

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

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



& SITUATION REVIEWS



19 May 2022 (Thu)



Cantonese (with English Materials)



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



14:30 - 17:30



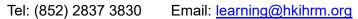
Member: HK\$ 1,100 Non Member: HK\$ 1,500



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## **ENROLMENT FORM**

Enquiry: Ms Icey Lau





## Logal Essentials for Digital Modia Promotion (Wobcast)

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Par	ticipant						
Fee:		☐ Member HK\$1,100 ☐ HKIHRM e-voucher* (HK\$100)			□ Non-Member HK\$1,500		
Red	quirement:	Partici	pants <u>must</u> be equipped with	n a mi	crophone and a we	bcam	
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