**

*Each form should be used for one registration only. It can be photocopied, downloaded from* [*www.bodw.com*](http://www.bodw.com) *or obtained from the Conference Secretariat office. Registration is only valid upon receipt of the full registration fee.*

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| **Participant's Details**  |

**December 201**

 Title: [ ] Dr. [ ]  Prof. [ ]  Mr. [ ] Mrs. [ ]  Ms.

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| --- | --- | --- | --- |
| First Name: |         | Last Name: |            |
| Job Title: |        | Company: |            |
| Company Address: |         |
| City: |         | Country: |       |
| E-mail: |         | Mobile : |       |
| Business Phone: | (      )       | Fax: | (       )       |

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| **BODW Registration (1-6 December 2014)** |

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| **I would like to purchase** | **Registration Category** | **Promotion Rate\*\* (HK$)**On or before 1 Nov 2014 | **Regular Rate (HK$)** |
| [ ]  | Full Pass (7 sessions + \*DesignEd Asia) | 5,500 | 8,000 |
| [ ]  | 6 sessions Pass | 4,500 | 7,000 |
| [ ]  | 1 session Pass (Half-Day Pass) | 900 | 1,400 |

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| **Session Selection** |

Please tick your preferred session (one session per each AM/PM only)

|  |  |
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| Date | Sessions |
| 1 Dec PM | [ ]  Technology for Design  |
| 4 Dec AM | [ ]  Plenary I - Living Design |
| 4 Dec PM | [ ]  Session 1 – Design for Sustainability or [ ]  Session 2 - Product & Design or[ ]  Session 3 - Fashion & Design |
| 5 Dec AM | [ ]  Plenary II – Innovation / Smart City |
| 5 Dec PM | [ ]  Plenary III – Designing Business or [ ]  Session 4 – Communication & Design or [ ]  Session 5 – Space & Design |
| 6 Dec AM | [ ]  Session 6 - Culture & the City (I) or [ ]  Brand Asia (AM) |
| 6 Dec PM | [ ]  Session 6 - Culture & the City (II) or [ ]  Brand Asia (PM) |

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| \*For updated information of the programme schedule, please visit <http://www.bodw.com> |

**\*DesignEd Asia Conference : 2nd December 2014 – 3rd December 2014**

**Venue: Hong Kong Convention & Exhibition Centre**

**For more details, please visit:** [www.designedasia.com](http://www.designedasia.com)

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| **BODW Gala Dinner - 5 December 2014 (Fri)** |

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|  | Price in HK$ | No. of pax(s) | Amount (HK$) |
| Dinner Fee (12 pax per table) | HK$1,500 per person |       |       |
|  | Total Amount: |       |
| Please indicate any special dietary requirements (if any) by ticking (✓) the appropriate box(s): [ ]  Vegetarian |

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| **Survey** |

**How did you learn about BODW 2014?**

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| Traditional | [ ]  Newpaper (Pls specify          ) | [ ]  Magazine (Pls specify          ) | [ ]  Outdoor  | [ ]  Radio |
| Online : Website | [ ]  BODW | [ ]  HKDC | [ ]  Supporting Org. (Pls Sepcify          ) |
| Online : Social media | [ ]  Facebook | [ ]  Weibo | [ ]  Twitter | [ ]  LinkedIn |
| Online : Video Channel | [ ]  Youtube | [ ]  Youku | [ ]  Tudou |  |
| Online : e-Direct Mailing | [ ]  BODW | [ ]  HKDC | [ ]  Supporting Org. (Pls Sepcify          ) |
| Printed Promotion Material | [ ]  Flyer | [ ]  Poster | [ ]  Postcard | [ ]  Others (Pls Sepcify          ) |
| HKDC events | [ ]  Previous Participant |
| Supporting Organisation | [ ]  Association | [ ]  Trade Fair |
| Others | Pls Specify            |

**What is your Company Industry/Profession?**

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| --- | --- | --- | --- | --- | --- |
| [ ]  | Design-Product | [ ]  | Education-Others | [ ]  | Trading |
| [ ]  | Design-Space/Interior | [ ]  | Technology | [ ]  | Consultancy & Strategic Services |
| [ ]  | Design-Communication/Graphic | [ ]  | Government & Policy Maker | [ ]  | Research & Strategic Services |
| [ ]  | Design-Fashion | [ ]  | Retail | [ ]  | Legal |
| [ ]  | Design-User Experience | [ ]  | Hospitality | [ ]  | Finance |
| [ ]  | Design-Others | [ ]  | Media & Communication | [ ]  | Association |
| [ ]  | Education-Design | [ ]  | Art & Culture | [ ]  | Others (Pls Specify          ) |

**Do you want to receive information from BODW in future and future BODW meetings?**

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| [ ]  | Yes | [ ]  | No |

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| **Method of Payment** |

[ ]  Hong Kong Local Cheque (in HK Dollars)

 Make payable to “**Swire Travel Ltd**.”

Mail this form with your cheque to:

BODW2014 Conference Secretariat,

Swire Travel Ltd, 6th Floor, Cambridge House, Taikoo Place, 979 King’s Road, Quarry Bay, Hong Kong

[ ]  Bank Transfer (in HK Dollars)

 Account Name: The Hong Kong & Shanghai Banking Corporation Ltd.

 Account No: 111-016275-002

 Address: No 1, Queen’s Road Central, Hong Kong SAR, China

 Bank Swift Code: HSBCHKHHHKH

 Bank Code: 004

Please send a copy of the remittance receipt before 1st October and email to bodw2014@swiretravel.com or by fax to (852) 2590 0099 for reference. Please notify Swire Travel Ltd of the name(s) of the participant(s). All charges on bank transfer will be borne by the sender.

Remark: Participants who prefer to settle the registration fee in Renminbi, please contact BODW 2014 Conference Secretariat before payment.

[ ]  Credit Card

 I hereby authorized Swire Travel to charge on below credit card:

 [ ]  Visa [ ]  MasterCard [ ]  American Express [ ]  Diners Club

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| --- | --- | --- | --- |
| Cardholder Name: |                            | Credit Card No.:  |                                       |
| ExpiryDate:    |        | Signature:  |   | Authorized Amount: |        |

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| **Important Notes** |

* Promotional discount cannot be used in conjunction with other special offer.
* This registration is only applicable for delegates participating in the BODW programmes (include Technology for Design session, BODW plenary & sessions, BODW Gala Dinner and Brand Asia sessions.).For other concurrent events, please contact respective programme organisers for registration details.
* Please settle all payments before 1st November or else the reserved seats will be released without prior notice.
* In the event of cancellation or change of registered program, please notify the Conference Secretariat (Swire Travel) in writing, and please identify the name(s) of the participant(s) and the registered category. An administration fee of 50% of the paid registration fee will apply. Refunds will only be made after the completion of BODW 2014. No refund will be entertained for cancellation requests received by the Conference Secretariat after 15 November 2014.
* The organiser reserves the right to change the programme without prior notice.
* Information provided will be used only for the purposes of processing the registration and communicating with the participant on matters relating to the BODW 2014 and/or related event and such usage will conform to the Personal Data (Privacy) Ordinance.
* By completing this registration form, you have agreed to be added on HKDC database system and use for promotion purpose. [Privacy Statement](http://www.hkdesigncentre.org/en/disclaimers/index.asp)

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Email: bodw@hkdesigncentre.org

 By signing on this registration form, I hereby confirm that I have read and agreed to the Important Notes set out on this

 registration form.

 Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date :