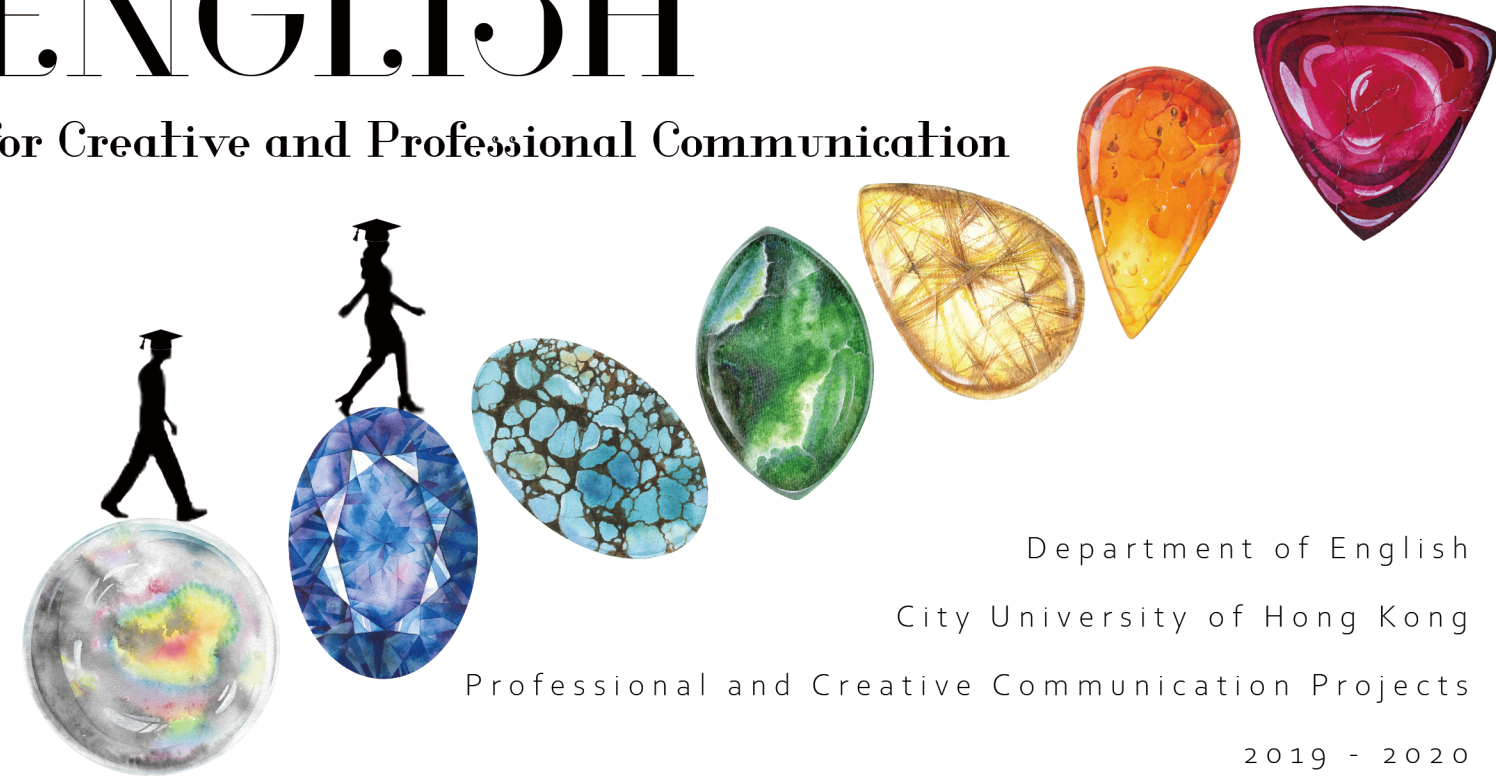


ENGAGING WITH ENGLISH FOR CREATIVE AND PROFESSIONAL COMMUNICATION

# ENGAGING WITH ENGLISH

for Creative and Professional Communication



Department of English  
City University of Hong Kong

Professional and Creative Communication Projects

2019 - 2020



Department of English Department of English, Run Run Shaw Creative Media Centre, City University of Hong Kong

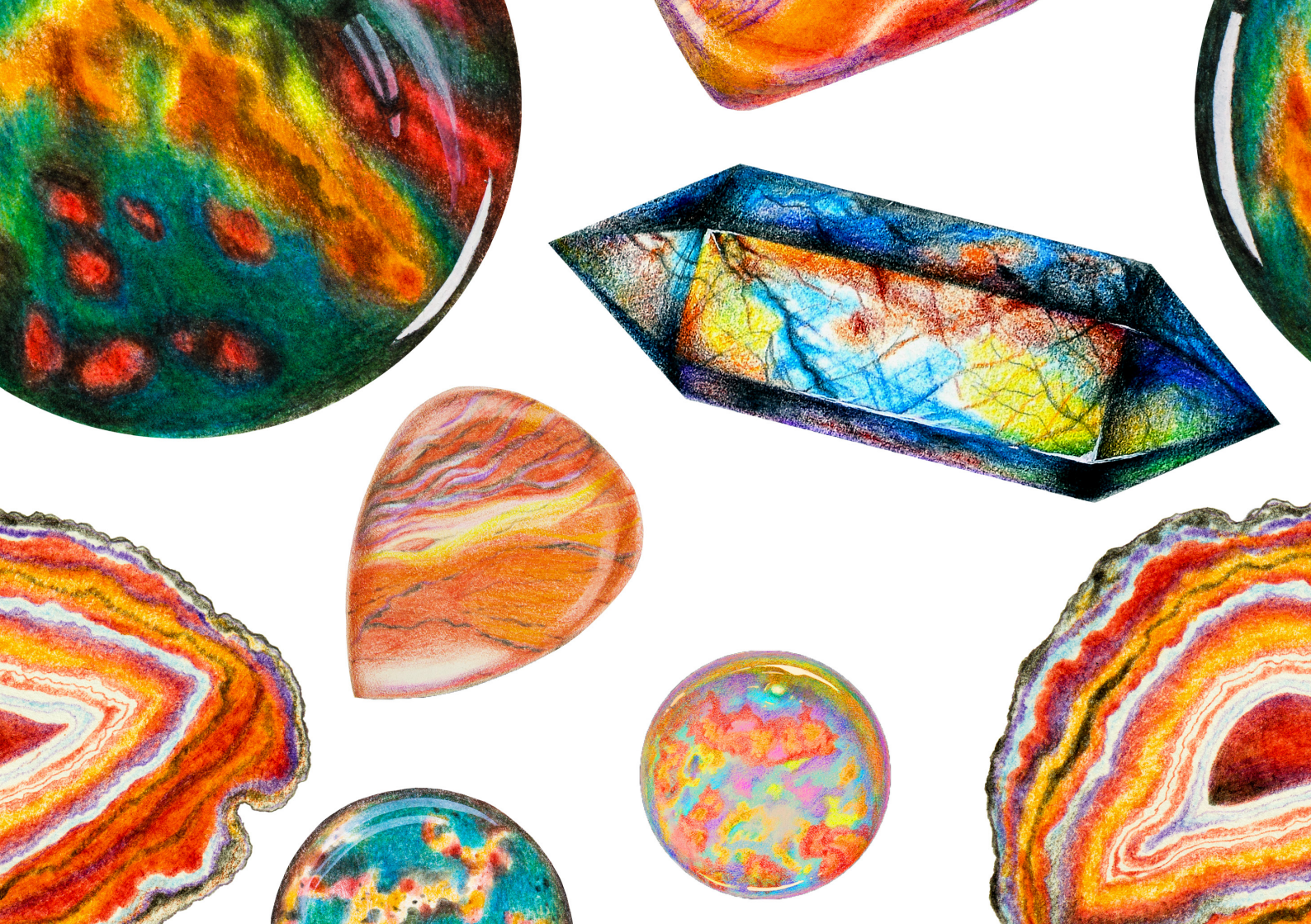
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Department of English

香港城市大學  
City University of Hong Kong

## Introducing the Professional and Creative Projects (PCCP)

Organized by the Department of English at City University of Hong Kong (CityU), the Professional and Creative Communication Projects (PCCP) is an assessed year-long company attachment in public or private sector organisations undertaken by final-year students of the Bachelor of Arts (Hons) in English Studies (BAES) Programme.

After completing their final-year projects, students are able to demonstrate their English language proficiency, apply their communication and creative skills in professional contexts, gain access to communication professionals and extend their social networks in various professional fields.

By engaging in practical communication tasks with host organizations, students are able to practice problem-solving, time management, collaborative skills and demonstrate professional skills and creative artistry in the workplace.



## Foreword

The future is a book whose contents we can speculate about, but cannot read. This truism has been seen and felt particularly powerfully over the year that has gone past. When the students whose work is represented in this book embarked upon their final-year projects, they could not conceivably have predicted how the year was to play out. They could not have guessed, for example, that the simple act of meeting each other to work on the projects would become a significant challenge. They could not have conceived of how the world's priorities would change, impacting their projects along with every other aspect of life.

From that perspective, the theme of this year's exhibition, engagement, is especially apt. Engagement involves obligations and undertakings, involvement and commitment. It presupposes persistence and determination.

In the busy-ness of everyday life, these important qualities can easily fall out of focus. We rush from point A to point B and back again, doing, acting, making things happen, ticking items off our to-do lists. Energy is enough to underpin these mundane activities of daily life.

This year, though, business as usual has been an impossibility. To rise to the challenges of changed circumstances, we have all had to dig deep and identify our true priorities, and work out how to achieve them compatibly with the new overriding imperative: working together to keep each and every member of our society safe.

It is against this backdrop that each of the groups represented here has delivered a successful project. Doing so has required a great personal commitment from them. They have had to negotiate a rapidly changing landscape of constraints to find creative solutions. They have had to find within themselves qualities such as hard work, resourcefulness, intelligence, creativity, and persistence. They have drawn on the skills in communication, teamwork and critical thinking that their years of education have helped cultivate in them. In short, they have had to show true engagement with their projects, their teammates and their hosts.

While we cannot always foresee the demands the future will make of us, we can know what tools we possess for meeting those demands. I am very proud of this cohort of students, who have been tested by circumstances which have been challenging in the extreme. The engagement they have shown in rising to those challenges makes it clear that they are well equipped for whatever lies in their futures.



**PROFESSOR DIANE PECORARI**

Professor and Head of  
the Department of English





**DR ANNE PEIRSON-SMITH**  
PCCP Co-ordinator 2019-2020

## Introduction

Welcome to the Professional and Creative Communication Project (PCCP) Exhibition 2019-2020 showcasing the work of Department of English final year students studying on the BA (Hons) English Studies Programme (BAES) at City University of Hong Kong (CityU).

Acting as professional and creative communication consultants for local organizations, the 20 student groups during this academic year have taken on a variety of professional and creative communication based roles and responsibilities. This has involved engaging in activities such as generating and managing social media campaigns, planning public events and fundraisers, conducting market research, brand building and web design, in addition to creating print and digital media content. In doing so, the student project groups have all experienced the realities of the Hong Kong workplace, which have been particularly challenging in this extraordinary year, and have fulfilled their project objectives in an impressive way.

We are very grateful to our participating project hosts and greatly value their essential support for and involvement in these professional and creative communication projects. This year we would like to thank the following hosts who provided the 20 student teams with this meaningful experience including The American Women's Association of Hong Kong (AWA); Chinese Cultural Studies Center; CityCom/Department of English; Department of English Publications; Elev8 (Fashion Salon Asia); Executive Counsel Ltd.; 513 Paint Workshop; FloatOn HK; Hong Kong Arts Centre; Hong Kong Forum For Responsible Drinking (FRd); Hong Kong Generation Next Arts; Italian Chamber of Commerce; OperACG: Orbis International; Ladies of Luxury and Lifestyle

(LLL); Praxonomy Ltd.; Project A; SCMP Charities Operation Santa Claus (OSC); Teresa Colman Fine Arts Ltd.; Wall Street English, Hong Kong.

