**About the Event:**

The use of lifestyle benefits is a fresh approach for companies to achieve a better work/life balance culture, and enjoy higher staff engagement - all helping to retain staff, reducing staff turnover. This event will teach you how to create a healthy, sociable, fun and engaging workplace by using a combination of corporate perks, social events, wellness programs and other staff volunteering activities. After all, a healthy and happy work environment means a more productive workplace.

Sam will challenge the traditional ways of thinking on work-life balance and lead a discussion on what simple steps we can all make to achieve a better work-life balance – especially in a hectic city such as Hong Kong. Sam will be addressing the following topics:

1. Why should you bother about work-life balance as a SME owner and for your staff?
2. Simple tips that can be easily implemented for your business.
3. How you can reward and engage your staff like a large corporation.

**About the Speakers:**

Sam Lau  
Founder, Total Loyalty Company

Sam was born in Hong Kong, and completed a Chemical Engineering degree at Monash University. He discovered a passion for creating fun and engaging programs for his colleagues and in 1995, he set up Australia’s first “staff club outsourcing” service. Almost 20 years later, the initial company has morphed into a multi-million dollar enterprise, servicing over 1.1 million Australians, under the brand My Rewards International.

Sam returned to Hong Kong in 2010 and started up Total Loyalty Company a year later, with the intention to introduce practical work-life balance solutions to companies in Hong Kong, and later in the Asian region. This business, whilst new, is already creating strong support of its unique business model, from clients, employees and merchants. It was named best local marketing agency in CRM/Loyalty in 2013 by Marketing Magazine, and was awarded a Cyberport Entrepreneur Grant to assist in the growth and expansion of the business in Hong Kong as well as the region.

Volunteering plays a major part of Sam’s business model as well as his private life. In Australia he is a Fellow of Leadership Victoria, an organisation whose vision is to harness business and social leaders to help and develop NGOs with professional, strategic and visionary support. Sam joined the Hands On Hong Kong board in 2013 to further his giving back to the Hong Kong community.

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**REGISTRATION FORM** (please return this form to the Chamber office by fax at 2838 3390 or email to scc@scchk.com.hk latest by 6 March 2015)

A completed form is a confirmed booking unless otherwise notified.

Please settle your payment before deadline and seat will only be confirmed after payment is settled.

As place are limited, acceptance is on first-come-first-served basis.

- [ ] SCC/SA Member (Membership No._________________)  @HK$200* x ________ = $___________
- [ ] Guest / Non-member  @HK$300* x ________ = $___________

*Price includes business lunch

- *Please make your cheque payable to “The Singapore Chamber of Commerce (Hong Kong)” and mail to: Unit 702, 7/F., China Hong Kong Tower, 8-12 Hennessy Road, Wanchai, Hong Kong
- OR credit direct to United Overseas Bank A/C 071-832-86-307-370-6 HKD. Please retain and fax the bank-in slip to 2838 3390

**Mr./Mrs./Ms. _______________________________ Title: _______________________________

Company: _______________________________________________________________________

Name(s) of other attendee(s): _______________________________________________________________________

Contact person: ________________________ Tel: ___________ Email: ____________________________

**Notes: No refund after deadline & no show will be charged unless the event is cancelled by the organizer.**