



HKICPA Seminars – IT Series

(September to November 2017)

This series of seminars is designed to provide professionals with knowledge of the latest information technologies available in the market, how these technologies can enhance business performance, as well as their implications for businesses and the accounting profession.

Topic/ Programme code <small>(Note)</small>	Date and Time	Language	Speakers
New Business Models Expedited in the Big Data Era: A. Customer Oriented and Fragmented Market (SCPD17090501) B. Outcome Economy and Platform Strategy (SCPD17112301)	Tuesday, 5 Sept 2017 7:00 p.m. – 8:30 p.m. Thursday, 23 Nov 2017 7:00 p.m. – 8:30 p.m.	Cantonese	Dr. Lawrence Wong Managing Partner, GCE Consulting and Big Data Elite Asia Limited
Cyber Security: What Happen When You Are Under Attack? (SCPD17101701)	Tuesday, 17 Oct 2017 7:00 p.m. – 8:30 p.m.	English	Mr. Kok-Tin Gan Partner, Cyber Security, PwC
Big Data Monetization: Turning Concepts into Business Reality (SCPD17110601)	Monday, 6 Nov 2017 7:00 p.m. – 8:30 p.m.	Cantonese	Mr. King Leung CEO, CLIX International Limited, a multiple award winning CRM and Big Data agency

Note: IT solutions or products may be introduced through demonstration by the speakers in the seminars.

Venue	Hong Kong Institute of CPAs, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Format	Seminar
Fee (for each)	HKICPA member or student: HK\$190 (online enrolment: HK\$180) IA/ HKIAAT member or student: HK\$190 Non-member: HK\$330
Participants	Business leaders/ executives who are interested to know how disruptive technologies impact on businesses and to understand more about new business models in the Big Data Era
Competency*	Information technology
Rating*	Intermediate level
CPD hours (for each)	1.5

* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.



About the programme

New Business Models Expedited in the Big Data Era:

A. Customer Oriented and Fragmented Market (SCPD17090501)

B. Outcome Economy and Platform Strategy (SCPD17112301)

Course outline

In the information age, companies are all urging for digital transformation through utilizing digital technologies, such as Internet of Things, Social, Mobile, Analytics, and Cloud (SMAC). These technologies innovate new business models, develop new products and services, and connect consumer channels with markets electronically. With these technologies, enterprises can transform themselves into digital businesses and overturn the traditional industries and stand out from the others through cross-industry competition.

A. Customer Oriented and Fragmented Market (SCPD17090501)

This seminar will cover two business models expedited in the big data era:

- Customer oriented: from "Product Focused" to "Customer Focused"
- Fragmented market: use of analytics modelling to address the long-tail needs

B. Outcome Economy and Platform Strategy (SCPD17112301)

This seminar will cover another two business models expedited in the big data era:

- Outcome economy: from "Product Oriented" to "Outcome Oriented"
- Platform strategy: providing interactive platforms for targeted stakeholders and fulfilling their needs

After joining this seminar, participants will gain knowledge about:

- How disruptive technologies impact the business world
- New business models expedited in the big data era and how they are used to win over competitors

Speaker

Dr. Lawrence Wong, Managing Partner, GCE Consulting and Big Data Elite Asia Limited

Dr. Wong is a fellow CPA and data scientist with 30 years of experience in the world's leading consulting firms (Accenture, Deloitte, KPMG) and listed conglomerates (PCCW, Hutchison) with a wealth of practical experience in finance, IT, CRM, HR, SCM and sales and marketing.

Currently, Dr. Wong focuses on providing advisory and training services to enterprises mainly on big data, digital transformation, financial technology, strategy and management.

Prior to that, Dr. Wong was the Managing Director of Accenture Consulting in Greater China and has successfully established, trained up and managed a team of 200 enterprise executives to become management consulting professionals and data scientists.

Dr. Wong was also the Vice President in PCCW leading the telecom practice to secure four nationwide ERP projects amounting over RMB500 million and has significantly impacted the ERP market of the telecom industry in China.



About the programme

Cyber Security: What Happen When You Are Under Attack? (SCPD17101701)

Course outline

High-profile cases of organizations coming under cyber-attack are more and more common. Companies whose core business is not reliant on IT could be the victim of a cyber-attack as well. It is not a question of whether you will be the subject to a cyber attack but a question of when it will happen – no one is immune.