The theme of this year's PCCP Exhibition is 'Engaging with English For Creative and Professional Communication' which symbolizes the deep level of involvement that each individual student has experienced with their collaborative project work in working as a group and interacting with their supervisors and project hosts to make these projects work so well. Equally, each group is represented by a precious stone that characterizes their project qualities and symbolizes a celebration of what they have achieved throughout their undergraduate experience.

The warmest of congratulations to our final year students for all of your hard work and commitment this year in fulfilling your project brief and delivering your innovative project outputs during such challenging times. We wish you a very successful future in your chosen careers.

As you graduate into the world of work we hope that you will reflect on the precious academic experiences and social encounters that will define your memories of your time in the Department of English at City University of Hong Kong.

Anne Peirson-Smith, PhD  
PCCP Coordinator 2019-2020

## PCCP 2019-2020 Theme - Engaging with English For Creative and Professional Communication

'Engaging with English For Creative and Professional Communication' is the theme for this year's Professional and Creative Professions Projects (PCCP) 2019-2020. Throughout our university experience, we have engaged with fruitful learning experiences, as well as preparing ourselves to engage in our future careers. Having faced various challenges in our studies and everyday life, we have obtained diversified virtues such as positivity, strength, passion, motivation, clarity and self-awareness, all resonating with the chosen theme for the PCCP catalogue and exhibition event 2019-2020. Gemstones are often used to symbolize an engagement and also symbolize the different characteristics that the final year students have acquired during their studies in the Department of English, City University of Hong Kong.

Gemstones represent various types of valuable mineral crystals that can be cut and polished into different forms to make jewellery or other adornments. Each stone has different symbolic meanings, properties, as do each of our projects. Each group had different task and goal to achieve, and each group member had the responsibility to take on a specific role in their project based on their competencies and knowledge. The combined forces of these group efforts are the key to successful creative and professional project outputs that are as precious as gemstones and share their innate qualities. Turning gemstones into attractive jewellery and adornments is a long and staged process and parallels the stages that an undergraduate student has to go through in terms of learning and polishing ideas into knowledge to reach the final stage of their graduation into the world of work.

As each group has different characteristics and worked on different projects, they have chosen a unique gemstone that can best represent and symbolise their efforts. Each project experience goes through the working process of lapidary, polishing and engraving the mineral crystal, until they become a valuable 'Gemstone'. The precious endeavours that have been put into these final year projects by all groups, along with each individual student's achievements and efforts, are all showcased in this PCCP catalogue.

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TOMMY



CLARICE



TERESA



OPHELIA



JAKEY

1

## 513 Paint Shop

**Ms Eunice Cheung &  
Ms Jacqueline Wong**

Host Supervisor

**Dr Simon Harrison**

Academic Supervisor

**LI Teresa Verzeri**

Project Manager &  
Creative Director

**CHIK Siu Yan, Ophelia**

Content Writer & Secretary

**WU Ting Lai, Jakey**

Digital Content Creator

**LUI Wing Sze, Clarice**

Social Media Coordinator

**CHIANG Man Kit, Tommy**

Content Writer

## Host Introduction

513 Paint Shop is a small-to-medium-enterprise (SME) company established in 2014. The shop sells paints that are free from carcinogenic toxic components such as Volatile Organic Compounds (VOCs). These superior quality paints are safe to use in homes and for children and pets. Many of the shop's products are sold in small quantities suitable for painting WW projects such as refurbishing furniture, clothing and other decoration. The paints are also sold, advertised and showcased on handbags, candles, and accessories. 513 Paint Shop's mission is to promote green living and sustainability as a lifestyle choice and to inspire its customers to use eco-friendly paints.

## Project Aims

The team comprised five students committed to promoting eco-friendly lifestyles. Our goal was to carry out a low-cost marketing plan to maximise 513 Paint Shop's sales and increase brand awareness. The team advertised the company's products on social media sites and published monthly blogs to promote green living and inspire DIY projects. The team also launched a newly themed DIY workshop that created value beyond painting and bridged the gap between the company and customers by enhancing customer interaction via first-hand experience with 513's products. The team also promoted different paint brands to market 513 Paint Shop as a resource for paints and interior design and we proposed more collaboration with organizations and local artists to build long-term community-based business relationships. Finally, our team helped the shop to enhance its brand image and establish a wider 513 paint community.



## Carnelian

Besides its striking aesthetic, carnelian is a stabilizing stone that restores vitality, motivation and stimulates creativity. Carnelian's incredible healing nature and creative instincts align greatly with 513 Paint Shop's goal – to realize our creativity, be immersed in art and live mindfully.





## Project Achievements

### *Blogposts*

Our team published monthly blog posts, comprising a total of eight posts on the official company website. The main themes of the blogs included: slow-paced living, upcycling furniture ideas, and DIY festive decorations. These posts were written in multimodal and informational ways and were supported with graphics and colourful designs. We also inserted shareable links and videos to inspire readers to do their own interior design and art projects themselves and to be more conscious about purchasing paints.

### *Social Media*

513 Paint Shop solely relies on social media for its advertisements and promotions. Our team was in charge of operating the shop's *Instagram* and *Facebook* accounts. The posts were published up to three times per week promoting jars of paint, painting tools and artistic methods, as well as furnished products with the use of 513's paints. Workshops and discounts were also promoted via Instagram stories and news alerts on *Facebook*.

### *Workshops*

To facilitate customer interaction with 513 Paint Shop, our team launched a fashion retouch themed workshop, 'Denim Revamp'. The workshop emphasized upcycling old clothes and creating value beyond painting. Participants were given opportunities for hands-on experience in painting old denim garments to give them a new appearance. We also promoted a denim handbag-painting workshop where participants could illustrate their personality by customizing denim handbags. We aimed to encourage people of all ages to upcycle their old clothes and be environmentally friendly, while immersing themselves in art. We hoped these workshops would leave people with happy, positive memories and something tangible to bring home. Through direct communication with participants, positive word of mouth helped raise and spread awareness of the brand.

### *Collaboration with Organizations and Local Artists*

Our team believed that 513 Paint Shop could migrate from consumer marketing (b-to-c), to buyer-to-buyer relationships (b-to-b). We aimed at collaborating with local organizations and creative individuals to build better long-term relationships, create sustainable sales, and boost the company's reputation. Our team considered negotiating a partnership with HKwalls, a non-profit arts organisation that holds annual street art festivals in March. We proposed supporting their street art mural projects by selling the paint in bulk at discounted prices. We also invited local artists with extensive experience to join our workshops.

Overall, we have achieved our goal of helping 513 to gain more recognition and increase sales by elevating its brand image and services.





MANDY



MATT



JAY



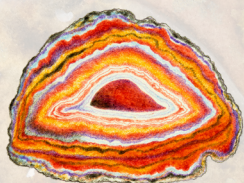
KENNY



PUMA



KRISTIE



## Agate

Agate is one of the most common hardstone carving materials and is very durable. Therefore, agate sets the bar for carving skills at a very high level, as in the creation of mahjong tiles.

### Chinese Cultural Studies Center

**Ms Belinda Wong**  
Host Supervisor

**Dr Xiaoyu Xu**  
Academic Supervisor

**KO Man Yi, Mandy**  
Project Leader &  
PR Manager

**LAM Ka Foon, Matt**  
Operations Manager

**LAU Chun Wing, Kenny**  
Writer & Director

**POON Puma Ho Chun**  
Video Editor

**YEUNG Lok, Kristie**  
Creative Director

**HO Chak Kui, Jay**  
Marketing &  
Communications Director

### Host Introduction

The Chinese Cultural Studies Center (CCSC) is a non-profit organization that aims to inspire and educate people by increasing their knowledge of Chinese cultural heritage and history. Also, the Chinese Cultural Studies Center seeks to promote traditional Chinese cultural heritage. This can be achieved by offering quality cultural programming, engaging in meaningful projects and collaborating with individuals, organizations, and communities who are similarly committed to cultural expression and development.

Their main focus includes:

- Intangible Cultural Heritage (ICH);
- Textual and archaeological research; and
- Revisiting popular Chinese traditions

### Project Aims

The mission of the Chinese Cultural Studies Center (CCSC) is to inspire and educate the general public by increasing their knowledge of Chinese cultural heritage, and to improve their concept of local culture through a variety of activities and events. Following CCSC's mission, the objectives of the proposed activities and events include:

- To increase the public's knowledge of mahjong and provide historical mahjong background information for the target audience;
- To help the public gain a deeper understanding of the reasons behind the decline of mahjong carving skills;
- To illustrate and help people acknowledge the importance of preserving Chinese cultural heritage in Hong Kong; and
- To preserve the collective memories and art of the mahjong craft in the form of digital media







## Project Achievements

### *Mahjong Set Customization*

We created a new mahjong set design for the host company's future exhibition purposes. The design of the mahjong set was incorporated with modern and creative elements along with the Hong Kong culture. This mahjong set aims to promote mahjong carving as a traditional technique, but not as a gambling game.

### *Website*

An official website introducing mahjong carving culture was established by our project team. The website served to promote mahjong culture, explain the game, as well as to record the collective memories of hand-carved mahjong sets.

### *Street Interview*

In order to examine the cultural knowledge behind mahjong, such as the carving procedures and its historical background, a street interview was conducted inside CityU campus and in the Mongkok district. Two videos (the CityU edition and the Mongkok edition) were compiled and uploaded onto CCSC's social media platforms.

### *Collaboration with Organizations and Local Artists*

Our team created a social media campaign for our host to upload highlighted materials on their social media accounts. These posts aimed to educate the general public using interesting facts about the history of mahjong and mahjong tile carving. Through this effort we helped our host company gain a significant amount of followers as planned.





GEMMA



CAITLIN



PHILIP



*Zircon*

One of the oldest stones on the planet, the meaning of Zircon dates back to an ancient Persian word. Zircon symbolises a strong healing energy and helps balance the virtuous aspects within an individual. CityCom also offers support to all other Professional and Creative Communication Project (PCCP) groups regarding the creation of the PCCP catalogue and exhibition. Aligned with the symbolism of Zircon, we liaised with the entire set of project groups to organize the final PCCP event and catalogue.

## Department of English - City University Communication Centre (CityCom)

**Dr Anne Peirson-Smith**  
Host Supervisor

**Dr Carl Jon Way NG**  
Academic Supervisor

**Shum Tsz Kam, Caitlin**  
Project Executive &  
Public Relation Manager

**Lai Sin Ting, Gemma**  
Creative Art Director &  
Social Media Manager

**Yam Ho Fai, Philip**  
Project Coordinator

## Host Introduction

The City Communication Centre (CityCom) is a student group based in the Department of English (EN) at City University of Hong Kong (CityU). As the curator of the Professional and Creative Communication Projects (PCCP) exhibition, CityCom is responsible for overseeing the progress leading up to the annual exhibition, as well as preparing and publishing the PCCP catalogue. The exhibition this year will be held online, showcasing the endeavours of students from the Bachelor of English Studies (BAES) programme and the achievements of their final-year projects.

## Project Aims

The CityCom team consists of three students from the BAES Creative Stream, who worked closely and acted as a bridge between the Department and 19 PCCP groups. The major focus of the project was to organize the annual PCCP online exhibition that takes place on 6 May, 2020. The primary project duties involved conceptualizing, planning and budgeting for the exhibition, coordinating with the PCCP groups, designing and publishing the catalogue. We also utilized different communication channels such as WhatsApp and email to communicate with the student groups in an effective, open and timely manner.







