



INVITATION TO  
**ANNUAL GENERAL MEETING**

**WED 26 JAN 2022, 4:30 - 6PM**

**@Zoom | English**

Event Sponsors



## Today, you'll hear from us

Our new theme

2021 Review

Recognition of Contributions

2022 Way Forward

Our new Working Committee and Year Plan





# Welcome Remarks

**Mr. Victor Cheng**

Chairman, IAB Hong Kong





# 2021 Highlights

**Ms. Anita Lam**

Co-Chairman, IAB Hong Kong



An aerial photograph of a dense urban area, likely Hong Kong, showing numerous high-rise buildings and a coastline. A large blue rectangular overlay is positioned in the center of the image, containing white text. The text includes the iab.HK logo, the event title 'ANNUAL GENERAL MEETING', the date '29 Jan 2021', and the time '4:30 - 6pm'. At the bottom of the blue overlay, the words 'BONDING and BOUNCING' are written in a stylized font, with 'BONDING' in red and 'BOUNCING' in white.

**iab.HK**

# ANNUAL GENERAL MEETING

29 Jan 2021  
4:30 - 6pm

**BONDING**  
*and*  
**BOUNCING**

**iab.HK**

# 2021: A year of recovery and resilience

6

working committees  
- with top talents from  
34 companies

10

online & offline events  
- with 850 participants  
in total

19

educational videos



# MARTECH DAY

TRANSFORMATION POWERED BY DATA

29  
APRIL  
2021  
11AM-1PM

## Speakers



**Helen Cheung**  
Business Director of  
Zenith



**Clare Lui**  
Vice President at  
Nielsen Media Hong Kong



**Richard Andrew**  
Managing Director of EternityX  
Marketing Technology Limited



**Paul Yuen**  
Marketing Director of  
Shiseido



**Jacky Lam**  
Marketing Manager at  
foodpanda HK

## Moderator



**Jingtao Ji**  
Head of Measurement and  
Analytics, Greater China and  
Korea at Google

## Register Now



[info@iabhongkong.com](mailto:info@iabhongkong.com)



<http://bit.ly/IABHKData>



# How to Make the Most out of Live Social Video

13 MAY 2021 / 4PM-5:30PM / ON ZOOM  / IN CANTONESE



## Speakers



**Kennis Chun**

Senior Vice President,  
eCommerce, The Club at  
HKT Limited



**Welby Chung**

Founder & Director of  
Crossfade Creative



**Yim Shung Tin**

Founder of Come Buy Mall  
& Co-founder of YTY Studio

## Moderator




**Kevin Shui**

Founder & Chief Producer of  
Good Cause Digital





# Navigating Changes in a Privacy-first World & Release of 2021 Programmatic Survey Findings

 24 June 2021 (Thu) | 4:00pm - 5:30pm

## Speakers



**Dom Benton**  
Data & Platform Strategy Lead  
at GroupM APAC



**Lisa Chen**  
Senior Manager, Strategic  
Solutions at Verizon Media



**Johnnie Leung**  
Director, Business Development  
of The Trade Desk

## Moderator



**Doug Choy**  
Senior Director, Inventory  
Partnerships of The Trade Desk



**Mike Katayama**  
External Engagement Lead,  
APAC Ads Privacy at Google





# 360 USE OF MOBILE ON CUSTOMER ENGAGEMENTS

3:30-6:00 pm, 26 August 2021(Thur)

The Desk, Leighton Center 20/F, 77 Leighton Rd, Causeway Bay  
Cantonese

Speakers:



**Zoe Cheng**

Head of Growth,  
APAC, Cosmose



**Terence Wong**

Vice President  
Cherrypicks



**Julie Chiu**

Executive Director,  
Head of Marketing &  
Marketing  
Communications,  
DBS Bank

Moderator:



**Simon Yuen**

Senior Journalist  
Marketing Magazine



✉ [info@iabhongkong.com](mailto:info@iabhongkong.com)

📄 [bit.ly/IABMobileEvent](https://bit.ly/IABMobileEvent)

Sponsor:





