



東風 Tung Feng



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2nd May 2012

Last Week's Proceedings – 25th April, 2012

President Eric warmly welcomed everyone when he kicked off the meeting at 1:05pm. He invited PP John Kwok to introduce a long time friend Rotarian Sharon Eng of Rotary Club of New Hampshire, Boston; Rotarian Sharon is also the Rotarianne of our ex-member Wing Eng.

President Eric then welcomed back Rotarians Kenny Chan, Tony Loy, Peter Yeung, Stacy Ho, and Kevin Leung. He also welcomed back HS Jonathan Lamport, PP Hubert Chan and PP George Leung.

Birthday boy PP George was invited to the cake cutting ceremony, he hand-picked PP Hubert and Rtn. Jason as his song leaders; everyone sang the birthday song from the bottom while he did his first incision on the birthday cake.

The following announcements were made by President Eric:

1. On April 22, Sunday, RAC Training was successfully conducted by PP Eddy Wong, PE Nancy Yee, IPP Heman Lam and President Eric to Com-based RAC and Lingnan University RAC new board and our Interactors from Holy Carpenter Secondary School at PCCW Staff recreation club, Causeway Bay. Thanks to Rtn. Kevin Leung who arranged the venue and Rtn. Colin Chau would come and shared.
2. District Assembly will be held this coming Saturday April 28, 2012 at Jockey Club Shatin Club House. All new members and incoming board of directors are invited to attend. Please register with PE Nancy and HS Jonathan.



Reach Within to Embrace Humanity

Tree Planting Project

Date: Sunday 13th Nov, 2011

THE ROTARY CLUB OF HONG KONG ISLAND EAST LTD.

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

3. District Conference will be held on May 19 and 20. Please enroll to HS Jonathan. Cost per person is HK\$1800 per one. Our Club will sponsor registration fees for 8 members. Should there be more than 8 members enrolled, amount will be shared amongst the participants.
4. Our Last Quarter Membership Plan is to recruit ONE more member to contribute the Year *Recruitment up to Ten members in Rotary Year 2011-2012*. Current membership is 51.
5. Sister Club visit to Osaka Jonan will be held from May 25 – May 28. President Eric and PP Uncle John will join. Details will be announced.
6. District Membership survey
 - An online membership survey has been developed using the “Survey Monkey” web-based tool and here is the link: <http://www.surveymonkey.com/s/8WCWXNM>
 - This online survey is open for completion in two weeks, **closing on 27 April, 2012**

SAA William Leung reported the handsome Red Box collection of HK\$2,200 with special contributions from birthday boy PP George and Rtn. Jason.

Without the need to further introduce, President Eric invited our speaker PE Nancy to the podium for her speech, many thanks to PE Nancy who took up this assignment in short notice as Rtn. Anthony has urgent matters that he has to attend and cannot present his talk today on our Facebook.

The summary of PE Nancy’s talk is as follows:

A Brief History of the Company

- Founded in 2003 by Micky Fung, a Hong Kong born immigrant to the US
- Launched in May 2007 in Shanghai
- Launched in Guangzhou and Shenzhen in 2008, Beijing in 2010 and Hangzhou in 2011
- Over **30,000** screens installed in China so far, reaching 47+ million people monthly.
- 12 more China cities planned in next 24 months
- International roll-out in 2011: Canada (Aug) and Hong Kong (Oct)
- A total of 370+ employees, over 200 clients in last 2 years

What is Touchmedia?

Built on our own proprietary technology platform, Touchmedia is an interactive in-taxi media network that distributes tailor-made content and advertising to inform, entertain and inspire taxi passengers, making the taxi journey a unique and more enjoyable experience.

The viewing screen has 2 parts:

Part A - a video *Theater* that runs 15 to 20 minutes in one loop. This is the same time as the average taxi ride, so each passenger will see at least one complete loop on each ride.

Part B - an *Icon*; there are totally SIX buttons that call up the interactive programs on the screen.

