

2011 International Fair : UM Goes Global

2011國際嘉年華：澳大走向世界

16-28/9/2011

“How to Become a Successful Global Marketer?”

Talk: All are welcome!

Light lunch will
be served!

Date: 21 September 2011, Wednesday

Time: 11:30 am - 1:00 pm

Venue: Room HG01, Ho-Yin Convention Centre

Presented by: Ms. Shirley Chau, *MBA, DipM, MCIM*, Head of Operations,
The Chartered Institute of Marketing in Hong Kong

Co-organized with UK Trade & Investment

Language: English

UK
TRADE &
INVESTMENT



You want to excel in marketing, but plenty of other students have the same idea too. How are you going to compete? You need practical and relevant marketing knowledge to help keep abreast of everything from new marketing trends to global business issues. The speaker from The Chartered Institute of Marketing (CIM) will share with you her working experiences as a Professional Marketer in MNCs and how to obtain professional marketing qualifications.

Ms. Shirley Chau currently acts as the Head of Operations for The Chartered Institute of Marketing (CIM) in Hong Kong Region with responsibilities for managing the member service, CIM qualifications and corporate training. She has a B.Eng. (Hon) in Computer Engineering and an MBA from Warwick Business School (UK).

Website: www.umac.mo/gao/if2011.html

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