



**Pro-Vice-Chancellor of CUHK Professor Michael K.M. Hui  
to speak in the seminar organised by the EAA**

(28 August 2014) To enhance the professional standards of estate agents, the Estate Agents Authority (“EAA”) has invited Professor Michael K.M. Hui, the Pro-Vice-Chancellor and Choh-Ming Li Professor of Marketing of The Chinese University of Hong Kong, to give a lecture on consumer behaviour and services marketing strategy for estate agency practitioners at a seminar under the Continuing Professional Development (“CPD”) Scheme on 24 September 2014.

Professor Hui is a distinguished academic in marketing and dedicated to public services. He was also the guest speaker at the EAA’s professional forum held in the celebration of the EAA’s 15<sup>th</sup> anniversary in 2012. In the coming seminar, Professor Hui will share his insights in services marketing strategy. It will be a golden opportunity for the estate agency practitioners to be inspired by him again.

The seminar will cover a broad range of issues including the analysis of consumer behaviour, demand and expectation of consumers, the importance of customer relationship management, planning of services marketing strategy, the importance of professionalism of the estate agents and sharing of relevant cases.

Ms Ruby Hon, Chief Executive Officer of the EAA, said, “We are honoured to have Professor Hui as our speaker again. The EAA has always valued the professional development of estate agents. With rising consumers’ expectation on the quality of services provided by estate agents, customer relationship management has increasingly played an important role in the process of services marketing. Through this lecture, the EAA expects estate agents to gain a better understanding of how to achieve quality customer services and how to formulate an appropriate services marketing strategy.”



新聞稿  
Press Release

Professor Hui's lecture will take place on Wednesday, 24 September 2014 at 10am at the Lecture Hall of The Hong Kong Federation of Youth Groups Building in North Point. The lecture will be conducted in Cantonese. All estate agent/salesperson licensees are welcome. Admission is free.

Licensees attending this talk will be awarded 2 CPD points (non-core subject). Seats are available on a first-come-first-served basis. Those who are interested may register online at the EAA's website: [www.eaa.org.hk](http://www.eaa.org.hk). For enquiries, please contact the Professional Development Section of the EAA at 2111 2777.



Professor Michael K.M. Hui spoke at the Professional Forum for the EAA's 15<sup>th</sup> Anniversary in 2012 and he will lecture at an EAA's CPD Seminar again this September.

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