## Project Achievements

Throughout the academic year, the CityCom team worked closely with the PCCP Co-ordinator to organize and hold the PCCP exhibition and to prepare for the publication of the PCCP catalogue.

### *PCCP Catalogue*

We designed and published the catalogue with the theme, 'Engaging with English for Creative and Professional Communication', to show how our university life has helped us attain rich and precious experiences. We also used gemstones to symbolise the different characteristics and qualities that we acquired during our studies at CityU. Each group chose a specific gemstone that best represents their work and efforts in their individual group projects.

### *PCCP Exhibition*

The annual PCCP exhibition, due to the outbreak of Coronavirus, will be held online using Wix to develop a website and link all other groups' sites to our webpage. In addition we organised a poll for visitors to vote for the winning group launched on 6 May 2020. We invited a guest speaker to grace the event and deliver a speech via a video clip on the website. We strove to make the exhibition a fitting platform to showcase the achievements and efforts of students on the BAES programme making it a showcase of the culmination of university life at CityU for EN students.



*CityCom's Instagram*





BONNIE



KRYSTAL



OPHELIA



CONAN



DHARYA

## Department of English - Student Publication Team

**Dr. Peter Edward Rees**  
Jordan

Host Supervisor

**Dr. Jeffrey Mather**  
Academic Supervisor

**PURI Dharya**  
Project Manager

**HUANG Sheng, Bonnie**  
Contact Person (External)

**LIU Conan H.**  
Contact Person (Internal)

**TANG Lam, Ophelia**  
Editor

**WU Shiyu, Krystal**  
Promotion Officer

## Opal

Opal is a gemstone related to the improvement of confidence and creativity. We aimed to encourage students to create high quality written pieces in the *Halfway Home X* creative writing anthology and contribute to the spirit of creativity in the Department of English (EN), City University of Hong Kong (CityU).

## Host Introduction

The Department of English (EN) at City University of Hong Kong is the host of the Student Publication Team. In order to highlight and promote the creative talents of its students, the Department of English produces an annual anthology, *Halfway Home*. This year marks the 10th year of the *Halfway Home* publication. This Student Publication Team was responsible for publishing a new edition of *Halfway Home* series, entitled *Halfway Home X*, aiming to encourage and continue the tradition of creative writing in the Department of English, while also helping to strengthen the Department's profile.

## Project Aims

Through *Halfway Home X*, the team aimed to foster creativity and provide a platform for contributing writers. In developing a professional and carefully edited volume of student writing, the project aimed to reward and showcase writers who produce outstanding creative work. At the same time, by including submissions from Hong Kong secondary schools, the publication also strengthened ties between the Department of English and the broader community. By inviting secondary schools to nominate their students' work for publication in the *Halfway Home* series, the team aimed to nurture creativity, while strengthening relationships beyond CityU. In order to reach these goals, the team hosted writing competitions and collected creative written work from CityU students and secondary school students.





The page features three decorative watercolor illustrations. In the top left corner, there is a circular illustration of a rainbow with colors transitioning from red to violet. In the top right, a large, light blue seashell is depicted with fine, radiating lines. In the bottom right corner, another circular illustration shows a rainbow. The bottom left and bottom center of the page are partially covered by larger, more abstract watercolor washes in shades of blue, green, and yellow.

## Project Achievements

The Student Publication Team was responsible for different events in the Academic Year 2019/20. To edit and print *Halfway Home X*, we collected poems, fiction and short stories by secondary school students and CityU students in the time period from December 2019 to March 2020.

The theme of *Halfway Home X* is 'Gratefulness', a concept that is intended to prompt new ideas and discoveries. We called for submissions from students on the Department's Facebook page, *Halfway Home X* Instagram page, through CityU emails and the CityU Announcement Portal. In terms of responses, we were delighted with the number of written submissions received from secondary school students. We also had numerous submissions from CityU students in different fields of study, including a PhD student from the Department of Marketing. Outstanding submissions were subsequently selected for inclusion in *Halfway Home X*.

In order to further promote *Halfway Home X*, we planned events, including a Book Launch and an Award Ceremony for all writers, faculty members and students in the Department of English.





MITCHIE



NAOMI



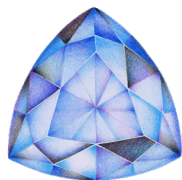
HARU



HIN



LESTER



## Sapphire

Sapphire, originated from the Latin word 'sapphirus', is also known as a precious gem from the sky due to its natural blue colour. Sapphire is the stone of wisdom, which symbolizes calmness, loyalty and truth. We demonstrated loyalty to our host organization as a public relations agency upholding industry standards and integrity in the workplace. We aspired to show calmness and to be passionate about our duties at all times, in particular during crisis management and the handling of corporate accounts. As a group, it is also our unshakable belief that the value of truth in public relations efforts cannot be understated.

### Executive Counsel Limited

**Timothy J. Peirson-Smith**

Managing Director

**Louis Kwong, Sinria Tam & Elaine Ng**

Host Supervisor

**So-Yeon Ahn**

Academic Supervisor

**Lester Yeung**

Project Manager

**Haru Hui**

Digital Marketing Officer & Deputy Manager

**Hin Lee**

Promotions & Design Director

**Mitchie Lam & Naomi Wong**

Operations Director

### Host Introduction

Executive Counsel Limited is a Hong Kong based public relations consultancy established in 2003. It provides consultation services for public affairs and strategic communication campaigns. Founded by Timothy J. Peirson-Smith, the managing director worked closely with our team to serve clients with professional advice and assistance in various PR aspects such as brand building, SME marketing, sustainability issues and emergency protocols.

With three public relations consultants and staff employed from the Work Orientation and Placement Scheme, the firm has successfully helped clients from diverse backgrounds, such as banks, infrastructure, tourism and sports industries.

### Project Aims

This project aimed to support the company's operational sustainability and refresh its branding profile. By actively participating in daily operations, including but not limited to on-site event support, internal account management, and PR-related drafting of materials, a proactive attitude was adopted to ensure the high quality of work submitted. A creative role was also played throughout the project to sharpen the company brand name in designing a calendar, e-cards and company website.







## Project Achievements

### *Calendar delivery*

To celebrate another year of success with fellow clients, the project team, on behalf of Executive Counsel, devised custom-made desk calendars and mailed them to different companies. While constantly adjusting the layout and content with the publishing house, we also composed electronic direct mail messages with seasonal greetings. From production to logistics, we worked on every single step to ensure that these tasks were successfully accomplished.

### *Public Relations-related assignments*

The project team engaged in writing tasks ranging from drafting press releases, translating news articles, producing meeting transcripts, to attending meetings and assisting events. In addition, the team prepared multimodal crisis drill materials for DFS, a Hong Kong-based retailer of luxury products in our project scope, in addition to editing the business continuity plan for Fendi Roma. Throughout our collaborative efforts, we successfully delivered these promotional outputs for our host company.





SUKI



TIFFANY



LEANNE



BARRY



VICTORIA



## Citrine

Citrine is a gemstone of manifestation, imagination and will power. As an innovative fashion platform and think-tank, Fashion Salon Asia (FSA) explores contemporary fashion issues and inspires industry with provocative fashion panel discussions. Our team was involved in the operation of this visionary fashion organization with creativity, dedication and enthusiasm.

### Fashion Salon Asia - Elev8

**Mr Marc-David Nathan**  
Host Supervisor

**Dr Anne Peirson-Smith**  
Academic Supervisor

**Lo Yin Hei, Suki**  
Leader &  
Event Management Executive

**Chau Yan Hei, Tiffany**  
Research Executive

**Chow Yin Leung, Barry**  
Social Media Executive

**Chung Wing Yan, Leanne**  
Design Executive

**Ling Hoi Yin, Victoria**  
Communication Executive

## Host Introduction

Fashion Salon Asia (FSA) is an organization co-founded by Dr. Anne Peirson-Smith and Mr. David-Marc Nathan in 2014. It is a not-for-profit informative panel discussion and networking platform bringing together industry leaders who are active in the fashion world to exchange views about contemporary and critical topics facing the fashion industry. FSA's ultimate goal is to raise awareness in Asia about the latest challenges and opportunities facing the fashion world.

## Project Aims

We aimed to achieve two main goals through our project, which included assisting Dr. Anne Peirson-Smith and Mr. Marc-David Nathan in upcoming themed discussion panels and promoting Fashion Salon Asia on social media platforms. The highlight of our project was the discussion panel about a popular current trend - genderless fashion. Our team organized the event from scratch including brainstorming a variety of possible themes, in-depth research on genderless clothing, selecting suitable guests, panellists and sponsors, crafting the event invitation, as well as designing an exclusive collection of promotional materials. To boost the publicity of Fashion Salon Asia, our team developed comprehensive online marketing strategies. Possessing several media accounts such as *Facebook*, *Instagram*, and *LinkedIn*, Fashion Salon Asia was able to connect to the wider world and build its brand awareness across these targeted communication platforms. We published posts regarding the latest fashion trends on a regular basis in a bid to raise public awareness regarding current issues about fashion. Fascinating articles and photographs from different fashion media were reposted across our social media platforms. An official website was also created to gain more exposure for FSA on the Internet and to raise its brand image and identity.



