HKIHRM in the future. Kindly note that by attending the programme, you are giving full consent for your image and likeness to be used any promotional materials or video recordings.

**Change of Programme Information:** HKIHRM reserves the rights to change the programme details and registrants will be notified in the programme of such changes. All matters and disputes are subjected to the final decision of HKIHRM.

**DECLARATION**
I have read and accept all the terms and conditions in this enrolment form.
I understand that all handout materials obtained in the programme are strictly for my own learning purposes.

**Sign:** ___________________________  **Date:** ___________________________