**Arthur Chan**  
Chief Operating Officer  
Vpon



**Jimmy Poon**  
Head of Sales and Trading  
Blis Media



**Sally Ng**  
VP of Sales, HK & Taiwan  
Hivestack



**Moderator: Johnnie Leung**  
Director,  
Business Development  
The Trade Desk

# **iab**<sup>HK</sup> Growing **pDOOH** in Hong Kong from Theory to Practice

🕒 23 Sep 2021 (Thur) 4 - 6pm

📍 theDesk Leighton Centre,  
20/F, 77 Leighton Rd, Causeway Bay

REGISTER



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<https://bit.ly/IABProgEvent>

Gold Sponsor:



Silver Sponsor:



WV 3D Technology Limited

**Vincent Lam**

Chairman and CEO  
Asiaray Advertising Media



**Polly Ip**

Business Director  
Dentsu Hong Kong



**Yoann El Jaouhari**

Managing Director  
JCDecaux Cityscape



**Lydia Chung**

Head of Brand &  
Marketing Communications  
Livi Bank





Gold Sponsor



# BEST USE OF VIDEO: STRATEGY FOR ATTENTION ACROSS CHANNELS



THEDESK ADMIRALTY



25 NOV 2021 (THUR)



3:00PM - 5:00PM



CANTONESE/ENGLISH

REGISTRATION

[info@iabhongkong.com](mailto:info@iabhongkong.com)

[bitly.com/iabhkvideo](https://bitly.com/iabhkvideo)



**CLAIRE LUI**

VICE PRESIDENT,  
NIELSEN MEDIA HK



**EDWIN WONG**

FOUNDER AND CEO  
CLOUDBREAKR



**ERICA TSANG**

BUSINESS DIRECTOR  
VPON BIG DATA  
GROUP



**KELLY WAN**

PERFORMANC DIRECTOR  
OMG



**KEVIN SHUI**

FOUNDER & CHIEF  
PRODUCER  
GOOD CAUSE DIGITAL



**SAM FIELD**

DIRECTOR OF CREATIVE  
TECHNOLOGY EMEA,  
YAHOO CREATIVE STUDIOS

**iab** HK



**Yoyo Ng**  
General Manager, iClick



**Li Huan**  
Brand Strategist, TikTok



**Melissa Lau**  
Business Product Marketing Lead for Greater China Region, Meta

# Social Commerce Strategy in Multiple Platforms

(TUES) 7 DEC 2021



2:30 - 4:30PM



THEDESK ADMIRALTY



[HTTPS://BIT.LY/IABSOCIAL](https://bit.ly/iabsocial)



ENGLISH / MANDARIN



Sponsored by:





# Marketers Without Limit

## HOW TO CONNECT BRANDS WITH AUDIENCES IN METAVERSE



**STEVE IP**

CEO, CONDUCTIVE RESEARCH



**KEVIN LEE**

FOUNDER & CEO REDSPOTS CREATIVE



**ROGER LI**

SENIOR DIRECTOR OF AD CREATIVE, YAHOO CREATIVE STUDIOS, APAC

MODERATOR



**BEN CHIEN**

MANAGING DIRECTOR, ANYMIND



[BIT.LY/IABDELFF](https://bit.ly/iabdelff)



**INFINITY GAMES**

Breaking the Limits of Digital Entertainment



»» 4 - 4:45pm 10 Dec 2021 | Cyberport ««

# New Initiative – Best Use of Mobile & Video



# New Initiatives

- 1Min. Video
- Data Academy 2.0
- Ask the Expert
- HKU Space Certificate Course
- HK01 Column



# Education: One-minute Video Series



What is MMM and Why is it a Signal Resilient?



How to learn Facebook Marketing?



Ways to enter digital marketing



How to use a data-centric approach for audience targeting?



The Future of Programmatic and Digital Market



Tips to get yourself started on the digital journey



Why Click-through rate is framed as worst performance metrics?

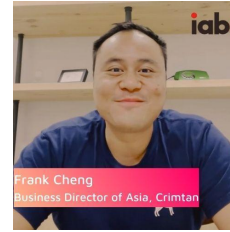


Protection of data privacy

# Education: One-minute Video Series



How to create mobile-first ads on Facebook?