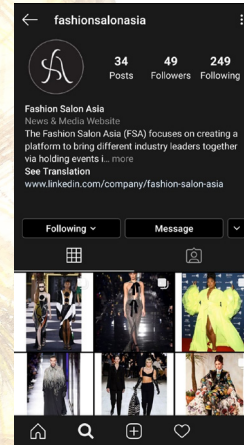


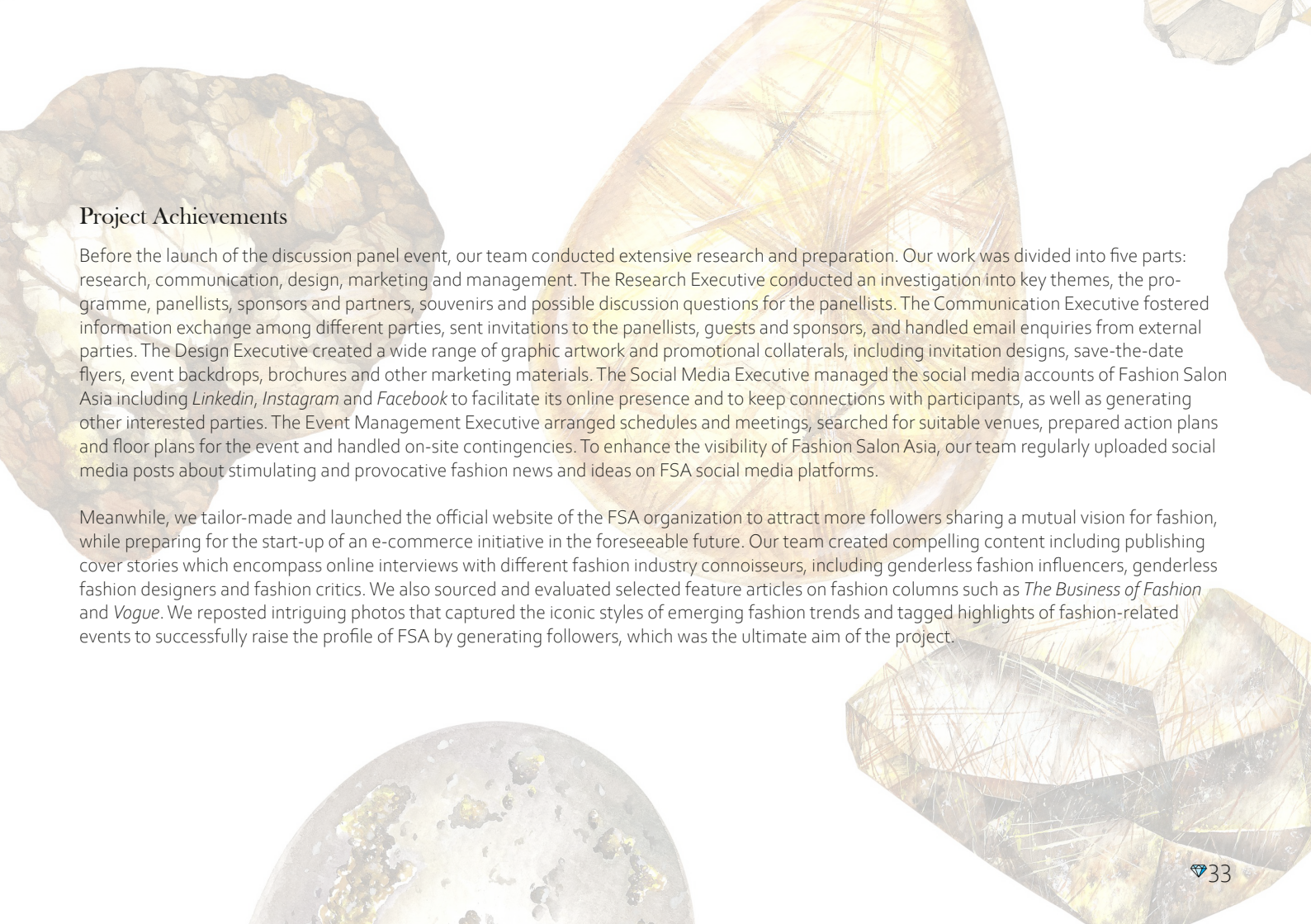
## FASHION SALON ASIA Gender-Neutral Fashion

Gender Trouble:  
Fashionably Challenging the Boundaries of Identity

Date: 12 March, 2020 (proposed)  
Time: 6pm-9pm  
Venue: Central

Given your expertise in the fashion field,  
you would be a valuable addition to this  
Gender-Neutral Fashion conversation.





## Project Achievements

Before the launch of the discussion panel event, our team conducted extensive research and preparation. Our work was divided into five parts: research, communication, design, marketing and management. The Research Executive conducted an investigation into key themes, the programme, panellists, sponsors and partners, souvenirs and possible discussion questions for the panellists. The Communication Executive fostered information exchange among different parties, sent invitations to the panellists, guests and sponsors, and handled email enquiries from external parties. The Design Executive created a wide range of graphic artwork and promotional collaterals, including invitation designs, save-the-date flyers, event backdrops, brochures and other marketing materials. The Social Media Executive managed the social media accounts of Fashion Salon Asia including *LinkedIn*, *Instagram* and *Facebook* to facilitate its online presence and to keep connections with participants, as well as generating other interested parties. The Event Management Executive arranged schedules and meetings, searched for suitable venues, prepared action plans and floor plans for the event and handled on-site contingencies. To enhance the visibility of Fashion Salon Asia, our team regularly uploaded social media posts about stimulating and provocative fashion news and ideas on FSA social media platforms.

Meanwhile, we tailor-made and launched the official website of the FSA organization to attract more followers sharing a mutual vision for fashion, while preparing for the start-up of an e-commerce initiative in the foreseeable future. Our team created compelling content including publishing cover stories which encompass online interviews with different fashion industry connoisseurs, including genderless fashion influencers, genderless fashion designers and fashion critics. We also sourced and evaluated selected feature articles on fashion columns such as *The Business of Fashion* and *Vogue*. We reposted intriguing photos that captured the iconic styles of emerging fashion trends and tagged highlights of fashion-related events to successfully raise the profile of FSA by generating followers, which was the ultimate aim of the project.





SYLVIE



ANGELICA



JACKY



ROSALYNN



SEAN



CHLOE



## *G a r n e t*

Garnet is considered to be a protective talisman against negative energy and sets the mood for a healing, therapeutic session to create a sacred space free from distractions and clutter. Just like the garnet stone, the process of float therapy gives the feeling of being rejuvenated and healed by escaping from a stressful world in shutting down all the senses.

7

### **Float On Hong Kong**

**Mr Ciaran Hussey**

Host Supervisor

**Ms Champa Detaramani**

Academic Supervisor

**Chan Tsz Kwan, Angelica**

Project Director

**Chan Kuen Yiu, Chloe &  
Kwok Wing Ling, Rosalynn**

Business Analyst

**Lai Ka Yeung, Sean &  
Lam Chak Shing, Jacky**

Project Coordinator

**Lai Yan Nok, Sylvie**

Project Manager

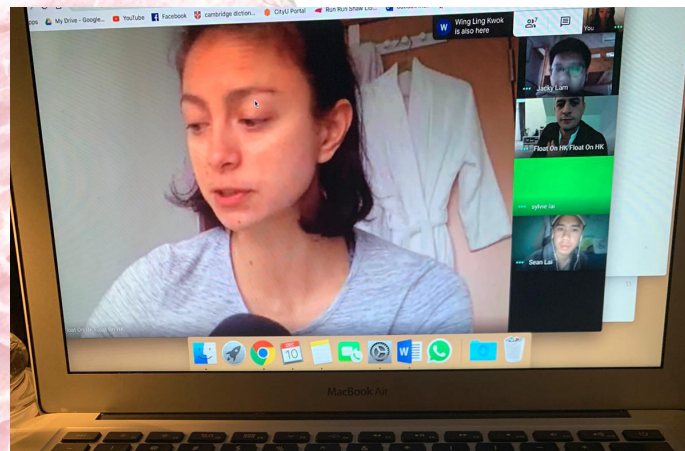
### **Host Introduction**

Float On Hong Kong (FOHK), founded in 2015, is the first Sensory Deprivation Centre in Hong Kong. By offering a brand new way to relieve stress, Hong Kong customers find the perfect escape from the hustle and bustle of their busy city lives and access relief from physical discomfort and stress by finding a peaceful and tranquil state.


### **Project Aims**

This project aimed to attract more local customers to Float On Hong Kong (FOHK) by introducing them to the benefits of floating therapy. Also, the campaign is designed with the intention to expand the regular customer base in order to ensure a solid and steady business that can support future expansion for the company.







The background of the page features several slices of pink agate stones. These slices are arranged in a way that they overlap, creating a layered effect. The agate has a characteristic concentric ring pattern, with shades of pink, red, and white. The slices are cut at different angles, showing various cross-sections of the mineral. The overall aesthetic is soft and natural, complementing the text content.

## **Project Achievements**

Our team was responsible for promoting Float On Hong Kong by brainstorming potential elements attractive to clients and creating scripts for promotional videos. Also, we conducted market research to analyze the best location for the new branch of Float On Hong Kong.

### ***Video Copywriting***

By looking into the elements that can attract different groups of potential customers, our group created scripts that have the ability to catch attention in a short time and came up with video ideas and stock footage in accordance with developing content.

### ***Marketing Promotion***

In order to encourage more consumers to enjoy floating therapy in the holiday season, we created promotional posts for both Christmas 2019 and New Year 2020 with information about the company's special offers, such as gift cards and membership deals and most importantly to enhance the holiday spirit.

### ***Animation Copywriting***

In order to introduce this floating service to more customers our group created a script for the animated video that promoted the benefits of floating during pregnancy and for injuries related to back pain, for example. During the animation sketch process, we generated creative ideas for content in each frame and what keywords could be included in the animation narrative.

### ***Market Research***

By developing a survey regarding information and special characteristics about existing customers of the company and by attending field trips, we explicitly analysed useful data gathered to find out the best location for future expansion.



GIGI



NIBLA



CLEO



YUKI



ZOE



LEILA



8

## Hong Kong Arts Centre - Bee

**Rebecca Whitehead**  
Host Supervisor

**Emily Ridge**  
Academic Supervisor

**Tsang Hoi Ching, Cleo**  
Project Manager

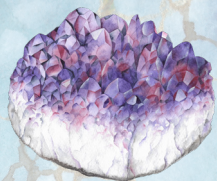
**Cheng Wing Chi, Gigi**  
Creative Director

**Hussain Nibla Shabir**  
Communications Director

**Tse Shu Yue, Zoe**  
Marketing Director

**Tsang Yuen Ki, Yuki**  
Administrative Director

**Yau Tsz Ting, Leila**  
Research Manager



### *A m e t h y s t*

Amethyst is a purple stone that represents emotions and deals with life's challenges. As a like-minded group of individuals, we have a strong bond that facilitates great teamwork. We always have fun when we work together and are ready to face any obstacles head on. We also believe that art has a similar healing power to this precious stone, the amethyst. Art - whether through the process of appreciation or creation - helps express and sooth the stresses and strains that accompany the hectic pace of life in a dynamic global city such as Hong Kong.

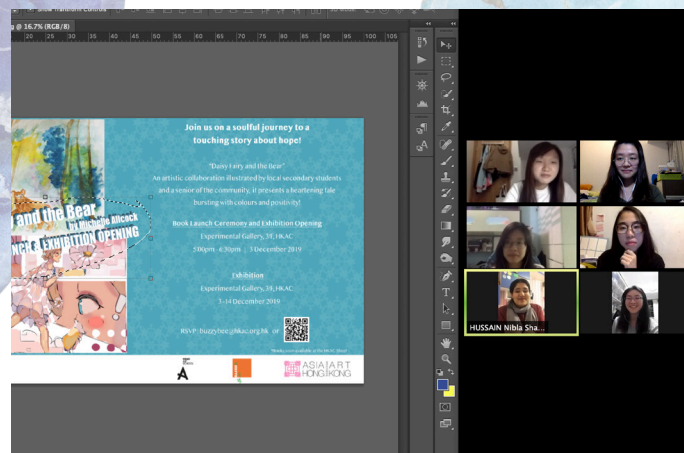
## Host Introduction

HKAC BEE is a volunteer community support group of the Hong Kong Arts Centre (HKAC). It aims to engage people interested in the arts by giving them the chance to appreciate and create diverse genres and mediums of art through education and other community-based activities.

## Project Aims

The aim of the project is to assist BEE in administrative tasks, events management, marketing and public relations initiatives. Tasks include organizing activities and providing assistance for events. To establish and widen the social network of the BEE group, we were tasked with promoting BEE through social media platforms in order to increase the exposure of BEE and recruit more new BEE members to take part in future arts events.





## Project Achievements

### Social Media Execution

To help BEE reach a wider and more diverse audience, our team set up an official social media account for BEE on *Instagram*. By using creative hashtags, the *Instagram* account aimed to promote BEE and its events, connect up with existing BEE members, as well as recruit new BEE supporters. An elevated social media presence will benefit BEE in engaging with their audience, increasing web traffic and gaining valuable insights and user feedback now and in future.

### Designing the Book Launch Promotional E-Poster

To officially announce the launch of BEE's event we designed an e-poster.

### Artslink - Featured Articles

Hong Kong Arts Centre's magazine *Artslink* introduces and promotes arts activities quarterly. We assisted in editing articles that summarized overseas trips, local events and photographic arts that were selected to generate and support featured articles. In drafting *Artslink*, we selected appropriate pictures and words to make the text appealing and relevant.

### E-Notices

Hong Kong Arts Centre regularly holds activities for its members and the public to engage the community in exploring and appreciating contemporary art. Over the past six months, we posted updates and details of latest activities and updated BEE members on upcoming activities through e-notices.

