

# HKBU X HKRMA RETAIL SEMINAR

## DIGITAL TRANSFORMATION OF MCDONALD'S HONG KONG



### Tina Chao

Chief Marketing and  
Digital Customer Experience Officer  
McDonald's Hong Kong

Tina is a veteran marketer driving  
brand leadership and digital  
transformation for McDonald's Hong Kong

Date: September 22, 2023 (Friday)

Time: 12:30 pm - 2 pm

Venue: WLB602

Language: English

Registration by September 13, 2023.

Limited quota! First come, first served!

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