



Legal Essentials for Digital Media Promotion

Co-organised with Hong Kong Legal Training Institute
Speaker: Practising Barrister

With the advancement of technologies nowadays, the use and legal implications of digital media promotion are demanding. HR professionals need to acquire a greater understanding of the legal knowledge necessary for safeguarding the corresponding legal rights in relation to digital media promotion.

Objective

To provide a comprehensive guide to the key legal principles, with a view to facilitating their direct application by professionals and managers to daily work situations

Highlights



OVERVIEW OF DIGITAL MEDIA PROMOTION



DIGITAL MEDIA BENEFITS & GOVERNING LAWS



DIGITAL MEDIA PRIVACY & COPYRIGHT ISSUES



CASE STUDIES & SITUATION REVIEWS

- 1 Trade Descriptions
- 2 Personal Data (Privacy)
- 3 Copyright



19 May 2022 (Thu)



14:30 - 17:30



Cantonese
(with English Materials)



Member: HK\$ 1,100
Non Member: HK\$ 1,500



Login details will be sent one day before the commencement date of the programme



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ENROLMENT FORM

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Legal Essentials for Digital Media Promotion (Webcast)

CPD: 3 hours

Date: 19 May 2022 (Thu)

Time: 14:30 – 17:30

Participant

Fee: Member HK\$1,100 Non-Member HK\$1,500
 HKIHRM e-voucher* (HK\$100)

Requirement: Participants must be equipped with a microphone and a webcam

Company: _____ Membership No (if any): _____

Name: Mr/Ms _____ Job Title: _____

Email: _____ Contact No: _____

* Only one HKIHRM e-voucher is accepted on each enrolment.

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- **Credit Card:** Please complete the authorisation form below:

Credit Card Type:	VISA / Mastercard / American Express	Expiry Date (MM/YY):	
Card Number:		Amount (HK\$):	
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