Dynamic creative



Facebook collaborative ads



Introduction of Google Analytics 4

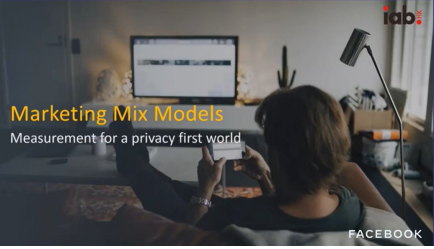


How do I stay updated with digital trend?



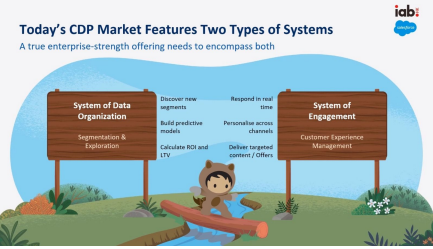
Overview of the landscape of privacy

# Data & Measurement: Data Academy 2.0



## Marketing Mix Modelling

Agnes Chan - Marketing Science Partner, Meta



## Introduction of DMP and CDP

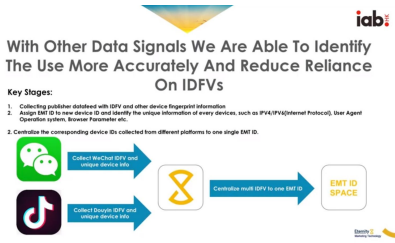
Kenneth Chow - Strategic Account Executive, Salesforce

Generate better audience lists based on your logged in users



## Google Analytics 4

Jing Ma - Measurement & Analytics Specialist, Google



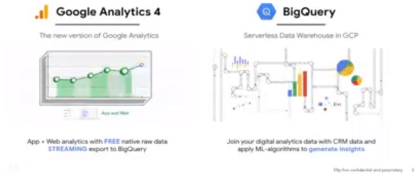
## How to continue to deliver precise advertisement without device identifiers?

Cecilia Cheng - Associate Account Director, EternityX

GA4 + BigQuery = A match made in data heaven



## How to harness the power of Big Data to improve Marketing Outcomes?



Julian Yip - Technical Lead, Fifty-Five

# Education: Ask the Expert video series

## 1) Campaign Measurement

**iab**<sup>HK</sup>

**Ask the Experts**

Topic: Campaign Measurements

What do you want to ask below experts for marketing campaign success?

**Jingtao Ji**  
Head of Platform Partnerships & Analytics, Google

**Agnes Chan**  
Marketing Science Partner, Facebook

**Mandy Shek**  
Associate Digital Director, OMD HK

**Agnes Lung**  
Group CMO Tam Jai International

info@iabhongkong.com  
https://bit.ly/IABAskExpert

Email or submit your questions online by 22 Oct

<https://youtu.be/BXkvmM8ukf8>

## 2) Brand Safety in Digital Advertising

**iab**<sup>HK</sup>

**Ask the Experts O2**

Topic: Brand Safety In Digital Advertising

**Nick Stringer**  
Vice President of Global Engagement & Operations, Trustworthy Accountability Group (TAG)

**Jeremy Chang**  
Business Director, DoubleVerify

**Alvina Chan**  
IABHK Secretariat

**Olivia Yu**  
Product Marketing Manager, Greater China, Meta

**Chiang Ling Li**  
Partner, Tiang & Partners

<https://youtu.be/Lhdq0qSuh9A>



# CAREER WEEK

19 - 23 Apr 2021

## Career Planning in Digital Marketing from Multi-Facet Agency Perspective

19/4



Roni Chik  
General Manager  
CMRS Group



Mandy Shek  
Associate Digital  
Director  
OMD Hong Kong



Brandon Cheung  
Associate Performance  
Director  
Mindshare

20/4



Arthur Chan  
COO  
VPON Big Data Group



Edison Woo  
Head of Paid Media, APAC  
ForwardPMX

21/4



Margaret Mok  
Head of Business  
New Media Group



Kaman Louie  
Strategic Partner Manager  
YouTube Creator & Artist Development  
Google Hong Kong

22/4



Kevin Huang  
Head of Birdie  
Birdie Mobile



Leonard Li  
Senior Digital Marketing Manager  
Cigna

23/4



Chapman Ho  
Lead, Client Solutions  
Manager  
LinkedIn Hong Kong



Ryan Wong  
Sales & Marketing Director  
CPJobs



# APPRENTICE PROGRAM

JUN - AUG 2021

iab<sup>HK</sup>

Get prepared for your stunning Career in Digital Marketing this Summer!



