



Driving Digital Strategies

5th to 9th July 2021

The second week of the 3 week E-Business and Technology course incorporates a special program **on Driving Digital Strategies**. To effectively compete in today's digital landscape, Post must leverage digital and social platforms that make it easier for consumers to access relevant and timely information, connect with people they care about, and willingly engage in brand-building behavior. This timely program is designed to help Post make digital and social media a powerful part of its overall business strategy. This program provides a fundamental analysis of how to think about your customers and industry differently, and a framework to help you design digital and social strategies.

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Introduction to Driving Digital Strategies	Rethinking of Customers and core businesses	Designing Social and Digital Strategy	Implementing Digital and Social Strategies	Summary of Driving Digital Strategies
Afternoon	Digital Marketing Concept	Guide line questions and Exercises	Visit to Private Agent	Developing organization Capabilities	



Ms Yu Yan holds Master Degree of Administration and Bachelor Degree of Economics. She joined the APPC in January 2019. Her working experience in the postal sectors including 10 years focusing on postal operations and over 10 years on strategic planning, regulatory issues, postal reform and business development. From 2003 to 2004, she worked at the International Bureau of UPU, as the project manager of EMS Unit, specializing in the Improver Program. Her previous position before joining the APPU was the Director of the Express Management Division at the Market Supervision Department, State Post Bureau of China (P.R)

