



Sharing Talk and Networking Activity

Handling and Understanding Generations X & Y

“They are not committed – to me, the job, or the company.” 😞

“They don’t show up for work on time, or not at all.” 😞

“These kids today don’t have any concept of loyalty.” 😞

“They have no respect for experience or authority.” 😞

Many employers, especially in retail industry which engages lots of frontline staff, may raise thousands of questions and negative conceptions in managing Generations X & Y. How to motivate and train them effectively?

Under the Series Activities designed for Retail Communication Platform in 2015, we invited MS. ALICE CHAN, Manager, Learning & Development Human Resource Department of DFS Group Limited, to share her knowledge, insights and experiences of managing Generations X & Y.

Retail



Communication Platform

Speaker	MS. ALICE CHAN Learning & Development Manager Human Resource Department of DFS Group Limited
Language	Cantonese
Date & Time	28 May, 2015 (Thursday) 16:00-17:30
Venue	HKRMA Conference Room (10/F, First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong)
Fee	Individual Associate Member – Free Full Member and Associate Member - \$150/person Non-member - \$250/person
Outline	<u>CLICK HERE TO APPLY FOR HKRMA MEMBERSHIP</u> <u>Session 1: Sharing by Speaker (16:00-17:00)</u> <ul style="list-style-type: none"> ● Differences among the 4 generations ● Perception about Gen Y & Z ● Characteristics of Gen Y & Z at Workplace ● Strategies for Managing Gen Y & Z <ul style="list-style-type: none"> – Recruitment & Retention – Mentoring – Motivation and Rewards <u>Session 2: Panel Discussion & Networking (17:00-17:30)</u>
Deadline	22 May, 2015
Enquiry	Tel: 2866 8311 Fax: 2866 8380 Email: event@hkrma.org Miss Ng



Sharing Talk and Networking Activity

Handling and Understanding Generations X & Y

Deadline : 22 May, 2015

To : HKRMA | event@hkrma.org | Fax: 2866 8380

Enrollment

I would like to participate in the Sharing Talk on “Handling and Understanding Generations X & Y” and Networking Session on 28 May, 2015 (Thursday).

Name of Participant(1) :	_____	Name of Participant (2) :	_____
Position :	_____	Position :	_____
Company :	_____	Company :	_____
Tel :	_____	Tel :	_____
Email :	_____	Email :	_____

Registration	<ul style="list-style-type: none"> Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post. Cheque Payment HK\$ _____ (Chq No: _____) Mailing address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.
Note	<ul style="list-style-type: none"> Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event. No refund for cancellation. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.
Data Privacy Statement and Declaration	<p>The information collected from your company will be used for purpose of processing your company’s application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company’s data for direct marketing; the data will be used for listing on membership directory, distributing circulars, publications, research materials, market information; direct marketing of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association’s above activities which are organized by the Association’s business partners. The Association shall not so use the data unless with your company’s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (membership@hkrma.org) or by fax (2866-8380).</p> <p><input type="checkbox"/> I consent / <input type="checkbox"/> do not consent to the above stated use of my personal data in direct marketing.</p>