

编号 : M-2021-39
日期 : 2021年11月1日
敬致 : 全体会员
副本 : 全体董事

“打造业务趋势人气平台—抖音”线上讲座（18-11-2021）

如今，越来越多人通过社交媒体来查询信息并发现新产品和品牌，随着社交媒体用户的增加，马来西亚每天至少有 400 万互联网用户在使用社交媒体，社交媒体营销不仅是新的广告方式，而且可以吸引更多合格的潜在客户，让品牌获得全新的参与度。

抖音是过去几年兴起的社交媒体平台之一，在疫情期间，其用户量持续攀升，全球约有 8 亿的活跃用户。有鉴于此，本会商业组将于 2021 年 11 月 18 日（星期四）下午 3 时正通过 Zoom Webinar 举办“打造业务趋势人气平台—抖音”线上讲座，旨在带领大家了解抖音，并将分享如何正确使用该平台提升品牌知名度和销售。有关线上讲座的详情如下：

日期 : 2021年11月18日（星期四）
时间 : 下午3时正至4时30分
开场嘉宾 : 隆雪中总商业组主任郑美菇女士
主讲人 : Ms. Mia Ong
Hepmil Creators' Network (HCN) &
MGAG Media 区域经理
主持人 : 隆雪中总商业组组员拿督陈宗原
媒介语 : 英语

此线上讲座免费参与，有兴趣者可线上报名 <https://bit.ly/TTWebinarReg>。若有任何疑问，请联络本会秘书处骆小姐，电话：03-4253 2135 或电邮：inquiry@chinesechamber.org.my。

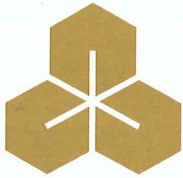
谨此通知，谢谢！

副总执行秘书

陈淑苗
陈淑苗

谨启





Ref No. : M-2021-39
Date : 1st November 2021
To : All Members of KLSCCCI
c.c. : All Council Members

Webinar on “TikTok – The Trending Platform for Your Business” (18-11-2021)

Nowadays, many people look for information and discover new products and brands through social media. With the increase of social media users, Malaysia has at least 4 million internet users use social media every day. Social media marketing is not only a new way of advertising, it can attract more potential customers, allowing the brand to reach new and fresh engagements.

TikTok with approximately 800 million active users worldwide is one of the rising social media platforms for these past few years and its user base has continued to increase during the pandemic. In this regard, the Commerce Committee of KLSCCCI is organising a webinar on "TikTok – The Trending Platform for Your Business" on 18th November 2021 at 3.00 p.m. via Zoom Webinar. The webinar will guide audiences to understand TikTok and learn how to increase brand awareness and sales with the platform. Details of webinar are as follows:

Date : 18th November 2021 (Thursday)
Time : 3.00 p.m. to 4.30p.m.
Opening Speech : Mdm. Shirley Tay, Chairperson of Commerce Committee
Speakers : Ms. Mia Ong
Country Manager of Hepmil Creators' Network (HCN) & MGAG Media
Moderator : Datuk Tan Chong Guan, Member of Commerce Committee
Medium : English

The webinar is free of charge. Interested members may register your interest at <https://bit.ly/TTWebinarReg>. For enquiries, please contact Ms. Loh of KLSCCCI at Tel: 03-4253 2135 or E-mail: inquiry@chinesechamber.org.my.

Thank you!

Yours faithfully,

Ching Suh Miao
Deputy Executive Director