WORK EXPERIENCE



ONLINE COURSE



COACHING



OFFICE VISIT



CERTIFICATE

APPLY NOW

DUE  
10  
MAY

Over **30**  
placements!

LIST OF EMPLOYERS



Mercury  
Technology Solution



[www.iabhongkong.com/ApprenticeStudent](http://www.iabhongkong.com/ApprenticeStudent)



[info@iabhongkong.com](mailto:info@iabhongkong.com)

# 2021 Apprentice Program

15 apprentices (No of Apprentice entries: 140)

- Company Visit (@ViuTV)
- Digital Fundamental online course
- Work Experience
- Webinar Sharing
- Coaching



**iab**

## 2021 APPRENTICE WEBINAR SERIES

3 GREAT SPEAKERS WITH A DIFFERENT CAREER STARTING POINT

		
<b>JANET LEE</b> IAB HK VICE CHAIRMAN	<b>CHARLENE REE</b> IAB HK DATA & MEASUREMENT WORKING COMMITTEE	<b>VICTOR CHENG</b> IAB HK CHAIRMAN
HEAD OF AGENCIES & GOOGLE MARKETING PLATFORM, HONG KONG, GOOGLE HONG KONG	CEO AND FOUNDER, ETERNITYX MARKETING TECHNOLOGY	VICE PRESIDENT, NORTH ASIA, COMSCORE
<b>FROM AGENCY TO ADTECH</b>	<b>ENTREPRENEURSHIP IN DIGITAL MARKETING</b>	<b>PATH IN MEDIA SALES</b>
28 JULY 2021	18 AUGUST 2021	20 AUGUST 2021

# HKU SPACE x IAB HK

## Executive Certificate in Effective Digital Media Buying and Planning







香港廣告商會

THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



# Collaboration with Different Organisations



# HKTDC MarketingPulse 2021



**MARKETINGPULSE**  
ONLINE 30-31/3/2021

“ **Marketing for GOOD** ”

**31 MARCH**  
2:35PM - 3:20PM

**iab<sup>HK</sup>** **All about Video: Connecting Brands and Customers**

**Speakers:**

**Moderator:**

**Mr Roger Li**  
Senior Director, Ad Creative Technology, APAC, Verizon Media

**Mr Nic Burrows**  
Creative Strategist  
Google Asia Pacific

**Mr Tim Hung**  
Brand Director and Head of Media, Procter and Gamble HK and Taiwan

**Ms Melissa Lau**  
Product Marketing Lead, Greater China Region, Facebook

**Mr Chris Stephenson**  
Chief Strategy Officer, Omnicom Media Group, APAC



# Cyperport in DELF

**iab.HK**

## Marketers Without Limit

HOW TO CONNECT BRANDS WITH AUDIENCES IN METAVERSE

**MODERATOR**

**STEVE IP**  
CEO, CONDUCTIVE RESEARCH

**KEVIN LEE**  
FOUNDER & CEO REDSPOTS CREATIVE

**ROGER LI**  
SENIOR DIRECTOR OF AD CREATIVE, YAHOO CREATIVE STUDIOS, APAC

**BEN CHIEN**  
MANAGING DIRECTOR, GREATER CHINA, ANYMIND GROUP

**DELFL**  
DIGITAL ENTERTAINMENT LEADERSHIP FORUM

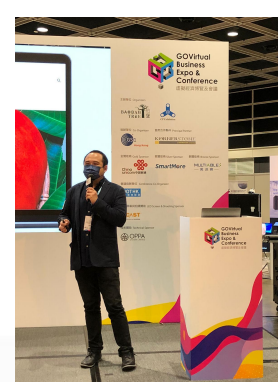
**INFINITY GAMES**  
Breaking the Limits of Digital Entertainment

Go Hybrid

4 - 4:45pm 10 Dec 2021 | Cyberport



# GoVirtual Exhibition



# Kam Fan x IAB HK Award

NEVER FORGET WHY YOU STARTED, TO REACH WHAT LIES AHEAD

**STAY**

**GOLD** 今年再揚帆

HONG KONG **KAM FAN AWARDS** 2021  
香港廣告商會 金帆廣告大獎

ENTRY DEADLINE  
15 OCT 2021

香港廣告商會  
THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



# Collaborate with TAG to promote Brand Safety

IAB HK & TAG (Trustworthy Accountability Group) to work together to tackle criminal activity and promote brand safety in digital advertising





Thank You!





