



Getting 100,000 followers on Social Media

For Finance Professionals & Startups

20 April, THU

6:30pm –9:30pm

Smart-Space FinTech, Level 4, Core E, Cyberport 3

- How to build a personal or company brand by blogging
- Blogging on LinkedIn and what to blog
- Creating viral post

Guest Speaker: Eric Sim, CFA, PRM
LinkedIn Blogger with 700k followers
Former MD, UBS Investment Bank

Networking with free drinks & snacks

FREE REGISTRATION: Email to facility@cyberport.hk (Subject "20Apr", name, co. name, job title)

www.cyberport.hk

E smart-space@cyberport.hk

Speaker's Bio

Eric Sim, a blogger with 500,000 followers on LinkedIn is currently Adjunct Associate Professor of HKUST Department of Finance where he teaches communications, banking and finance.

Professor Sim also runs Fradvisor, a fintech company which brings innovation to investment banking, and Institute of Life, an Edtech company. The veteran banker was formerly Managing Director of UBS Investment Bank and, in 2016, mentioned by efiannncialcareer as a top Singaporean banker in Hong Kong.

More about Professor Sim: <https://hk.linkedin.com/in/simeric>