Last year, a number of cyber attacks took place resulting in millions of customer records, confidential business data and deals strategic information stolen. One of the victims experienced service outages that resulted in a 32% decline in its share price. This is a serious challenge for businesses that increasingly seek to operate and engage with their customers online and this leads to the need of considering the cyber security strategies in a constantly changing threat environment.

In this seminar, the speaker will highlight the technical, financial and reputational impacts as an attack unfolds, and what to do to better protect an organization and mitigate such cyber risks. In addition, the speaker will conduct a “real-live” demonstration of what a cyber attack can look like and how it can impact organizations.

This seminar will share:

- Update of the cyber threats landscape
- Cyber security awareness by conducting “live” hacking to demonstrate “how” a cyber attack takes place
- Tips to develop an effective cyber security risk management program

Speaker

Mr. Kok-Tin Gan, Partner, Cyber Security, PwC

Mr. Gan is a cyber security expert specializing in developing cyber security capability and structure for clients, and has conducted a wide range of cyber exercises globally to tailor and integrate various best practices into clients' cyber security programs.



About the programme

Big Data Monetization: Turning Concepts into Business Reality (SCPD17110601)

Course outline

In Chinese Kung Fu analogy, Loyalty Marketing = the Moves (招式), Customer Relationship Management (CRM) = the Weapons (兵器), and Big Data = Wisdom of Success (心法). They have highly symbiotic relationships.

Under today's uncertain market conditions, most companies spend lots of energy in Loyalty Marketing tactics such as rewards, points, VIP events. But if most players in the same sector all have similar 'moves' (招式), these tactics will become undifferentiated and ineffective.

The next frontier comes in the form of CRM technologies (i.e., weapons (兵器)). In early 19th Century Qing Dynasty, China lost to the world powers partly because of her antiquated weaponries. Then China invested in modern weapons and at one time had the 4th largest fleet in the world. But Qing Navy still faced the humiliating defeat to Japan during the First Sino-Japanese War (甲午海戰) because of the lack of understanding of proper usage of weapons and continuous upgrades. Sounds familiar? Most companies face the same challenges nowadays. Having the modern CRM technology is only the first step. Knowing how to get value out of it defines success versus failure.

So how to get the most value out of the Loyalty Marketing tactics and CRM technologies? The missing piece lies in big data analytics (i.e., Wisdom of Success (心法)). Everyone knows there are enormous insights behind the mountains of customer data but few understand how to monetize them. This seminar will use a few case illustrations to bring this to life!

This seminar will help participants to:

- Demystify a highly strategic yet not well understood business topic – Big Data
- Understand how customer data can be monetized
- Visualize the roadmap to put this Big Data strategy into action

Speaker

Mr. King Leung, CEO, CLiX International Limited, a multiple award winning CRM and Big Data agency

Mr. Leung is a leading practitioner in big data, CRM and loyalty marketing in Hong Kong and China. He also serves in leadership positions at several marketing and technology associations and is a frequent speaker and moderator on big data, CRM, innovation, entrepreneurship at media, universities, business conferences and seminars.

Prior to pursuing his entrepreneurial career, Mr. Leung was a management consultant in strategy, operation and information technology with Booz Allen Hamilton and KPMG Consulting in the USA and the UK. He was also in technology investment as a venture capitalist at Innovate@ (a technology fund co-managed by Booz Allen Hamilton and Lehman Brothers in the USA).

Mr. Leung holds an MBA (Hons) in Finance and Strategy from University of Chicago, and BSc (Hons) in Mechanical Engineering from University of Wisconsin – Madison.



Hong Kong Institute of
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HKICPA Event Enrolment Form (For Support Programme)

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Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
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FOR OFFICE USE

Deadline: 7 working days before the date of the programme

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1							
2							
3							
						Total (HK\$)	

☐ I am unemployed and not working. I am planning to rejoin the workforce.

The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.

The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

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- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
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 - Please issue SEPARATE CHEQUE for each event.
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 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
 - No unauthorized audio or video recording is allowed at CPD events.

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