

The Adsale Group



“Best In-house Education Program of the Year”

UFI Education Award 2013 -16 April 2013, Shanghai



ADSALE

The China Trade Promotion Specialist
Since 1978



➡ Exhibition, Publishing
and Online

➡ > 250 Staff



Annual In-house Training

- Annual conferences held since 2005
- 2 full-day program in hotels to minimize interruption
- Catered for senior to middle level managerial staff from Hong Kong, Beijing, Shanghai, Shenzhen and Singapore



Annual In-house Training

- No. of participants range from 40-55 from both **frontline** (Sales & Marketing) and **supporting department** (IT, HR, Accounts, Operation, Production, Editorial). The Company believes its success hinges on the concerted effort of all teams
- Choice of topic each year is initiated 6 months in advance and go through a few rounds of discussions among top/senior/middle managerial staff. The Chairman is committed to the process with much input
- Topics covered in the previous annual conferences include **Benchmarking, Blue Ocean Strategy, Vision, Mission and Corporate Values, Innovation, Motivation**

Vision and Mission

To be the market leader in international trade promotion services in China & Asia offering integrated **exhibition** , **publishing**, **online** and other marketing solutions. We are committed to customer satisfaction through our **reliable**, **quality**, **competitive services**, as well as our proven experience in enhancing the economic ties between China and the rest of the world.



Corporate Values



Common objectives of the Annual Conferences

- To learn some basic theories of key managerial issues
- To change the corporate culture
- To master some useful tools and techniques
- To apply the knowledge to concrete company issues



2012 Annual Conference

- **"Managing and Leading Changes"**

JAN 16-17, 2012



2012 Annual Conference

- **54** participants from different offices and departments



Objectives

- To improve in knowledge of Change Management
- To change the mindset of the managers towards changes
- To master tools and techniques in conducting change program
- Develop action plans on the company's change program

Before the Program – Identify Changes

Participants identified the major "**changes**" that they experienced in the past 1-2 years



Some major changes identified

- "More Chinese exhibitors wish to develop international markets through our exhibitions, thus it becomes important to explore more new markets for buyers invitation"
- "With the economic downturn, the exhibitors are more demanding on ROI for show participation, instead of just brand building"
- "Internet and smart phones are increasingly popular and have changed our promotional channels"
- "There is a change in the talent market with higher proportion of 80's & 90's in the company"

Some major changes identified

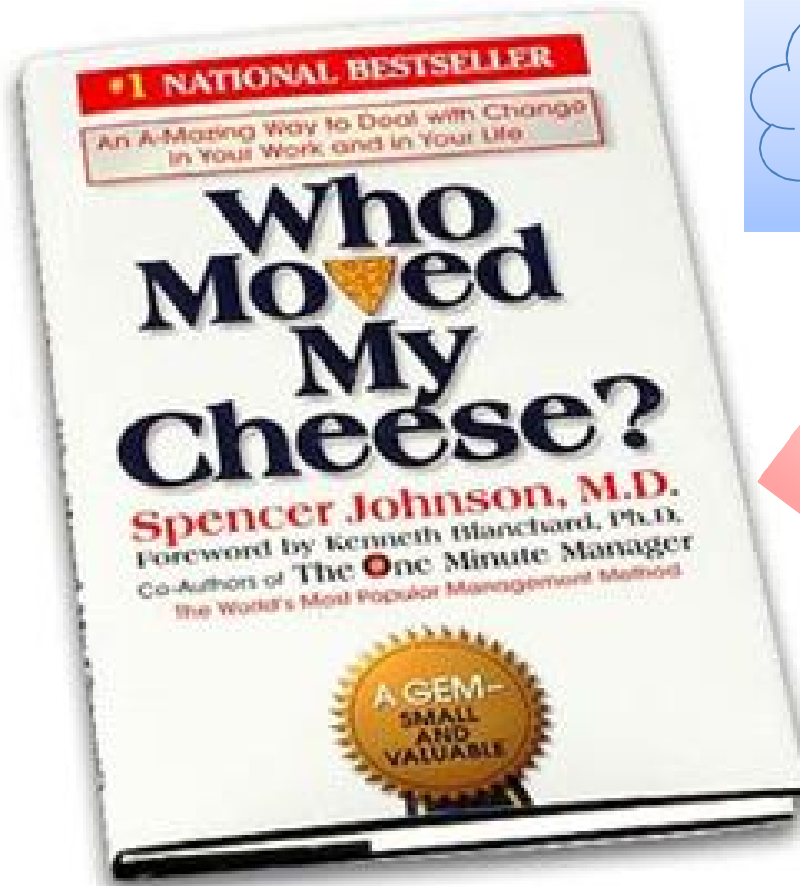
- "Volatile global economy leading to budget cutting of exhibitors and a more careful choice of exhibitions"
- "In future, 80's or 90's visitors will be the major component of our visitor profile, we may also need to accommodate their new needs arise so as to attract them to visit our exhibitions"
- "There is increasing competition from the Chinese organizers, including SME and associations"
- "Customer needs are more diversified and they need more tailor-made products and services"

Before the Program – What do you expect?