# Looking into 2022

**Ms. Janet Lee**

Co-Chairman, IAB Hong Kong







## 2022 Theme



# New Team Structure



# New Partnership



# IABHK x HK01 Column

1. 擁有哪些數據，才可助您作出明智數碼營銷決定？What kind of data do you need for smart digital marketing？
2. 中小企數碼營銷，找專家做還是自己做？Do it yourself or get Experts' help？
3. 2022年網絡商務新趨勢 洞悉秘技爭取市場優勢 Make good use of Social Commerce to capture the opportunities
4. 2022年三大必備數碼營銷數據科技 The 3 Must-have Digital Marketing Data Technology for 2022
5. 最佳影片作品 品牌推廣範例 Case Studies
6. KOL已經過時？是時候營業KOC的新時代。Is KOL outdated? It's time for a new era of KOC
7. 2022年全球數碼營銷十大趨勢 Top 10 Digital Marketing Trends for 2022
8. 2022年你必須懂得的程序化廣告術語 The Programmatic Jorgans that you must-know for 2022
9. 迎接後iOS 15及Cookieless時代，程序化廣告如何透過人工智能開創新天地？ Welcome to the post iOS 15 and cookiless era, how should programmatic leverage AI for breakthroughs.



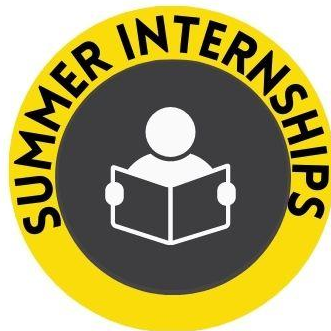


# 2022 APPRENTICE PROGRAM

SUPPORT THE LARGEST DIGITAL MARKETING INTERNSHIP PROGRAM IN HK



01



Bring in young creative minds to workplace for 1-2 Months



Select the best students from all universities in HK

02



Engage Lecturer in industry projects



Collaborate with HKDI to train the trainers



HONG KONG DESIGN INSTITUTE  
香港知專設計學院

Member of VTC Group VTC 機構成員

CALLING FOR EMPLOYERS



<https://bit.ly/IABHK2022Apprentice>



[info@iabhongkong.com](mailto:info@iabhongkong.com)

# HKU SPACE x IAB HK Course

After experience from first two classes, the course content is enriched with new practical classes and collaborated 4 courses. The course will apply for CEF and RTTP application, making fee more accessible to public.

- Proposed start date: 21 May 2022 (Sat)

<https://hkuspace.hku.hk/prog/cert-for-module-effective-digital-media-planning-and-programmatic-advertising>

MARKETING & HOSPITALITY

## Digital and Social Media Marketing

主頁 > 課程 > Certificate for Module (Effective Digital Media Planning and Programmatic Advertising)

### Certificate for Module (Effective Digital Media Planning and Programmatic Advertising) 證書(單元: 高效數碼媒體策劃及程序化廣告)

**NEW**

<b>COURSE CODE</b> MK082A	<b>STUDY MODE</b> Part-time	<b>APPLY NOW</b>
<b>APPLICATION CODE</b> 1985-MK082A	<b>START DATE</b> 21 May 2022 (Sat)	Application Form
<b>QF LEVEL</b> ▶	<b>DURATION</b> 40 hours	Share Print
	<b>LANGUAGE</b> English	Deadline on 16 Apr 2022 (Sat)
	<b>COURSE FEE</b> HK\$8,950	<b>ENQUIRIES</b> 2867 8499 / 2867 8493





