



Connecting
Australian Businesses
for 30 years in
Hong Kong & Macau

Presented by
Women in Business Network

AustCham Technology and Business Program Session VII **Connecting Commerce – How does your city shape your organisation’s digital transformation?**

Evening Seminar | 27 Feb 2018

Globalisation fosters competition, not just among businesses, but between regions, countries and cities. Telstra has partnered with the Economist Intelligence Unit to understand how cities support organisations’ digital ambitions, polling executives from 11 industries across 45 cities worldwide. Learn the factors behind top-ranked cities’ success in driving their businesses’ digital transformation, as we find out how the expectations of executives towards their city authorities vary across the world, and the lessons organisations can draw from the findings.

About the speaker (new speaker):

Melissa Brown, Head of International, Field, Content & Digital Marketing, 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.



This is the second session of our highly sought-after **Technology and Business Program** organised by Women in Business Network, aiming to increase knowledge of our members on the threats and opportunities posed by disruptive technologies, to upskill in particular technologies, and to help close the gender technology gap and empower everyone to deliver innovative solutions.



All Sessions at a Glance:

Session	Date	Topic
Past	Tue 26 Sep 2017	An Introduction to the new technologies shaping our world (Commonwealth Bank)
Past	Tue 24 Oct 2017	Artificial Intelligence (Google)
Past	Fri 10 Nov 2017	Tour to Cyberport (Cyberport)
Past	Tue 28 Nov 2017	Technology, Connectivity and Creativity – how internet of things evolve and heading to in the near future? (HKT)
Past	Tue 12 Dec 2017	What is big data and why should I care? (KPMG)
Past	Tue 23 Jan 2018	Blockchain - What are the opportunities & impacts of distributed ledger technology? (Commonwealth Bank)
7	Tue 27 Feb 2018	Connecting Commerce – how does your city shape your organisation's digital transformation? (Telstra)

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Date & Time: Tue 27 Feb 2018, 6:30pm – 8:30pm

Venue: Innovation Lab, Commonwealth Bank of Australia
13/F, One Exchange Square, 8 Connaught Place, Central, Hong Kong

Cost: Members: \$400 for the last session
Non-members: \$500 for the last session

Booking Form: Women and Tech

Name:		Telephone:	
Email:			
Attendee Name	Membership No.	Attendee Company Name	Price
Total			HK\$
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)			
Card number _____ Expiry date __ / __			
Name on Card: _____			
Signature: _____			
EMAIL REPLY TO bookings@austcham.com.hk			
Details online at www.austcham.com.hk Enquiries tel: + 852 2115 3038.			
Event rundown is subject to change. AustCham reserves the right to amend its events at any time.			
Cancellation Policy <ul style="list-style-type: none"> - All payments 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 22 Feb 2018. - 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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