### Book Launch and Exhibition

The 'Daisy Fairy and the Bear' book launch ceremony took place on 3 December, 2019. It also incorporated an exhibition to showcase a student-senior artistic collaboration. We designed a promotional poster and also wrote a notice to invite BEE members to the launch event and exhibition. Equally, we also assisted in preparing for the book launch party and provided on-site support by helping with book selling and catering as well as hosting a reception.







PETER



SAMMI



JASON



KELVIN



CARMAN



## *Celestite*

Celestite, derived from the Latin word 'Caelestis' is a dreamy sky-blue crystal associated with higher consciousness and empathy. Celestite is closely related to our project objectives to boost people's awareness and understanding about responsible drinking by focusing on promoting a healthier lifestyle through appropriate drinking attitudes, and at the same time providing useful information about the detrimental health effects of binge and pregnancy drinking.

## Hong Kong Forum for Responsible Drinking (FReD)

**Nellie Chan & Ann Lau**

Host Supervisor

**Matthew Sung**

Academic Supervisor

**Carman Chu**

Project Manager

**Kelvin Mong**

Finance Officer

**Sammi Yau**

Events Officer

**Peter Ng**

Liaison Officer

**Jason Mui**

Marketing Officer

## Host Introduction


FReD stands for Hong Kong Forum for Responsible Drinking, which is an alliance established in 2010 to promote responsible drinking in Hong Kong by providing a platform for different stakeholders to collaborate with each other on this issue. Its members include major companies engaging in the alcohol beverage industry (importing and selling of beer, spirits and wine in Hong Kong). Their goal is to promote correct attitudes towards alcohol consumption in the Hong Kong community.

## Project Aims

In this project, the project team's prime focus was on preventing binge drinking and raising awareness of the risks of pregnancy drinking. For anti-binge drinking, we aimed to reach young adults and university students to encourage better lifestyle choices through adopting an appropriate drinking attitude, together with providing knowledgeable drinking information on the detrimental health effects of binge drinking. With regard to anti-pregnancy drinking, we targeted women who plan to get pregnant or are pregnant, in order to equip them with appropriate information about drinking whilst pregnant.







## Project Achievements

Throughout this project, the team succeeded in promoting two key messages of FReD – anti-binge drinking and anti-pregnancy drinking and achieved significant outcomes. Not only did we boost FReD's social media presence and influence, but also we reached out to the general Hong Kong public and raised their awareness of responsible drinking and in doing so strategically optimized the project budget.

Across FReD's social media platforms we regularly updated drinking-related information, such as interesting news and research on *Facebook* and *Instagram* in order to attract new followers and maintain constant exposure. The number of likes and followers both increased by 25%. Additionally, we organised the 'Instagram Challenge', which encouraged people to think of creative and innovative ways to avoid binge drinking. This activity highlighted the importance of adopting a correct drinking attitude and more balanced drinking habits.

We also conducted interviews with CityU students on anti-binge drinking and released a video on *YouTube*. Furthermore, we invited three couples from the general public for an interview, and this video was published on *YouTube* to provide anti-pregnancy drinking knowledge in both an entertaining and informative way. Both videos gained 500 views within one month. Lastly, we held an exhibition at Hong Kong Baptist University and interacted with students and passers-by through a series of games to arouse their awareness about responsible drinking.

In less than one year, we successfully spread the main messages of FReD among the general Hong Kong public and sparked their consciousness of being responsible drinkers. The objectives of this project have been achieved with fulfilling results.





CHARMAINE



HIDY



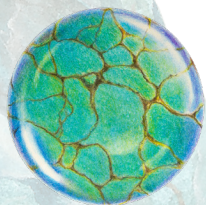
ESTHER



SUNNY



SHERLOTTE



## *Turquoise*

Turquoise, a gemstone in a greenish-blue hue, represents enthusiasm. It is relevant to our project host as they are enthusiastic about nurturing talented teens and promoting classical music. Also, it aligns with our group members, who are all enthusiastic about embracing new challenges and striving for perfection.

### **Hong Kong Generation Next Arts**

**Ms. Vennie CHIU**  
Host Supervisor

**Dr. CarlJon Way NG**  
Academic Supervisor

**MAN Sui Fung, Sunny**  
Project Director

**TANG Wing Yan, Sherlotte**  
Promotions Manager

**WONG Tsz Ying,  
Charmaine**  
Public Relations Manager

**WAN Sik Yu, Hidy**  
Creative Manager

**CHAN Wai Ting, Esther**  
Production Manager

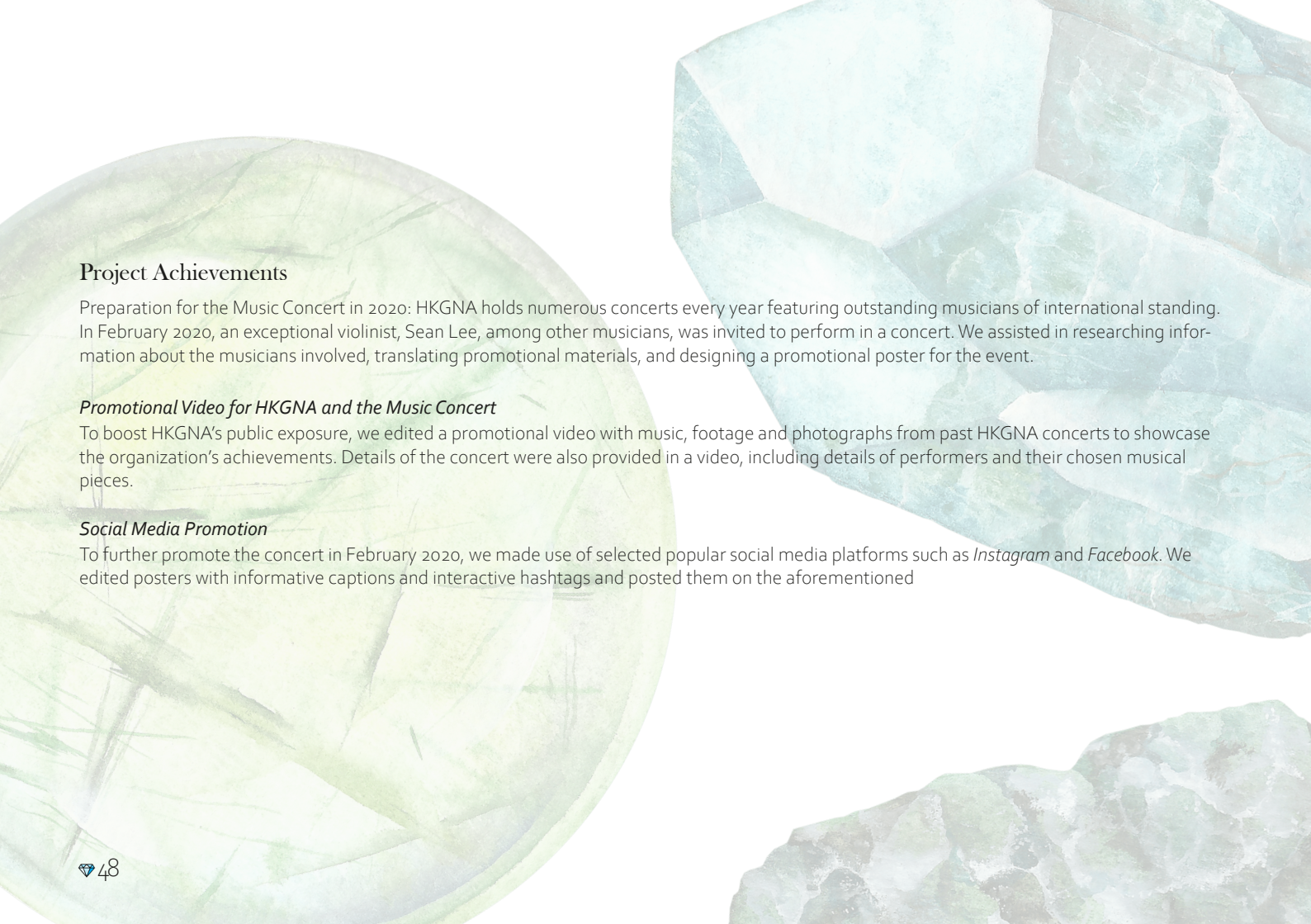
### **Host Introduction**

Hong Kong Generation Next Arts (HKGNA) is a non-profit organization founded in 2009. With the aim of motivating and nurturing the next generation of musical talent, HKGNA provides opportunities for young artists to perform in premier venues and offers the chance to perform with dedicated artists across the globe. Various charitable programmes are offered by the HKGNA to allow talented teenagers to pursue their dream and reach their full potential in the musical domain, regardless of their background. Until now, HKGNA has collaborated with more than 15 organizations in supporting underprivileged youth. The annual music concerts conducted by HKGNA have successfully attracted an audience of more than 9000 both in Hong Kong and New York.

### **Project Aims**

HKGNA holds numerous concerts every year featuring outstanding musicians of international standing. Our project centred on the promotion of HKGNA and its latest concerts. Since the founding of HKGNA, the organization has been dedicated to its mission. However, low social media exposure has made it hard for the general public to know about its work and its aspirations for Hong Kong's music development. Therefore, our project aimed to strengthen and promote HKGNA's charitable image by publicising their events through the use of various social media platforms and digital technologies.





## Project Achievements

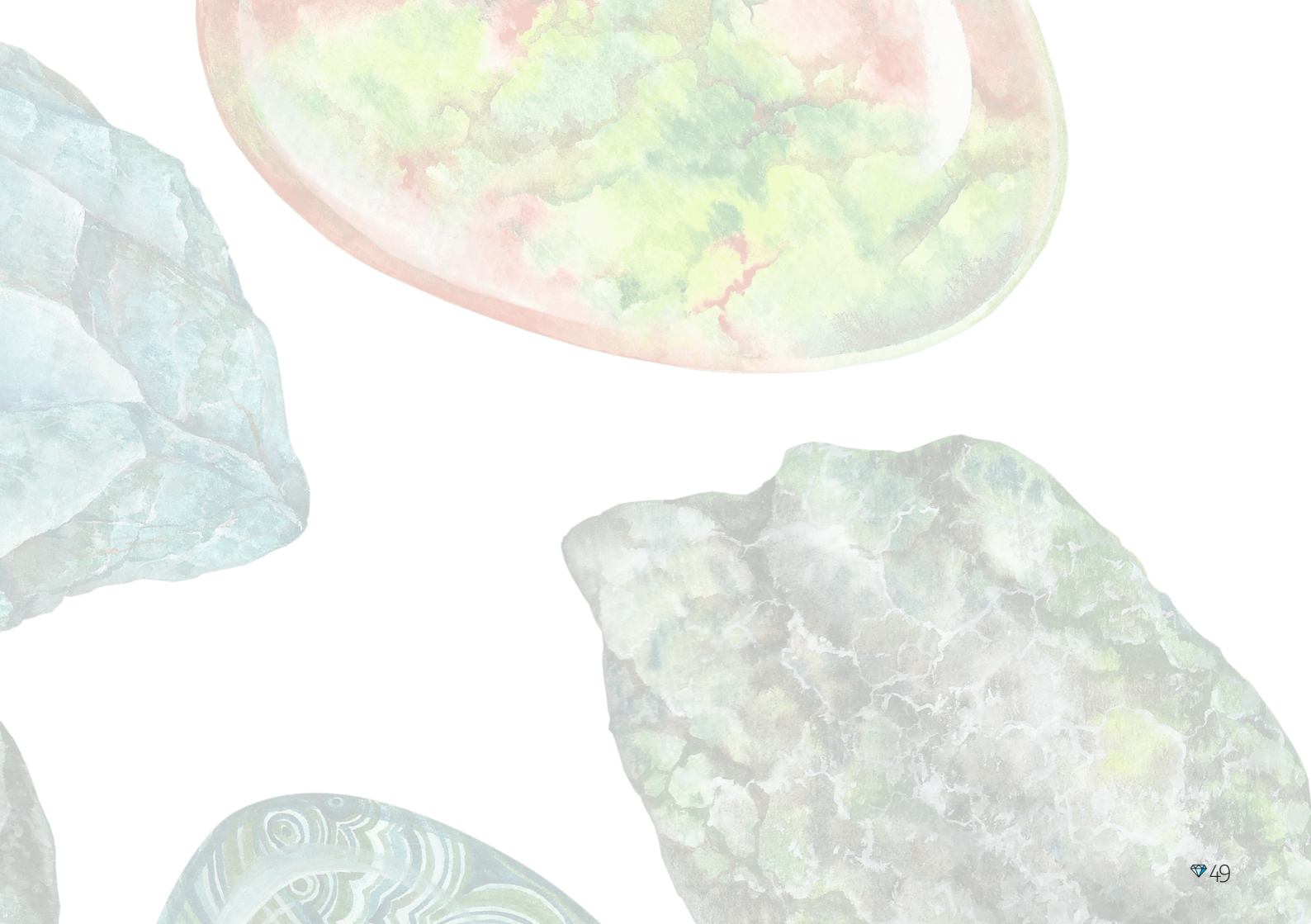
Preparation for the Music Concert in 2020: HKGNA holds numerous concerts every year featuring outstanding musicians of international standing. In February 2020, an exceptional violinist, Sean Lee, among other musicians, was invited to perform in a concert. We assisted in researching information about the musicians involved, translating promotional materials, and designing a promotional poster for the event.