- "I think change is constant, I'd like to hear some successful examples from other organizations to create a change-embracing environment"
- "I wish to know how to deal with changes and anything we can plan ahead, and learn how to set up contingency plan for changes that is out of our expectation / out of control"
- "Through cases sharing, I'd like to know more about attitude and mentality that should maintain when facing unexpected changes, and how I can work with teammates to counteract"



Before the Program – Book Reading



Tailor-made Program Rundown

JAN 16, 2012 (Mon)

Time	Program
9:00 – 9:10 am	Welcome and Introduction
9:10 – 10:00 am	Presentations on “How did you react to the market changes happened in the past 1-2 years?”
10:00 – 11:00 am	Talk on “Recent Economic Developments in China and its International Relationship
11:00 – 11:15 am	Break
11:15 am – 12:00 pm	Talk on “Industrial Development under the 12 th Five Year Plan of China
12:00 – 12:30 pm	Q&A and wrap up morning session
12:30 – 2:00 pm	Lunch
2:00 – 3:40 pm	Theory and Game - Understanding Changes
3:40 – 3:55 pm	Break
3:55 – 6:00 pm	Game and Case Sharing – How can we keep Positive Mindset when Facing Changes
6:00 – 7:30 pm	Dinner
7:30 – 8:45 pm	Team Building Game
8:45 – 9:00 pm	Summary of the Day



Tailor-made Program Rundown

JAN 17, 2012 (Tue)

Time	Program
9:00 – 10:30 am	Game - Leading the Team to Manage Change
10:30 – 10:45 am	Break
10:45 – 11:30 am	Theories and Tools - Steps for Managing Changes
11:30 am – 12:30 pm	Role play – Handling objections to Changes
12:30 – 2:00 pm	Lunch
2:00 – 3:30 pm	Group Discussions for Expected Changes in coming years
3:30 – 3:45 pm	Break
3:45 – 5:30 pm	Presentation of Group Discussions
5:30 – 5:45 pm	Closing Remarks
5:45 – 6:00 pm	Evaluation and End of the Program

Talk : Changes about China Market

“Recent Economic Developments in China
and its International Relationship”

by Professor Lau Pui King

Associate Professor(School of Accounting & Finance) of
the HK Polytechnic University - Retired



Talk : Changes about China Market

“Industrial Development under the
12th Five Year Plan of China”

by Mr. Stanley Chu
Chairman of the Adsale Group



Games and Team Building Activities

- Experience different responses when facing unexpected changes
- Learn to work as a team and use proactive approach for inter-departmental coordination



Case Studies

- Analyze the underlying causes for successful / failure business cases when dealing with changes



Theories and Tools

Kotter's 8 Stages of Change Management



Immediate Feedback & Evaluation Summary

Can the objectives be met?



100%

Can the workshop meet your expectation?



95%

Immediate Feedback & Evaluation Summary

“High relevance and smooth flow.”

“Very good to inspire discussions, good debriefing and good summary of group discussion.”

“Enrich the knowledge of industry / economics / management skills.”

“Useful and easy to be involved.”

Conference Conclusions:- Major Changes in coming 3 years

- Chinese Government Industry Policies
Changes : Higher priority to Energy Saving and Environmental protection
Response : Introduce concurrent events with such highlights, eg. Bio Plastic Conference in Chinaplas and Smart Grid Technology in EP
- China and International Market Environment
Changes : Increasing Labor costs, more emphasis on domestic consumption to compensate the drop in export due to the sluggish international economic situation
Responses : More automation, more focus on domestic buyers

Conference Conclusions:- Major Changes in coming 3 years

- Our Exhibitors

Changes : More emphasis on ROI

Responses : More activities for direct buyers matching

- Our Visitors

Changes : Emphasis on technology and innovation, development of own brands

Responses : More concurrent events for brand development and design

- Our Team

Changes : Higher proportion of Generation Y in the company

Responses : To explore their needs and new platforms for better communication and motivation

Conference Conclusions:- Major Changes in coming 3 years

- Technology

Changes : More dependence on online and mobile device

Reponses : Strengthen the IT Team, launching of mobile apps, social media

- Competition

Changes : More and severe competition

Reponses : Benchmarking of our events with at least 2 to 3 competing events. More segmentation of exhibitors and visitors for detailed implementation of our marketing activities

Action Plans by individual Project Team / Department

Presentation in 2 sharing sessions of “Change Program” held in Aug 2012. More than 150 staff from different departments and offices participated in the sharing sessions through webinar.