# 2022 EXECUTIVE COMMITTEE



**ANITA LAM**  
CO-CHAIRMAN  
DIRECTOR, HEAD OF INDUSTRIES,  
GREATER CHINA, META



**JANET LEE**  
CO-CHAIRMAN  
HEAD OF AGENCIES & DOMESTIC,  
GOOGLE HK



**CECILIA YAU**  
HONORARY TREASURER  
PARTNER, MAINLAND CHINA AND  
HONG KONG MEDIA LEADER, PWC



**ARTHUR CHAN**  
COO, VPON BIG DATA GROUP



**MARK CHAN**  
GROUP CEO, CMRS



**CEDRIC DELZENNE**  
MD APAC, 55



**TANIA LAU**  
SENIOR DIRECTOR, APAC  
MARKETING, YAHOO



**DAVID WIGHTMAN**  
GLOBAL HEAD OF ADVERTISING,  
SCMP



# Recognition of Honourable Members

# Thank you for dedicated contribution in last 5 years



- Rico Chan
- Victor Cheng
- Elsie Cheung
- Kevin Huang

# Appreciation of Outstanding Contributors



# Jingtao Ji

2021 Data & Measurement Committee Lead





# Ivan Leung

2021 Education Committee



# Margaret Mok

2021 Mobile Committee Lead





# Jimmy Poon

2021 Programmatic Committee





# Jesslyn Tam

2021 Education Committee Lead





# 2022 Working Committees

# iab 2022 AdTech & Programmatic Committee

**Ben Chien**

Managing Director,  
AnyMind



**Jimmy Poon**

Head of Sales and BD,  
Blis Media



**Charlene Ree**

CEO & Founder, EternityX  
Marketing Technology



**Andy Chung**

Managing Director,  
GroupM Xaxis & INCA



**Sally Ng**

VP of Sales, HK & Taiwan,  
Hivestack



**Lead**

**Kenny Cheung**

Associate Director, Digital  
Product, SCMP



**Kenneth Leung**

General Manager,  
Vpon Big Data Group



**Jenny Tsang**

Head of Programmatic  
Advertising, Yahoo



# 2022 Commerce Committee

**Apple Chu**

Senior Business Development  
Director, Appier Pte



**Kevin Huang**

Managing Director,  
Carousell



**Roni Chik**

GM,  
CMRS Digital Solutions



**Adrian Toy**

Head of Agency, Google  
Customer Solutions, Google



**Fergus Chan**

Director of Commerce,  
GroupM



**Yoyo Ng**

General Manager,  
iClick Interactive Asia



**Koyi Wu**

Integrated Marketing Director,  
IPG MediaBrands



**Andy Hsu**

Business Director,  
Meta



Lead <sup>51</sup>

# iab <sup>HK</sup> 2022 Content Marketing Committee

**Daniel Lo**

CEO, GoGoChart  
Technology Limited



**Kevin Shui**

Founder & Chief Producer,  
Good Cause Digital Limited



**Jackie Lung**

Founder  
iDHealth and iDMedia



**Sylvia Lee**

Director of Sales and  
Marketing, LKF Group



**Lead**

**Michala Sabnani**

Director of Branded  
Content, SCMP



**Agnes Lung**

Group Chief Marketing  
Officer, Tam Jai Int'l Ltd



**Roger Li**

Senior Director,  
Yahoo



# iab <sup>HK</sup> 2022 Education & Career Committee

**Ivan Leung**  
General Manager,  
Aloha Group Limited



**Roger Kan**  
Client Strategy Director,  
Cosmose Inc



**Coleman Lo**  
Head of Hong Kong,  
HiNA Technology Co.



**Fanko Yim**  
Head of Growth Hacking &  
Data Analytics, Homeplus



**Jeffrey Hau**  
Director,  
PRIZM



**Jesslyn Tam**  
Senior Business Development  
Manager, Tencent



**Helen Cheung**  
Business Director,  
Zenith



**Cédric Delzenne**

Managing Director APAC,  
55, the data company



**Edwin Wong**

Founder and Director,  
Cloudbreakr



**Jingtao Ji**

Head of Measurement &  
Analytics, Greater China and  
Korea, Google



**Agnes Chan**

Marketing Science Partner,  
Meta



**Lead**

**Quentin Chow**

Data Marketing Director,  
Omnicom Media Group



**Timmy Kwok**

Head of Performance,  
Starcom



**Kevin Leung**

Head of Operations,  
VIOOH



Thank you for coming today.

Contact Secretariat:

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