### *Promotional Video for HKGNA and the Music Concert*

To boost HKGNA's public exposure, we edited a promotional video with music, footage and photographs from past HKGNA concerts to showcase the organization's achievements. Details of the concert were also provided in a video, including details of performers and their chosen musical pieces.

### *Social Media Promotion*

To further promote the concert in February 2020, we made use of selected popular social media platforms such as *Instagram* and *Facebook*. We edited posters with informative captions and interactive hashtags and posted them on the aforementioned







ANGIE



AUDREY



DANIEL



KENNY



AUSTIN



11

## Italian Chamber of Commerce

**Ms Ilaria Bononi**  
Host Supervisor

**Dr Peter Edward Rees**  
Jordan  
Academic Supervisor

**Wong Sze Ching, Angie &  
Yum Long Man, Daniel**  
Strategic Planner &  
Social Media Executive

**Mary Joyce Austin**  
Content Writer &  
Social Media Executive

**Chan Tsz Yan, Audrey &  
Lai Ho Lam, Kenny**  
Content Writer & Editor

## Apatite

Apatite is not only a composition of moon rock, but is also the astrological sign of Gemini, which stimulates the intellect and connects us with the wider cosmos. Like this pink gemstone, our team is dedicated to helping people explore and connect with a world beyond their imagination, and turn their ideas into reality. In collaboration with the Italian Chamber of Commerce (ICC), like the astronauts who discovered traces of apatite in moon rocks during the Apollo program, we hoped to provide adventurous cultural journeys for ambitious young professionals to further discover Italian culture.

## Host Introduction

Established in 1997, the Italian Chamber of Commerce (ICC) is a non-profit organization, which aims at fostering business exchanges among Hong Kong, Macau and Italy, while providing a common platform for the Hong Kong-based Italian business community in addition to local members. The ICC has grown into a substantial organization since it has received official recognition from the Italian Government and partners with the Italian Consulate General and the Italian Trade Commission. The ICC seeks new partners and members as well as business contacts interested in developing commercial relations with Italy, Hong Kong, and Macao. The member companies who collaborate with the ICC can benefit from the opportunities and services offered by the Chamber, while at the same time enriching the Chamber with their expertise and future business possibilities.

## Project Aims

The project aimed to increase the ICC's local exposure, both online and offline, while connecting up with university students and young professionals. The tasks of the ICC team included managing the organization's social media accounts; boosting the number of followers by 10% plus delivering a series of activities such as cultural workshops and career talks. The main goal of this yearly project was to promote the ICC among people from different sectors and age groups. We also worked closely with the host to accommodate its strategic needs. At the same time, we aimed to increase the number of social media interactions.







## Project Achievements

### *Social media*

We intended to raise local young professionals' awareness of the business and culture of Italy. We mainly utilised *Instagram* as the most effective means to promote the ICC. We created brand new categories for their *Instagram* posts, for instance, the 'Do You Know?' series that included culture, history and other fun facts about Italy. This approach is different from the event invitations that the ICC had previously posted and provided new opportunities for engagement.

### *Magazine*

Published by the ICC, *italiancham MAGAZINE* is an iconic part of the Chamber. The magazine not only includes the hottest local trends, but also adds a wealth of travel and feature articles about Italy. The ICC's members are also encouraged to advertise their businesses in the magazine. We have been working on a topical featured article concerning the current situation of the Coronavirus in Hong Kong, mainly by discussing the impact on university students. To generate data we conducted a survey and received over 50 responses. We are also working very closely with the ICC to produce the upcoming *italiancham MAGAZINE* Number 7, including our featured article and other editorial work that we have assisted with in producing the Chamber's main magazine.

### *Internship programme*

Because of the Coronavirus outbreak, many planned events such as career talks and food tasting events were cancelled. Knowing that the ICC intended to hire student interns, we suggested that the Chamber cooperate with the English Department at CityU. Not only would this partnership help the ICC to connect with university students, but it also benefits our students in offering the opportunity to work with this multinational organisation as a beneficial form of cultural immersion.





LAURA



ZOE



CRYSTAL



JUNE



ASHAH



JAWARIA



12

## Ladies of Luxury and Lifestyle

**Mr Marc-David Nathan &  
Ms Marie-Hélène Provost**

Host Supervisor

**Dr Anne Peirson-Smith**

Academic Supervisor

**June Leung**

Event Executive

**Laura Wong**

Brand Executive

**Crystal Kee**

Content Executive

**Zoe Cheung**

Loyalty Program Executive

**Jawaria Ahmed**

Digital Marketing Executive


**Ashah Ahmed**

Speaker & Member Relations

Agate is one of the most common hardstone carving materials and is very durable. Therefore, agate sets the bar for carving skills at a very high level, as in the creation of mahjong tiles.

*Agate*

## Host Introduction



Ladies of Luxury and Lifestyle (LLL) is a local networking organization founded in May 2011 by Marc-David Nathan and Marie-Hélène Provost targeting female professionals working in and/or who are passionate about the luxury industry in Asia. LLL cultivates new concepts and ideas for the luxury and lifestyle markets, which allows its members to grow as leaders both professionally and personally. The mission of Ladies of Luxury and Lifestyle is to engage with the most prominent and interesting professionals in the luxury lifestyle world. Members of the club include, but are not limited to, women in top management or directorial positions in all sectors of the luxury and lifestyle industry. Strongly reliant on word of mouth and referral, LLL has accumulated 80+ members as of 2019/20.

Ladies of Luxury and Lifestyle strives to provide women with a platform to engage and inspire each other through thought-provoking sharing sessions and discussions. Approximately once a month members are invited to luncheons, social events, private workshops, exhibitions, and cocktail events to inspire, debate, and exchange ideas. This ultimately encourages creative thinking, discerns information and builds a strong connection among its members and their working environment.

## Project Aims

Three major project aims were identified to support the project host's needs.

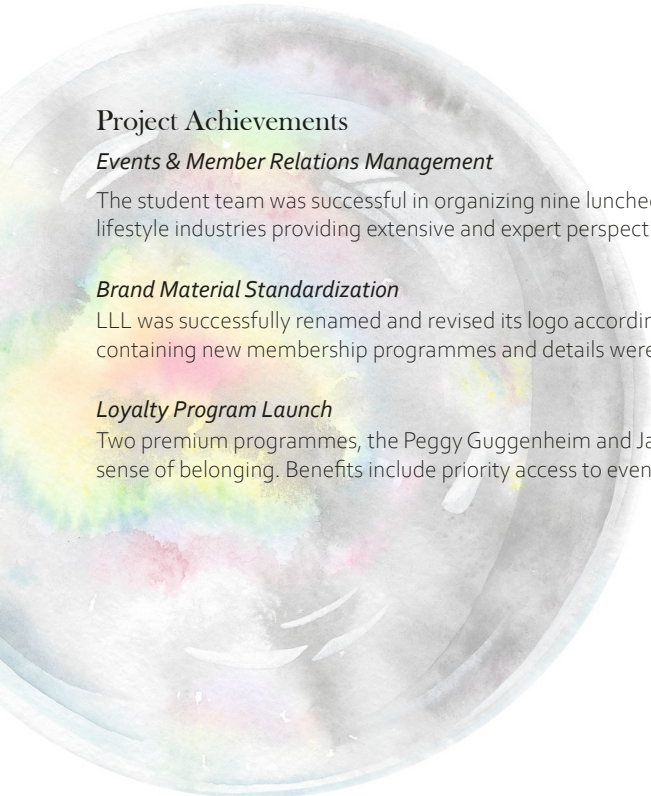
**Events & Member Relations Management:** Due to the increase in members and limited committee organizers, LLL required event management and guest / member relations support. Expected tasks to achieve this goal were preparation and execution of luncheons based on timely trends and discussions themes, while maintaining close relations with the guest speakers and members attending these events.

**Brand Design & Visibility:** New and innovative marketing strategies aimed to enliven and expand the LLL brand. This included renaming the club, redesigning the logo, developing an online presence and producing interactive introductory decks for various audiences.

**Loyalty Program Launch:** In order to provide benefits for existing members and develop new methods to accept membership fees, LLL aimed to design a personalized premium membership plan. This required extensive research and planning prior to launching.







## Project Achievements

### *Events & Member Relations Management*


The student team was successful in organizing nine luncheons in total. Each luncheon was accompanied by eminent figures in the fashion and lifestyle industries providing extensive and expert perspectives for event topics such as fashion and sustainability or the future of fashion.

### *Brand Material Standardization*

LLL was successfully renamed and revised its logo accordingly. Official standardized invitation letters, membership forms and introductory decks containing new membership programmes and details were also produced to ensure a smooth and organized recruitment process.

### *Loyalty Program Launch*

Two premium programmes, the Peggy Guggenheim and Jacqueline Kennedy Membership Scheme were both launched to enhance members' sense of belonging. Benefits include priority access to events, welcome and anniversary gifts, and membership payment in the form of donations.







JASMINE



CHRISTINE



RACHAEL



SHEVINA



ELAINE



KELI



13

## OperACG

**Mr. Law Ho Yin, Sam**  
Host Supervisor

**Dr Eric Sandberg**  
Academic Supervisor

**Yuen Wing Sze, Christine**  
Project Leader

**Pin Chung Yan, Keli**  
Facebook Marketing Manager

**Lee Tsz Ching, Jasmine**  
Website Marketing Manager

**Cheung Wing Lam, Shevina**  
YouTube Marketing Manager

**Li Yee Ling, Elaine**  
Instagram Marketing Manager

**Wong Cho Kwan, Rachael**  
Art Director

## Host Introduction

OperACG was founded in 2016 by a group of young amateurs interested in both opera and the performing arts, anime, comics and games (ACG). The main reason the host started this art initiative was to share their interest in related areas with young people in Hong Kong. To create innovative arts and to further attract and involve the new generation, OperACG attempted to blend the Japanese ACG subculture into dramas, musicals and acapella performances. By producing and staging new forms of arts, OperACG aims to inspire and motivate people, especially young enthusiasts, to engage in new creations. They also aim to raise public awareness about music and the performing arts in general.

