

The Keys to Success: Property and Facility Management (CPD Series)

Do you want to keep up with the latest professional standards and practices, while also keeping track of your own levels of skills?

An opportunity is right here! Under the Memorandum of Intent 2005, Department of Building and Real Estate (BRE) of The Hong Kong Polytechnic University, The Institute of Shopping Centre Management (ISCM), RICS Hong Kong, Hong Kong Institute of Facility Management (HKIFM), The Hong Kong Institute of Housing (HKIH) and The Hong Kong Institute of Surveyors (HKIS) agreed to jointly organize CPD events, to enhance the standards of professional practitioners in the areas of Property, Facility and Shopping Centre Management. Now with the assistance of the Management and Executive Development Centre (MEDC) of the Hong Kong Polytechnic University, the six parties will launch their first joint CPD series: "The Keys to Success : Property and Facility Management".

Please visit our website: <http://medc.polyu.edu.hk> (Tel.: 3400-2763) for details.

Date :	17 March 2007 (Saturday); 2:30pm – 5:30pm
Topic :	The Shaping of a Great Shopping Mall
Venue :	The Hong Kong Polytechnic University
Fee :	HK\$350.00
Medium:	ENGLISH
Guest Speaker	<p>Mr. Jimmy Wong, Executive Director of Sun Hung Kai Real Estate Agency, and Managing Director of Kai Shing Management Services Ltd.</p> <p>Mr. Wong responsibilities cover a vast portfolio of high profile retail, office and residential properties, which include Millennium City – apm mall–cum–office, the first six–star residential estate The Leighton Hill in Hong Kong, the up and coming Shanghai IFC and the iconic Orchard Turn in Singapore.</p> <p>A graduate of the National University of Singapore in 1976 and a registered surveyor, valuer and housing manager, Mr Wong is often credited for expanding the range of customer service and implementing innovative ideas in his portfolio.</p>
Abstract	<p>A successful mall is more than just retail space for let in the right location. It depends on the interactions of its hardware and software and the precise planning of its developer and eventual management team. A developer should start thinking about the success of a mall way before it starts to induce retailers to open shops in it. Always bearing in mind the ultimate goal of building the greatest shopping mall in the area it situates, it should take pain to make sure its design, layout, tenancy mix, manpower planning and services offered will ‘ all go into actions’ as planned, down to the friendliness of its escalator access and the locations of its pedestrian signage.</p>
The seminar will cover:	
	<ul style="list-style-type: none"> • What is a great shopping mall? • When does a mall take shape and what kinds of planning have gone into it? • Using customer service to smooth out a shopping mall’ s physical shortcomings and to reinforce a shopping mall’ s branding and marketing • Getting the right people to create and provide tiptop management services • Periscope – trends in shopping malls

Award

For those participants who have attended the CPD seminar, a "Participation Certificate" will be issued by Management and Executive Development Centre, The Hong Kong Polytechnic University

Application Form

The Keys to Success: Property and Facility Management (CPD Series)

Seats are limited and served on a first-come first-served basis

Fax : 2765-6323

Enquiry : 3400-2763

Please complete and return the form below in BLOCK LETTERS

Prefix: Dr. Mr. Miss. Mrs. Ms. Surname: _____ Given Name: _____

Company: _____

Position: _____ Business Nature: _____

Correspondence Address: _____

Telephone (Office): _____ (Mobile): _____

Fax: _____ Email: _____

	<u>Date</u>	<u>Topics</u>	<u>Fee</u>
<input type="checkbox"/>	17 Mar 07	The Shaping of a Great Shopping Mall (Medium : English)	\$350

PAYMENT (please check the appropriate box below)

I enclose a cheque for HK\$_____ payable to "The Hong Kong Polytechnic University"
(Bank _____ / cheque no. _____)

Notes

On the function day, if (1) Black Rain signal is hoisted OR (2) Typhoon signal #8 is still on 4 hours before the function starts, then the function will be postponed. The participants will be notified for a re-scheduled date or cancellation of the seminar, subject to the sole discretion of the organizer and the availability of the speakers. The Hong Kong Polytechnic University reserves the right to cancel the seminar and/or to change the speakers without prior notice.

I agree to all the terms and conditions as contained in this registration form.

Signature

Date

Please complete the application form and fax it to **2765-6323**. Completed form should be sent together with a crossed cheque (payable to "The Hong Kong Polytechnic University") to QR702, 7/F, Core R, Management and Executive Development Centre, The Hong Kong Polytechnic University, Hung Hom, Kowloon. Please put your name and course name at the back of the cheque.

1. Personal data provided as part of an application for admission will, during the admission process, be used solely for the purpose of admission, and in this connection the data will be handled by MEDC and other relevant institutions authorised to receive it.
 2. Application papers of unsuccessful candidates will be destroyed after the admission process has been completed.
 3. Application papers of successful candidates will become part of the student file and the data will thereafter be handled by MEDC and other relevant institutions authorised, e.g. IFPHK, to receive it.
 4. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have rights to request access to, and the correction of, their personal data. Applicants wishing to access or make corrections to their data should submit written requests to MEDC.
- If you do not wish to receive any other course information from the Centre, please put a tick in the box.