



# 東風

**Rotary**   
Club of  
Hong Kong Island East  
**TUNG FENG**

Vol.62 No.41

20 MAY 2015

## LAST WEEK'S PROCEEDINGS - 13 MAY 2015



This week the meeting was elevated to Alto 88, where we were expecting a smaller gathering but in fact we had quite a good turnout and in the end needed to make extra spaces for later arrivals. Uncle John Chaired the meeting this week ("It's my show today") and kicked things off at 1.10pm, welcoming our guests including an old friend,

Joanna Li, visiting Rotarian from Rotary Club of St Ives in Australia who last visited us a few months ago. Joanna said a few words about her club and herself, describing herself as a 'Fair Dinkum Aussie' after spending many years in Australia. PP David Li also introduced guest and ex member Anthony Kwong whom we were pleased to see joining us. Birthday celebrations were in order for both Rtn John Yao and Rtn Teresa Ho, before acting SAA John Poon



announced the Red Box takings of \$1,500. It was then time for our guest speaker for this week, and this time he needed no formal introduction, being our own President Norman Lee who was to give us a presentation on the importance of Social Media Marketing for the Restaurant Business.

After the presentation, PP George stood to thank President Norman for his presentation, taking the time to say a few words to remind us just what a successful businessman Pres Norman has been during his career, starting up and selling his businesses, pioneering internet technology and more than that, apart from his busy life as a dedicated Rotarian, finding the time to constantly further his expertise through education programmes. We all applauded this after a heartfelt speech from PP George, before rising to toast RI, Rotary Club of St, Ives and RCHKIE and join together for a group photo.



THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 16340 District 3450 Chartered on 06 April, 1954 by Charter President

PDG (Uncle) John Yuen

## SPOTLIGHT ON: Social Media Marketing for the Restaurant Business

President Norman began by outlining the challenges facing restaurant owners in terms of cost management, and how social media marketing can help business. He stressed the importance of loyalty programmes in branding, and for brands to earn the love and trust of consumers. He then recapped a little history about the development of the internet for brands and marketers, and in particular the arrival of Web 2.0, which revolutionized the relationships companies can have with their customers, allowing for direct interactive participation, exploding the social media phenomenon, with networking and blogging becoming a part of everyday life.

He then gave us some insights into the potential of social media, especially in China where the growth of digital users is enormous. There are 4 key steps for any business to follow to get its own social media platform off the ground:

1. Build your page
2. Connect with people
3. Engage your audience
4. Influence friends of fans

Norman then went into some successful case studies of restaurant businesses using social media well for their marketing objectives, utilising APPS and directly online reservation systems. At the end the message was 'No customers, no business', so – get to know your customers, using social media as your tool!



## OUT & ABOUT - 2015 IPP DINNER

What could be more joyous and heartwarming on a Friday evening than the company of good friends, with good food and wine, and the use of a very large karaoke facility? The 2015 IPP dinner on Friday May 15<sup>th</sup> was a spirited affair with a good gathering of HKIE members, where we ate, drank and were merry.

During the dinner we had several moments to reflect. PE William gave us an overview of the recent trip to Japan, with a photo slideshow, and some of our PPs recounted their experiences in the line of duty. How it affected them, their lives and philosophies. It was all very meaningful and led to a session of some seriously spirited karaoke numbers to round off the evening.

Those present included IPP Jonathan , PP Nancy (welcome back!), President Norman & spouse Isa, PE William & spouse Fanny, PP Henry and spouse May, Director Kevin & spouse Catherine, Uncle John, PP David Li, PP Eddy Wong, Rotarian John Poon and spouse Sarah, PP Stephen Liu, PP Heman Lam and Rotarians Ronnie and Simon and PE Chris and spouse Flora. Great to see so many welcome faces on the night! Rtn Simon also brought in his friend Angus.



OUT & ABOUT - 2015 IPP DINNER..... more



## ANNOUNCEMENTS

- Our 4-clan meeting is coming up on May 20, 2015. The guest speaker is Mr. Stephen Ng, Chairman of Cable TV. His topic is "Business in Community". We are expecting over 120 members and guests from the 12 clubs. Please also promote the meeting to your friends in Rotary.
- The District Training Assembly is scheduled on May 23<sup>rd</sup>, 2015, Sat. at the HK Jockey Club Shatin club house starting at 9:00am. All board members should join. Any members who are interested to know more about the district may join as well. District will offer 8 seats to each club. The club will sponsor the cost for additional fees if more than 8 will attend.
- The district Installation is scheduled on July 4, 2015 in the Hong Kong Convention Centre, Wanchai, CE CY Leung will be the guest of honour. We need to register early in order to secure a good table. 15 members and spouses have already registered. If we can receive more registration, we can reserve 2 tables. Please register with Pres. Norman before May 8, 2015 to enjoy the early bird price. Early bird price is HK\$1,088. The regular price is HK\$1,188.
- June 24<sup>th</sup> will be our last meeting for this Rotary year. July 8<sup>th</sup> will be the first meeting and it will be our club installation. Please reserve your time to attend both meetings to support your presidents.

## THE LAST LAUGH - EAST MEETS WEST

According to the latest scientific data, on average a European man will have sex two to three times a week, whereas a Japanese man will have sex only one or two times a year.

This is upsetting news to most of my friends, as they had no idea they were Japanese.



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### Club Advisors

Peter Hall  
Y. K. Cheng  
Henry Chan  
Hubert Chan  
Eric Chin

**Club postal address** : P.O.Box 47064, Morrison Hill Post Office, Hong Kong  
**Meeting Venue** : Regal HK Hotel, Causeway Bay, Hong Kong  
**Meeting Schedules** : Every Wed. 1st week at 7:30 pm. Other weeks at 12:30 pm  
**Website** : <http://hkie.rotary3450.org/>  
**Facebook** : <https://www.facebook.com/RotaryClubHKIslandEast>