## Project Aims

The aims and objectives of this project were to raise public awareness about the organization, increase its recruitment and further cultivate its reputation in related industries and fields. In order to achieve these goals we mainly made use of digital promotion and direct marketing.

*"Special inspiration comes from special people. Their attentive and warm-hearted attitude encourages us to adhere to our dreams. We sincerely wish and encourage them to embrace their talents and work toward the bright future they should own." - Mr. Law Ho Yin, Sam, Chairman of OperACG*



## Moonstone

The moonstone assists the journey inwards to find hidden truths in our unconscious. We are each other's Moonstones invigorating, inspiring and unearthing our innermost talents while operating hand-in-hand during this project.





## Project Achievements

Throughout the project, we assisted OperACG in curating their digital media accounts, including *Instagram*, *Facebook*, *YouTube*, and their official website. Our major goal was to increase OperACG's public awareness, so we heavily used graphic designs to communicate with the target audience. The biggest obstacle was to promote OperACG with minimal financial resources for advertising. To start with, we designed a brand-new profile picture and *Facebook* cover photograph for OperACG to build a fresh, optimistic and creative image. We also created a range of social media content, such as videos to introduce OperACG and its members, holiday greetings, fun-fact posts, throwback Thursday posts and on-site event coverage, for example. Until mid-January 2020, the number of *Instagram* followers grew by about 40%. Not only did this content increase OperACG's exposure on social media, but also and most importantly, it helped the audience to understand this talented art group even more, thereby fulfilling our project objectives in full.



*OperACG's Facebook*



*OperACG's Instagram*





ALEXANDRA



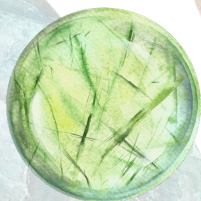
LOUISE



NATHAN



BOSCO



## *Cymophane*

This is a translucent gemstone that is commonly known as 'cat's eye' because of its iris-like appearance. While the gemstone itself has an optical phenomenon where a band of reflected light resides beneath the surface of the stone, the name of the gem is also derived from the Greek word 'appearance', and is often associated with the qualities of 'clarity' and 'lucidity'. The nature of Cymophane closely allies with Orbis' meaningful initiative to implement global schemes in eliminating preventable blindness worldwide and in changing the way that the world can 'see'.

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### **Orbis**

**Ms Christy Cheng**

Host Supervisor

**Dr Jack Pui**

Academic Supervisor

**Chan Chak Hong, Nathan**

Project Leader

**Lo Lai Sze, Louise**

Media and Communication  
Executive

**Ng Wing Yi, Alexandra**

Event Management Executive

**Tang Pok Chuen, Bosco**

Finance and Administration  
Executive

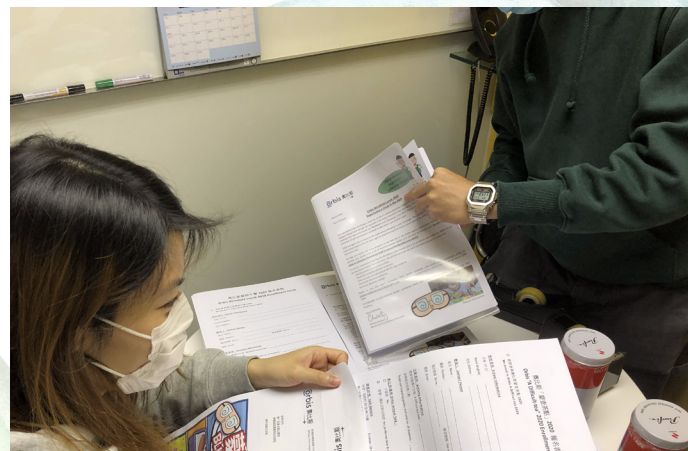
### **Host Introduction**


Orbis is an international non-profit and non-governmental organization (NGO) committed to eliminating eye defects, visual impairment and avoidable blindness worldwide. In this spirit, most of the programmes backed by the organization put an emphasis on the treatment of preventable eye diseases in developing countries and impoverished regions. Since 1985, Orbis set up an office in Hong Kong dedicated to preventing eye disease by fundraising and education. With a 30-year history in striving against eye health issues in our communities, Orbis has recently initiated a drive to recruit local ophthalmologists to provide local community services.

### **Project Aims**

Our project aims to assist Orbis in developing awareness of eye health issues across different communities of Hong Kong. With this objective, our group supported the organization in a series of education and marketing operations. By broadening the exposure of Orbis in Hong Kong, our project also aimed to generate donations and promote the participation of volunteer services in supporting Orbis's global initiatives.







## Project Achievements

The featured marketing activities that we have assisted with were the in-house Lettershop and Telemarketing Operations. These two activities involved a series of promotional campaigns through which Orbis increases its exposure to institutes of different levels in the education sector. Our team assembled and disseminated marketing collaterals of this educational scheme to more than 1200 Hong Kong schools (kindergartens, primary and secondary schools altogether) by post and via email.

Regarding the educational campaigns, our general objective was to give Hong Kong students of different ages a brief overview of the affliction of eye defects, and, through this, develop their awareness of regular eye care and eye health protection. Apart from the Eye Health Seminars whereby students learn essential and practical eye care routines, our group also conceptualized and devised an activity plan for the featured immersive activity: 'The Orbis Blind Tour'. In this educational tour, we developed a series of experiential activities in which participants could explore the theme of darkness with the use of a blindfold. By channelling participant's untapped sensory abilities, this programme gave participants a comprehensive and hands-on experience of the various real-life and everyday situations faced by the visually impaired; which ranged from Braille reading, using accessible facilities, to orientating themselves or utilizing tableware without the aid of vision.

In addition to leading participants to 'see' the world of the visually impaired in an inspirational way, our group also prepared a brief for the sharing session about Sustainable Development Goals (SDGs) in our activity plan. In this session, participants became aware of how Orbis has contributed to the sustainable development agenda to change the world, and how the participants themselves, as individuals, could help Orbis to further such meaningful initiatives. Highly regarded by Orbis, these recommendations encompassed in our proposal will be used for future various educational campaigns and immersive programmes of the Orbis organization.





CARMEN



CINDY



ADRIAN



SOPHIE



NATALIE



## *Ametrine*

Ametrine is a mixture of Amethyst and Citrine, combining masculine and feminine energy in bringing harmony. We embrace gender and cultural diversity in our group, believing that every group member has his or her own strength that can fully contribute to the project. As a result, we can work hand-in-hand to achieve our goals. Ametrine represents creativity. We deemed that we could generate creative solutions to tackle project challenges.

### Praxonomy Limited

**Mr Simon Law**  
Host Supervisor

**Dr Bertha DU-BABCOCK**  
Academic Supervisor

**Ma Ying Yee, Natalie**  
Project Leader

**So Tsz Wai, Sophie**  
Creative Director

**Ma Cheuk Lum, Adrian**  
Data Analyst

**Cheung Ngai Ying, Cindy**  
Content Editor

**Tang Ka Man, Carmen**  
Resource Collector

### Host Introduction

Praxonomy is a centralized online hub aiming to optimise administration and management operations in order to enhance the overall efficiency of the Board of Directors' meetings. Within this portal, all the applications enable effective use of materials and activities that are related to corporate meetings. The application streamlines board-meeting processes and allows immediate access to up-to-date information with the use of collaborative tools for members of the board in a secure environment.

### Project Aims

The main aims of our project were to generate awareness and recognition of the company's product, expand its product to local markets and optimise the sales performance. We made use of various marketing skills allowing the target audience to gain better knowledge about the company's products. We introduced these products to final-year and postgraduate business students who might be interested in these corporate services in the near future. Upon receiving feedback from students, we evaluated the product and gave suggestions for further improvement.







## Project Achievements

The team contributed substantially to the branding of the company. Tasks included content creation and data collection.

### *Organizing Marketing Campaign*

Throughout the project, we gained hands-on experience in developing marketing strategies and organizing a marketing campaign. At the beginning of the project, we conducted a market research survey to analyse potential competitors and customers to determine the position of Praxonomy in the industry sector. Based on the results of market research, we organized a marketing campaign to assist the company to gain exposure, boost recognition and expand in its local market.

### *Creating Marketing Materials*

At the first stage of the campaign, we created and filmed a promotional video about Praxonomy. We presented the promotional video to business and management students to increase product exposure. During the video production, each of our group acquired new skills in video-editing, script-writing, and graphic design. Besides, we revised the existing company brochure, taking aesthetic values and verbal eloquence into account.

### *Carrying Out Student Surveys*

To gain market feedback, we collected data from more than 100 undergraduate and postgraduate students by means of interviews and questionnaires. With the help of the promotional video and brochure, we received valuable opinions and positive feedback about the platform from the survey respondents and interviewees.

In conclusion, our group achieved all of our initial goals and fulfilled the objectives of our project in boosting Praxonomy's local industry exposure and reached a wider target audience during the process.





HASALA



KATHY



GERALDINE



SAPNA



HAJRAH



MARGAERY



## *D i a m o n d s*

Diamonds come in various colours and are the strongest known naturally occurring material substance and many consider diamonds to be the most precious of gems. Likewise, our group consists of richly diverse culture from India, Pakistan, the Philippines and Hong Kong. We worked hard to sharpen our professional and creative communication skills and we believe that by the end of this project, we will be capable of working with others and presenting ourselves confidently, possessing the qualities of diamonds where we will shine brightly and be strong in tough times.

### **Project A Limited**

**Ms Candice Lee &  
Ms Maria Lee**

Host Supervisor

**Dr Joanna Mansbridge**

Academic Supervisor

**CHAN, Lok Yee Kathy**

Project Manager

**AKHTAR, Hajrah**

Events Operations Manager

**DE GUZMAN, Geraldine**

Communications Manager

**LAU, Siu Lam Margaery**

Development Officer

**RAZAQ, Hasala**

Programme Manager

**YADAV, Sapna**

Public Relations &  
Marketing Manager

### **Host Introduction**

The host is Ms Candice Lee and the host organization is Asia Week Hong Kong (AWHK), which will be known as Asia Art Hong Kong in future. Ms Candice Lee, alongside Ms Maria Lee the Programme Manager, supervised the final year project team - Project A. They informed and introduced the events and related tasks to the team as covered below.

AWHK proudly promotes and celebrates Asian Art in Hong Kong, offering a series of non-profit events by showcasing Asian Antiquities and Contemporary Art. Throughout the past months of working with Asia Week Hong Kong, our project team has participated in many educational, challenging and inspiring art-related events. Our team feels exceedingly grateful for being not only participants, but also active assistants at these events. The final year project has offered us eye-opening experiences of interacting with worldwide professional artists and lecturers.

### **Project Aims**

Asia Art Hong Kong (AAHK) specializes in showcasing Asian Art, where culture is made accessible through art educational programmes run by the organization itself. A fusion of antique art is made available to the new generation in helping to raise awareness of art admirers locally. Auction houses, galleries and museums add to the learning resources available to the public about Asian art and antiques.






*Our Host, Candice making her speech at the Bonhams Lecture*



*The invitation poster for the Lecture on Benaki Museum*

## Masterpieces from the Nyingjei Lam Collection of Buddhist Sculpture at Bonhams this October

October 1, 2019 | Kathy Chan, Hajrah Akhtar




This October, Bonhams holds three auctions featuring the finest art from all over the globe. Bonhams Hong Kong presents eight museum-quality sculptures from one of the world's most important collections of Himalayan Art, marvellous Chinese paintings...

