



Hosted by  
AustCham Small Business Network

# Mastering the Elevator Pitch

## Lunch Seminar | Tuesday 20 November

With just a few seconds to deliver your company message on first meeting a potential new customer – to obtain and keep their attention - we are tested every day.

Our speakers Donna Hampton and Paul Calder will give you the opportunity of streamlining your own elevator pitch to enable you to not only open up a conversation with a new client, more importantly to develop a relationship with them.

Furthermore, they will share with you the pitfalls of where companies go wrong as well as examples of when an elevator pitch – the storytelling of a company – has changed their presence and success in the market.

Thank you to our Small Business Network Sponsors:



### *Our speakers:*

**Donna L. Hampton**  
Executive Content Producer  
CAPITOL Productions Pty Ltd

As the Founder and Executive Producer of CAPITOL Productions Pty Ltd., Donna is experienced working globally in the film, television and multimedia industries.

Donna has managed projects across a wide range of budgets and for various digital media platforms with brands and their agencies to create iconic works. She ensures a respect for the creative idea, for the marketing message and a sensitivity to different audiences. Being recognised in 2011 as one of Australia's Most Promising Exporters to global markets highlighted Donna's achievements when she was working with world-wide brands such as Volkswagen, Toyota, G.E., Nestlé, McDonald's and Coca-Cola.

Donna is the President of IQ, International Quorum of Film and Television Producers, a 50-year-old organisation of industry-peers from around the world.



**Paul Calder**  
**Director, Client Services**  
**CatchOn**



Originally from Australia, Paul has lived in Asia since 1995. A communications specialist with a Bachelor's degree in Media and Mass Communications, Paul spent 11 years in Singapore as a journalist and editor. Relocating to Hong Kong, he moved into broadcast media and was appointed Associate Vice President of Publicity & Corporate Communications for a regional cable network. Overseeing publicity for a variety of channels, he created and coordinated regional PR campaigns across Southeast Asia, India and the Middle East. At CatchOn, he specializes in creating strategic communication programs for a range of hospitality, F&B and lifestyle clients.

**Venue Partner:**

**THE  
EXECUTIVE  
CENTRE**

**Date:** Tuesday 20 November 2018

**Time:** Registration from 12:30pm. Event starts from 12:45pm – 2:00pm.

**Venue:** The Executive Centre, Level 19, Two Chinachem Central,  
26 Des Voeux Road Central, Hong Kong

**Cost:** AustCham Members HK\$200  
Non-Members HK\$300  
*(include sandwich lunch and fruit juice)*



**Booking form: Elevator Pitch**

<b>Name:</b>		<b>Telephone:</b>	
<b>Email:</b>			
<b>Attendee Name</b>	<b>M'ship #</b>	<b>Attendee Company Name</b>	
<b>Total</b>			<b>HK\$</b>
<b>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)</b> <b>Card number _____ Expiry date __ / __</b> <b>Name on Card: _____</b> <b>Signature: _____</b> <b>EMAIL REPLY TO <a href="mailto:bookings@ austcham.com.hk">bookings@ austcham.com.hk</a></b> <b>Details online at <a href="http://www.austcham.com.hk">www.austcham.com.hk</a> Enquiries tel: + 852 2115 3038.</b> Event rundown is subject to change. AustCham reserves the right to amend its events at any time. *Media are welcome to attend but should advise the secretariat in advance and no interviews are permitted with speakers unless previously agreed.			

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- 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 3 working days PRIOR to event.
- 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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