

# 「讀Marketing唔通個個都想做KOL?」

## Jerry.C教你做KOL



### Event Date and Time?

20 April 2021 (Tue)  
3 pm - 5 pm

### Where is it?

Mixed Mode:  
Face-to-face at SMC901  
& Online via Zoom

### How to Apply?



In Cantonese;  
first-come-first-served

### Speaker: Jerry.C 謝利

Jerry.C is a famous KOL / travel blogger / host / emcee / entrepreneur. Drawing on his own experience, he will help participants to explore their strengths and areas of interest in transforming into a successful KOL. With real-life case analysis, the workshop will introduce the business ecosystem of social media and influencer marketing in building brand awareness and rapport.



### Enquiry:

Ms. Frances Li – SCE Careers and Employability Centre (3411-3047/ sce\_cec@hkbu.edu.hk)

Mr. Chris Mok – BMK Programme Office (3411-3135 / chrismok@hkbu.edu.hk)