



Rundown

10:30 a.m.	Media Reception
11:00 a.m.	Press Conference Begins
11:02 a.m.	Introduction of Institute of Behavioural and Decision Science, HKU Business School Professor Echo WAN Associate Dean and Director of Institute of Behavioural and Decision Science, HKU Business School
11:05 a.m.	Introduction of Hong Kong Association for Customer Service Excellence Mr. Derek CHOI Chairman, Hong Kong Association for Customer Service Excellence
11:10 a.m.	The Presentation of Research Findings Professor Yiwen ZHANG Associate Director, Institute of Behavioural and Decision Science, HKU Business School
11:20 a.m.	Insights and Recommendation for Hong Kong's Service Industry Professor Chi Kin (Bennett) YIM Stelux Professor in Marketing, HKU Business School
11:30 a.m.	New Perspectives to Hong Kong's Service Industry Successful Cases of Improving Employee Wellbeing and Service Quality Dr. Buston CHU Honorary Advisor, Hong Kong Association for Customer Service Excellence Representatives from Ocean Park Hong Kong & Canon Hong Kong
11:50 a.m.	Media Q&A
11:55 a.m.	Photo-taking on Stage
12:00 n.n.	End of Press Conference
12:15 p.m.	Roundtable Interview Begins
1:30 p.m.	End of Roundtable Interview

**The rundown is subject to change.*