

Design Presentation Skill 分享會

設計營銷攻略

日期 28 Nov 2009 (Sat)

時間 11:00 am – 1:00 pm

地點 Leung Kai-yin Memorial Lecture Theatre

香港灣仔活道 27 號

職業訓練局大樓 7 字樓

設計師做出好設計方案只是完成了工作的一部份，此外還要作出有力的提案，令客戶採用設計師的意念。四位有多年經驗的設計師，將與多位參與創新科技及設計博覽 2009 之創意論壇演講的設計師們分享實戰攻略，籍著是次的分享會，互相交流，促使好設計有更多機會進入市場。

四位講者分別來自不同工作範疇，介時將會就其個人專長與經驗，與大家分享不同策略。主要分享內容包括：

- 如何爭取客戶
- 如何令客戶採購你的產品
- 如何令客戶選用你的服務
- 如何令客戶接納你的意念

由於設計聯會參與該項活動，我們將有小量座位供會員及有興趣的朋友們參與，惟座位有限，有興趣參與分享會者，請於 11 月 27 日上午前電郵至 info@hkdc.org 登記，先到先得。留位以後，我們將致確認電郵通知各位到時出席。

(所有簡報及討論以粵話進行)

Speaker Profile

Iceman Leung

Design Discipline: Multi-media Design

Iceman had 20 years experience in Clients and design concepts and clients' management experience in multinational design studio which included 4A advertising agencies, graphic house, design house, production house, PR agency and Founder of Lingo Design.

Talent head hunting projects, in 2006 Iceman was invited to join a global design execution projects by Aquent which is a global leading creative head hunter agency. He spend about 9 months to recruited and interviewed three disciplines (products, packaging and interactive design) of designers from diploma to master level. He can share the experience form human resource point of view that how to manage the creative team for business development.

2007, Iceman joined Hong Kong Design Centre as Design Education and Promotion Manager. He is the founder of Hong Kong Design Directory (www.designdirectory.hk) which online interactive data base mainly serve overseas design users communicate with local design experts in different design disciplines.

Karen Li

Design Discipline: Packaging Design

- Founder of Trend Mart Limited

Karen graduated from First Institute of Art & Design (Commercial Design), RMIT University (Bachelor of Business in Marketing) and MGSM Macquarie University (Master of Management in marketing and management).

Karen had many years experience in brand packaging design and management. She worked at several well-known MNCs, including export trading companies and OBM manufacturers, across

different product categories. Helping retailers, brand owners and importers in U.S., Europe, and Australia on brand management, brand building with packaging, in-store merchandising, design and develop their brand packaging. She had experience to work with some overseas brands (included Ahold, Bandai, Bed Bath & Beyond, Bhs, Conair, Debenhams, Etos, John Lewis, Morrisons, Next, Restoration Hardware and so on).

Before Karen started her own business, she had more than 10 years experience in setting-up design department, managing the department as business unit. She was responsible for packaging & graphic design, marketing & managing transactions, approach customers & coordinate with customers directly, supplier evaluation & sourcing, supply chain management, project management & quality control, an so on.

Karen is a mentor at Trade and Industry Department, The Government of the HKSAR, 2008/10 mentorship program. She is a Professional Marketer in Hong Kong.

Paul Ng

Design Discipline: Communication Design

Paul Ng first received his BFA from California Institute of the Arts with major in Graphic Design and then specialised in computational design and graduated with a MFA from UCLA.

He found his own company, Raster Mode Ltd, in earlier 90's that has been providing wide range of communication design services for different types of clients ranged from multinational corporations to local SME.

Besides practicing as a professional designer, he also teaches in different tertiary educational institutions including Hong Kong PolyU and Hong Kong Productivity Council from time to time.

Currently, he is also a Member of the DesignSmart Initiative Assessment Panel.

Florence Wong

Design Discipline: Product Design

Major Milestones

- Founder of ZAN's franchised shops in Beijing & Tianjin – 2009
- Founder of Zanif Advertising & Promotion Limited – 1995
- Founder of the brand "ZAN'S" – 1995
- Founder of Zan's Global Limited – 2009

Florence Wong was awarded the Hong Kong Young Designer of the Year Award Competition 1987 (Grand Prize). She's the first and only lady winner of this award at the time, right after her graduation from the HK Polytechnic University from a BA in Industrial Design. She founded Zanif Advertising & Promotion Limited in 1995 and inaugurated the pioneer brand "ZAN'S". The creativity and functional excellence of ZAN'S collections of lifestyle products are proved by winning assorted HK Governor's Design Award, HKDA Awards, iF Design Award, International Design Awards, Spark Awards Etc. Nowadays, ZAN'S collections of lifestyle products have penetrated into more than 30 countries, bearing an image of being new, unique, original and "WOW". Florence's inspiration of designs comes from every minor object or moving scenes from around the environment, living up to her belief "ZAN'S Philosophy, Life's Curiosity". Florence's creativity knows no boundaries. She ventured into franchising "Zan's" in 2009. "Zan's Global Limited" was registered in May 2009 to replace "Zanif Advertising & Promotion Ltd." In April 2009, the very first franchised "Zan's Shop" was opened in Tianjin. And another four were opened in Beijing in the following 6 months. In the near future, Zan's franchising footprints will expand into other provinces in China and the world over.

Florence was appointed as one of the Assessors of the DesignSmart Initiative for the period of 2006 to 2007.