We See Some Changes

- Extract from one of the presentations

- C – Comfort Zone (舒适带)

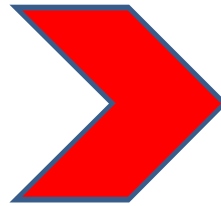
- H – Hesitation (犹豫)

- A – Anxiety (焦虑)

- N – Nervous (紧张)

- G – Get Away (逃避)

- E – Excuse (借口)



- C – Courage (勇气)

- H – High Morale (士气)

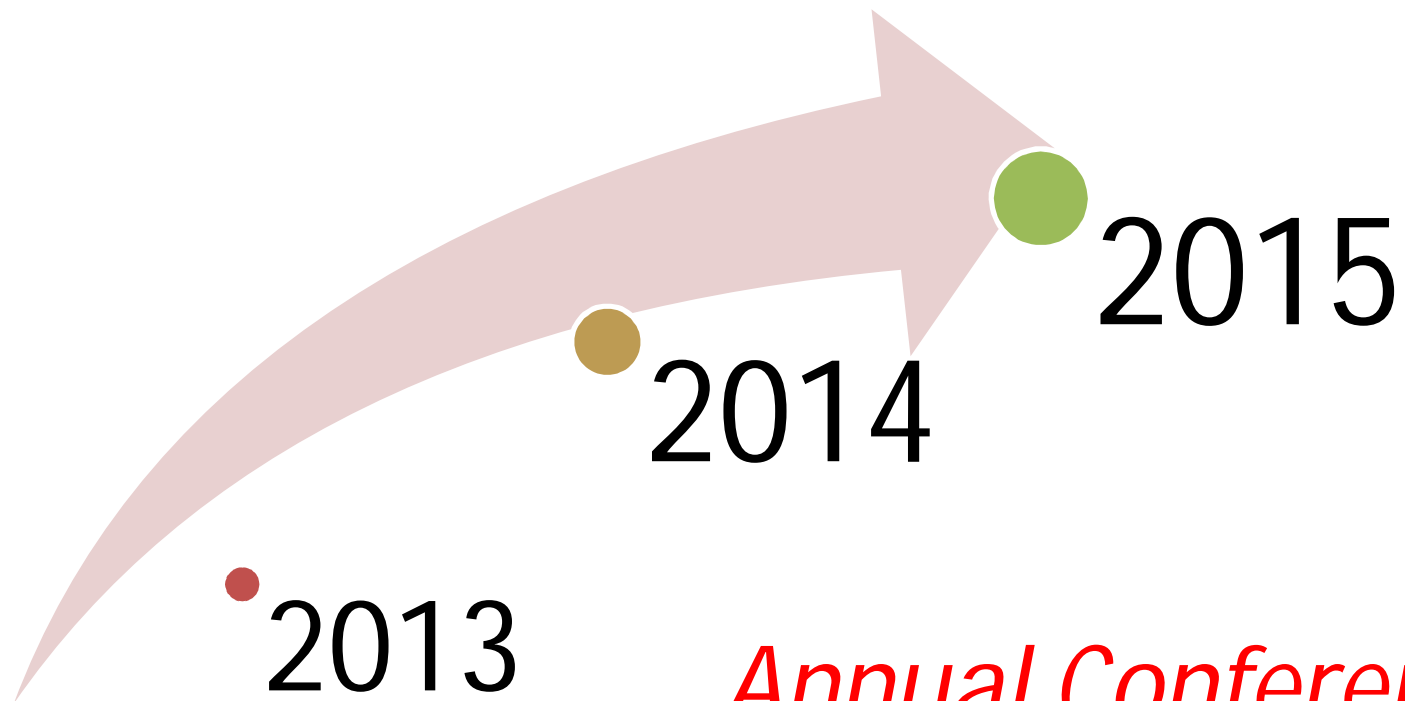
- A – Alert (机敏/灵活)

- N – Never Give Up (永不放弃)

- G – Goal Setting (设定目标)

- E – Evaluation (检讨)

Moving Forward



*Annual Conferences
Continue....*

Thank You !

