



Connecting
Australian Businesses
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Hong Kong & Macau

Presented by the
Marketing & Media Network

The Expert's View of Content Marketing

a session to provide three perspectives of what makes great content marketing including a 'how to guide' from each

Frites Central | 21 Nov 2017

Our three expert panelists will share their strategic thinking behind the development of effective content marketing campaigns and the success metrics that followed them. A moderated panel discussion will follow to tease out key learnings and tips to inspire you around how to create your own content marketing campaigns.

Thanks to Network Sponsors:



The New York Times

Panelists:

**Daniella Tonetto, General Manager Of Sales & Marketing,
Sheraton Grand Macao Hotel and The St. Regis Macao**

Daniella is responsible for driving the overall sales and marketing strategies for Sheraton Grand Macao Hotel, Cotai Central and The St. Regis Macao, Cotai Central.

Daniella's more than 20-year career with Starwood Hotels & Resorts* is impressive. Most recently, she held a dual role as Regional Director of Sales & Marketing and as leader of the Starwood Sales Organization for the Pacific Region overseeing 21 hotels and resorts in Australia, Fiji and New Caledonia. In these roles, Daniella played a key role in driving domestic and outbound sales for Starwood Hotels & Resorts globally. She also oversaw the opening of five hotels and resorts in 2014 alone – the largest number of new hotels in 10 years for Starwood in the Pacific Region. She also worked with the Acquisition & Development Team in identifying and pursuing future opportunities, including the signing on of a further five hotels and resorts in the region.



Bill McQueen, M.D/Chief Content Officer at Lime* Content Studios

Bill McQueen is a broadcast industry veteran. With over three decades of production experience at some of the world's biggest networks, including Disney, Cartoon Network, MTV and Channel 10 where he launched iconic defining Kids breakfast Show – Cheez TV. For close to a decade, he was the Creative Director at Fox International Channels/National Geographic Channels Asia. During his tenure he launched Nat Geo Wild, Nat Geo Adventure, FX, Fox Crime and created a powerhouse creative department winning over 40 prestigious PROMAX Awards globally. He was also responsible for overseeing the in-house ad production department, creating campaigns for Sony, Samsung, HP and Singapore Airlines, to name a few.



Now, as the Founder of Lime* Content Studios Hong Kong, he is responsible for guiding his team through a steady stream of global short and long form media projects including TVC's, Corporate and Social Media Videos.

Melissa Brown, Head of International, Field, Content & Digital Marketing for Telstra Enterprise

Melissa joined Telstra in 2008, where she served as Head of Marketing in Europe and then International before her current role. Prior to joining Telstra, Melissa held the position of Director at Australian Business, an organisation formed as a result of a merger between the UK operations of the Australian New Zealand Chamber of Commerce (ANZCC) and Australian Business in Europe (ABIE). She remained on the Board until December of 2011.



Melissa has also worked in a number of management roles at companies including Australian Associated Press, Continental Airlines and Thomas Cook. Melissa holds a Master of Business Administration in International Business and a Bachelor of Business degree in Marketing from the University of Technology in Sydney, Australia.

Moderator:

Guy Parsonage, Partner, The Experience Centre, PwC

Guy is a marketing industry veteran for over 17 years with a broad range of agency experience across Europe, Australia and Asia. He brings endless passion and enthusiasm to everything he does. He believes in constantly striving to get the most out of himself, his team and every client opportunity. He knows that amazing things are possible by providing the right direction and focus to amazing people. A believer in driving meaningful change through integrated marketing built on solid brand and digital strategy. Previously, Guy was CEO of Fluid.



Date: Tuesday 21 Nov 2017

**Time: Registration starts from 6:00pm
Event starts at 6:30pm, ends at approximately 9:00pm**

**Venue: Abbey Room, FRITES Central
1/F, The Wellington, 198 Wellington St, Central**

Cost: HK\$250 Members; HK\$300 Non-members
(Including two drinks and canapés)
(Members can bring a colleague from marketing team at member price)

Booking Form: Content Marketing

Name:		Telephone:	
Email:			
Attendee Name	Membership No.	Attendee Company Name	Price
Total			HK\$
<p>Payment of HK\$ _____ enclosed (payable to The Australian Chamber of Commerce in Hong Kong) or please debit my Mastercard or Visa or Amex (please circle)</p> <p>Card number _____ Expiry date __ / __</p> <p>Name on Card: _____</p> <p>Signature: _____</p> <p>FAX REPLY TO + 852 2877 0860. EMAIL REPLY TO bookings@austcham.com.hk</p> <p>Details online at www.austcham.com.hk Enquiries tel: + 852 2115 3038.</p> <p>Event rundown is subject to change. AustCham reserves the right to amend its events at any time.</p> <p>Cancellation Policy</p> <ul style="list-style-type: none"> - All payment need to be settled prior to the event date. - AustCham reserves the right to refuse unpaid attendee to the event. - Your booking will be successful upon receiving a confirmation email from AustCham. - Cancellations must be in writing prior to 16 Nov 2017. - No shows will be charged and payments are non-refundable unless the event is cancelled by the organiser. - If you don't receive any feedback from AustCham three days after you send the completed booking form, please call +852 2115 3038 to check your booking. 			
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