Touchmedia Competitive Strengthens:

A. Involving Medium

- The taxi is a captive environment, quiet, 1-on-1 and conducive to consumer engagement
- The system creates an interactive, attention grabbing dialogue
- Consumers can do quizzes, play brand games, answer questions, see product demonstrations or enter promotions
- Longer engagement time versus only a few seconds for many conventional media. Viewers can select the information that interests them.

B. Cost-Efficient Targeting

- 3.23 million* taxi passengers per month, 1.93* million a week
 - Coverage of 61% monthly and 36.4% weekly
 - Skewed to Middle and Upper segments
 - 46% have Monthly Household Income of HK\$30,000+ (vs. avg. 28%)
 - 21% are professionals, managers, entrepreneurs and businessmen (vs. population average 16%)
 - 30% have tertiary education (vs. population average 23.6%)
 - Busy lifestyle; work hard, play hard; health conscious; high spending
- A prime target for marketers and yet a hard group to reach effectively with TV or other forms of media

C. Deliver Reach & Quality

Backseat passengers for 2,000 taxis, over ONE month - 4,233,600 viewership

D. Greater Effectiveness

Recall is exceptional, attributed to better engagement, a longer viewing time and the interactive nature of media.

Competitiveness – Competitive media investment platform

Effectiveness can also be measured through Passenger Attitudes & Advertisement recall rate

- **95% to 99%** of passengers like the screens and prefer taxis with them as they enjoy having the option to watch and interact if something they see interests them.
- Touchmedia, we are able to consistently **double or triple the recall rate** for new campaign in other media.

E. Precise Measurability

- Highly measurable giving a precise ROI(Return On Investment) for marketers
- Every client receives a detailed profile report with:
 - ⇒ Gender, Interests, Responsiveness, Location (home and office) ⇒ Use CRM to build a relationship beyond the taxi
- **Data we measure:**
 - Trip/viewers – no. of trips & passengers**
 - Video – video choices & duration**
 - Icon – Icon Choices, Time & Pages**
 - Location – pick up & drop off**

Promotion – response rates & mobile downloads
Contact Details – phone numbers & emails

F. Innovative Functionalities

- Time-based advertising
- Location-based advertising
- Downloading Apps to mobiles
- eCoupons to mobiles
- market research, CRM
- eCommerce & Payment Gateway

G. Creativity – An innovative and creative channel

- Q Screen 4.1 with a higher sensitivity screen.
- Content updated twice a month.
- Launched new features and function every quarter.

H. Tailored Made Creativity

- More targeted messages with a richer consumer experience.
- Wider range of consumer experiences with different creative executions- games, product demonstrations, promotion.
- Making one to one interactivity and dialogue achievable and affordable.

Bring your marketing objectives to life

- Dynamic branding, product catalogues and unique product display.
- Location and Time Based Services.
- Sampling, e-coupons, downloadable product line ups.
- Market and Consumer Research
- Seasonal and festivities promotions & events

PP Norman thanked PE Nancy for presenting this innovative and effective media platform as an alternative to the conventional media we seen today. He also said that it would be a wonderful birthday present to PP George should Noelle be the one to present.

PP Eddy Wong presented the Rotary 123 on Council on Legislation.

President Eric then reported the progress of Rotary Club of Hong Kong Island East Facebook and provided the following advises on how member can help to promote:

1. Visit our Facebook <http://www.facebook.com/RotaryClubHKIslandEast>
2. “Like” Our Facebook
3. View Photo and “Like”
4. Tag your name or any member who are your friend in

Next week’s program would be the vocational talk by our new member Rtn. Nelson Tse on his IT Retail Business.

President Eric then proposed a toast to RI coupled with Rotary Club of New Hampshire and Hong Kong Island East, adjourned the meeting and invited everyone to a group photo.



Rotary Potpourri

52nd District Conference – Credentials Certificate

The 52nd Annual District Conference of Rotary International (RI) District 3450 will be held on 19 and 20 May 2012 in the Regal Airport Hotel.

