



2 May, 2012

Dear Sirs/Madams,

CPD Talk: Creating Customers Delights – The Road To Business Success
創造顧客喜悅-經營成功之道

The Council of Hong Kong Professional Associations (COPA) is organising a CPD talk on the above topic. You and members of your institution are cordially invited to attend it. Details of the talk are as follows:

- Date:** 26 May 2012 (Saturday)
- Time:** 10:00 a.m. – 12:00 p.m.
- Venue:** Rooms 107& 108, Hong Kong College of Technology (Causeway Bay Campus), 1st Floor, 412 Hennessy Road, Causeway Bay, Hong Kong
- Speaker:** Mr. Thomas W T Chow
Thomas has been involved in management & training consultancy projects for the public and private sectors within the Asia-Pacific Region and in PRC since 1976. His commercial experience has included manufacturing, aviation, media-broadcasting, automobile, tourism and retail sectors.
- Contents:**
- Effective marketing for customer satisfaction
 - The 5Ps Concept for total customer satisfaction and Market Share
 - Creating Customer Delight and Loyalty
 - Effective Customer Relations Management
 - Assets for Business Success
- Language:** Cantonese (supplemented with English)
- Admission:** Free (registration required)
- CPD Hours:** Two hours

We would appreciate if you and members of your institution could fill in and return the attached reply slip on or before 23 May, 2012 for registration. Should you have any queries, please feel free to contact Ms. Sarah Xie at 2270 5603.

Yours faithfully,

Fung Kwok-hung, Lobo
Chairman, Professional Activities Committee

Encl.

Professional · United · Progressive
專業 · 團結 · 進取

Honorary President 名譽會長
Hon Dr LEUNG Chun Ying, GBS, JP
梁振英博士, GBS, JP

Chairman 主席
Dr CHAN Cheuk Hay
陳卓禧博士

Vice-chairmen 副主席
LEUNG Kong Yui, BBS, JP
梁剛銳, BBS, JP
CHENG Chun Fai, Steve
鄭振輝

Honorary Treasurer 義務司庫
Dr NG Wai Kwan, Stephen
吳惠群博士

Secretary General 秘書長
Ir LI Wai Lim, William
李威廉工程師

Members 委員
Dr FUNG Kwok Hung, Lobo
馮國雄 博士
Prof. HO Wing Huen, SBS, OBE
何永煊教授, SBS, OBE
Prof. LAU Pui King, JP
劉佩瓊教授, JP
LAI Kam Tong
黎鑑棠
LAW Chack Ming, Tom
羅卓明
LIU Chow Wai
廖周偉
LIU Po Shing, Eddie
廖寶城
SHU Cheong, Johnny
舒昌