The Business Session is one of the most important plenary sessions in the District Conference programme. It gives an opportunity for Clubs to decide on matters relating to our District as well as the Rotary International by voting on proposed resolutions.

For the purpose of voting on the resolutions, each Club in the District is entitled to appoint at least one elector at the District Conference based on the most recent RI membership record of the Club. Each year, all Clubs should select, certify, and send their elector(s) to the District Conference. Any Club with more than 25 members may select 1 additional elector for each additional 25 members (or a major fraction thereof). The number of electors a Club is entitled to appoint is shown as follows:

Number of members	Number of electors
37 or fewer	1
38 – 62	2
63 – 87	3
88 – 112	4
112 – 137	5

Any Club that has been suspended or terminated is not entitled to any elector, and all electors must be present at the District Conference in order to vote.

For your information this year President Eric and PE Nancy will represent our Club to attend the Business Session in the District Conference to vote for the resolutions on behalf of our Club.



LAUGH FOR THE WEEK

Subject : Two Beggars

Two beggars are sitting side by side on a street in Rome. One has a cross in front of him; the other one the Star of David. Many people go by and look at both beggars, but only put money into the hat of the beggar sitting behind the cross.

A priest comes by, stops and watches throngs of people giving money to the beggar behind the cross, but none give to the beggar behind the Star of David.

Finally, the priest goes over to the beggar behind the Star of David and says, "My poor fellow, don't you understand? This is a Catholic country, this city is the seat of Catholicism. People aren't going to give you money if you sit there with a Star of David in front of you, especially

when you're sitting beside a beggar who has a cross. In fact, they would probably give to him just out of spite."

The beggar behind the Star of David listened to the priest, turned to the other beggar with the cross and said:

"Moishe, look who's trying to teach the Goldstein brothers about marketing."



YEAR 2011-2012							
<i>President</i>	<i>Vice President / President Elect</i>	<i>Secretary</i>	<i>Treasurer</i>	<i>Ex-Officio</i>	<i>Advisor</i>		
Dr. Eric Chin	Nancy Yee	Jonathan Lamport	Dr. Rudy Law	Heman Lam	Peter Hall		
<i>Directors:</i>						<i>PP Council Rep</i>	
Laurence Chan	John Kwok	Sharon Lamport	Norman Lee	Kevin Leung	Andy Wong	Andrew Chen	
<i>Service Chairs:</i>							
Paul Chan	Colin Chau	Teresa Ho	Anthony Kwong	William Leung	Eddy Wong	William Wong	Dr. Freddie Wu

Club postal address: P.O. Box 47064, Morrison Hill Post Office, Hong Kong

Club website: [http:// hkie.rotary3450.org](http://hkie.rotary3450.org)

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ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m.

25 April 2012 - Luncheon Meeting Photos Rotary Club of Hong Kong Island East



PDG Uncle Peter Hall, PE Nancy Yee
& Pres. Eric Chin



Hon. Sec. Jonathan Lamport, PP Uncle John Kwok
& visiting Rotarian Sharon Eng
from RC of New Hampshire



SAA William Leung & IPP Heman Lam



Rtn. Dr. Tony Loy & PP Eddy Wong



Rtn. Terry Tsang & PP Norman Lee



Rtn. Kenny Chan & Rtn. Stacy Ho



Rtn. Peter Yeung
& PP Laurence Chan



PP David Li & Rtn. Jason Chiu



Rtn. Jonah Cheung
& Dir. William Wong



Rtn. Jason Chiu, PP George
Leung & PP Hubert Chan



PP Norman Lee & Rtn. Nelson Tse



This week's birthday boy - PP George Leung



Rotary ABC presented by PP Eddy Wong



PE Nancy Yee gave us a talk about Touchmedia



Pres. Eric Chin presented PE Nancy a photo in action to thank her talk



Group photo with guest speaker, members, visiting Rotarian.