[READ MORE](#)

## 4 Must See Exhibitions in Hong Kong

September 23, 2019 | Hasala Razaq, Sapna Yadav

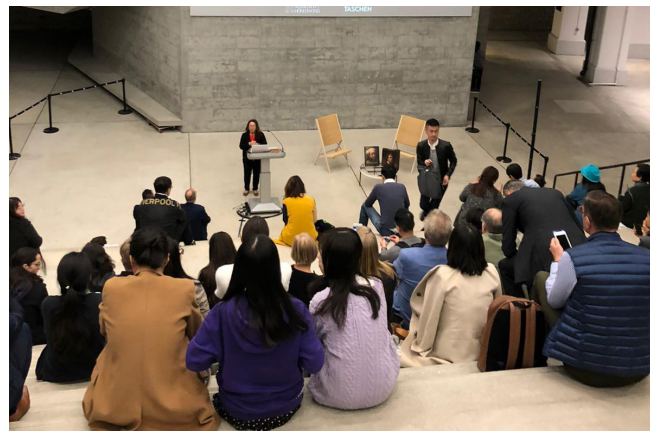


1. Crowning Glory: The Beauty of Ladies' Ornaments from Asia and Europe

When: 17 September 2019 - 27 February 2020

Revolutionized female beauty in the East and its

*AWHK Blog Posts, Fall Edition*



*The Tai Kwun Lecture, "Rembrandt at the Rijksmuseum"*



## Project Achievements

As our project aims are to promote Asian Art to a wider audience, we successfully organized two talks (as of February, 2020) and have been able to raise local people's awareness of the events through various events.

We created several promotional materials such as the posters and invitations for the lectures that we have successfully organized including 'Rembrandt at the Rijksmuseum' that took place at Tai Kwun on 4 December, 2019 and 'Sanctuaries of Korea: Buddhist Monasteries in the Mountains' that took place at Bonhams Hong Kong on 10 December, 2019. We prepared two proposals regarding event promotion and produced invitation posters, online registration sites and monitored audience responses. For the former lecture, over 35 responses were received with over 60 people participating. For the latter event, over 25 guests joined the talk.

### *Social Media Publishing*

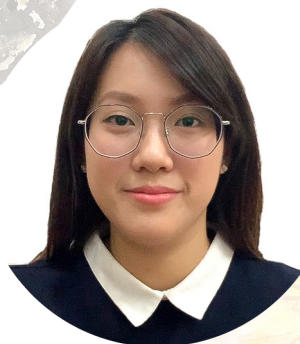
We have published blog posts introducing art events in Hong Kong on AWHK's official website. Highlights of these events were introduced along with recommendations about exhibitions, lectures and auctions in Hong Kong. We also published posts on Facebook and Instagram to keep our visitors and readers updated. Apart from publishing these posts we also focused on writing newsletters and working on a proposal to create a new website for AWHK.

Throughout the project, we were able to fulfil our objectives and kept up with progress. We gained experience working in various art-related fields, while learning about art history and the cultures surrounding it.





ANSON



CARLISLIE



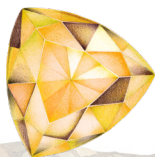
MICHELLE



DANNY



HILARY



## Topaz

Topaz is a crystal of enhancement and potency that has the energy to magnify one's true abilities. Our team was determined to activate our capabilities to assist in spreading joy and the spirit of charity. Topaz also aligns with Operation Santa Claus (OSC) mission of connecting and encouraging the community to inspire real changes in people's lives.

### South China Morning Post

**Mr Lawrence Wong**  
Host Supervisor

**Ms. Champa Detaramani**  
Academic Supervisor

**WONG Pui On, Anson**  
Project Director

**WONG Tin How, Danny**  
Production Executive

**CHAN Hei Man, Carlisle**  
Social Media Analyst

**WU Ching Yan, Michelle**  
Marketing Manager

**LING Hilary**  
Resource and Finance Controller

### Host Introduction

Operation Santa Claus is an annual charity campaign jointly organized by the *South China Morning Post (SCMP)* and *Radio Television Hong Kong (RTHK)*. It aims to support deserving groups in the Hong Kong community through the combined charitable fund-raising power of two of Hong Kong's most respected news organizations.

From modest beginnings in 1988, Operation Santa Claus has become one of the most recognized and beloved of charity efforts in the city. For over 30 years, supporters have generously donated over HK\$300 million benefiting more than 280 charitable projects, inspiring hope and funding life-enhancing transformations for those Hong Kong people in need. Corporations, clubs, schools and individual donors demonstrate their compassion by organizing annual fundraising initiatives for specially selected deserving causes.

### Project Aims

The project aimed to raise OSC's brand awareness and coordinate engaging fund-raising events, by encouraging support and galvanizing efforts from the Hong Kong community for a diversity of good causes.

Apart from coordinating fundraising projects, our team focussed on strengthening communication between OSC and the local community and publicising the spirit of giving across the territory by managing digital marketing content across various social media platforms. We also carried out interactive communicative strategies to raise the public profile of the OSC campaigns.







## Project Achievements

After months of concerted effort, we rendered on-site support in events such as the Cup of Kindness, the OSC Opening Ceremony and the Hong Kong Open. Over thousands of on-site photographs were taken for promotional use and we raised funds by selling OSC's merchandise. We also conducted over 30 interviews with prominent guests regarding their enthusiastic support for OSC and curated follow-up bilingual social media posts.

In addition to highlighting the remarkable achievements of these fundraising events, we were responsible for promoting OSC in the local community. Through the management of social media platforms, we published an array of beneficiary introductions. With over 100 compelling posts, OSC's *Facebook* page has received over 3,500 'likes' and over 550 followers on *Instagram*. We had also reached out to the general public through different interactive features across digital platforms, which enabled supporters to get involved and increase their engagement.

To enhance OSC's brand awareness among a wider audience, our team enacted numerous campaigns on CityU campus. Promotional flyers were distributed; posters were placed around the campus. From January 20 to 22, 2020 we organised a charity booth on CityU campus outside of the Yeung Kin Man Academic Building (AC1) canteen, promoting OSC and raising funds through a lucky draw and Polaroid photo-taking service. The event concluded successfully with a surge in social media followers and over two thousand dollars of donations.

With the benevolent donations of various renowned corporations and individuals, OSC has raised funds for 13 different beneficiaries devoted to supporting our beloved community and making far-reaching social impact. As the charitable season comes to an end, OSC 2019 has raised a total of over HK\$15.2 million for a range of meaningful social projects.





SALMA



RON



ARIAN



KATRINA



KATIA



## *Black Jade*

The black jade precious stone symbolizes success and fame. It also represents prosperity and has been cherished among people in power since ancient times. This serves as a link to our host organization as the company specialises in embroidered costumes and silk textiles from ancient China.

### **Teresa Coleman Fine Arts Ltd.**

**Ms Teresa Coleman**  
Host Supervisor

**Dr Lindsay Miller**  
Academic Supervisor

**Katrina Gulapa**  
Leader

**Ronal Thapa**  
General Manager

**Katia Dionisio**  
Marketing Officer

**Arian Camaclang**  
Marketing Officer

**Salma Deiya**  
Public Relations Officer

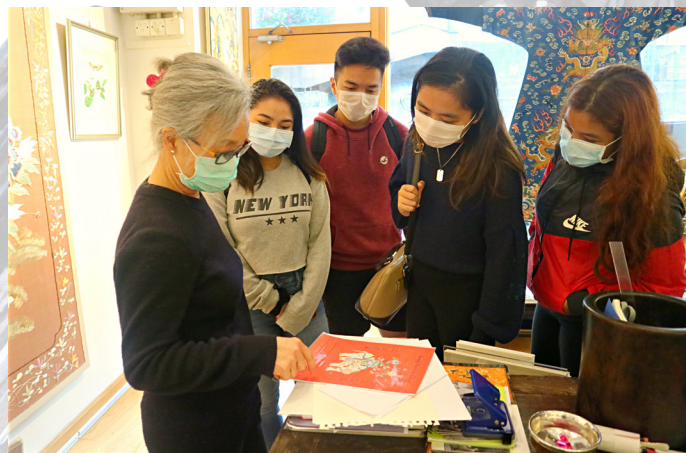
### **Host Introduction**

Teresa Coleman Fine Arts Ltd. was established in Hong Kong since 1982 and for many years has occupied a gallery in Hong Kong's antique district on Hollywood Road, Central. The gallery is best known for its large collection of embroidered costumes and silk textiles from the Chinese Imperial Court mostly dating from the Qing Dynasty (1644-1911) with a small selection of rare Ming, Sung and Tang pieces. (Taken from DRAGONS AND SILK FROM THE FORBIDDEN CITY, Teresa Coleman Fine Arts Ltd.)

### **Project Aims**

Our team worked in collaboration with Ms Coleman's staff to design, write and publish a catalogue for the Chinese Export Fan collection. One of our other major tasks was to establish an online presence for the company so we planned posts for *Facebook* and *Instagram* pages, as well as creating an official *LinkedIn* business page. Lastly, we produced a company logo with matching name card and letterhead.







## Project Achievements

In the light of unprecedented circumstances in Hong Kong due to the global outbreak of the novel Coronavirus (COVID-19), our collaboration with Ms Teresa Coleman was slightly updated. Originally our project aimed to plan and coordinate an exhibition of the antique Chinese Export fan collection, as well as conducting an in-class workshop on popular culture and fashion in ancient China. However, as we were limited to working at home so we created social media/oWnline content, as well as drafting designs for Ms Coleman's catalogue, name card, company letterhead and logo instead.

We worked with the host organization to design a catalogue featuring Ms Teresa Coleman's exquisite Chinese Export Fan collection. As requested, the design of the catalogue was minimalistic yet elegant and utilised a relative monochrome set of colours paired with an occasional flash of gold and luxe. This theme aimed to match the aesthetic of the company and its significant Chinese antique collection.

Additionally, we planned social media posts with the goal of establishing an online presence for the company's social media sites, namely via Instagram and Facebook and an official LinkedIn business page was created. We also improved Teresa Coleman's existing website with a new design. We also created a logo that we utilized in the corporate design for Ms Coleman's name card and company letterhead, intended to benefit our host for future promotional events.





ASHLEY



SOPHIE



TIFFANY

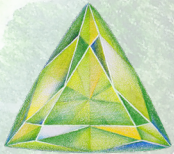


ISSAC



INGRID



*Peridot*

As the stone of positive vibes, Peridot spreads positivity and love, which is closely related to our host's work in spreading positivity and new insights across society about women's issues and bringing out the beauty of the society. We worked closely with our host in together protecting and promoting women's rights and welfare in representing this gem of positivity in society.

## **The American Women's Association of Hong Kong (AWA)**

**Ms. Rachel Bourke**  
Host Supervisor

**Dr Becky Kwan**  
Academic Supervisor

**Chan Wai Ching, Ashley**  
Operations Executive

**Chan Ying Tung, Tiffany**  
Marketing Executive

**Han Chun Lok, Isaac**  
Public Relation Executive

**Lee Cheuk Wing, Ingrid**  
Communications Executive

**Ubpasant Yan Yan Sophie**  
Event Management Executive

## **Host Introduction**

The American Women's Association of Hong Kong (AWA) was founded in Hong Kong in 1956 to serve as a non-profit organization in support of local schools and charities. With a mission to serve and better Hong Kong's community, the AWA actively gives helps the disadvantaged and people in need of support. Including providing financial assistance to students, organizing community services and events and donations. AWA strives hard to raise Hong Kong's awareness and care towards the underprivileged and to promote friendship and philanthropy in society.

## **Project Aims**

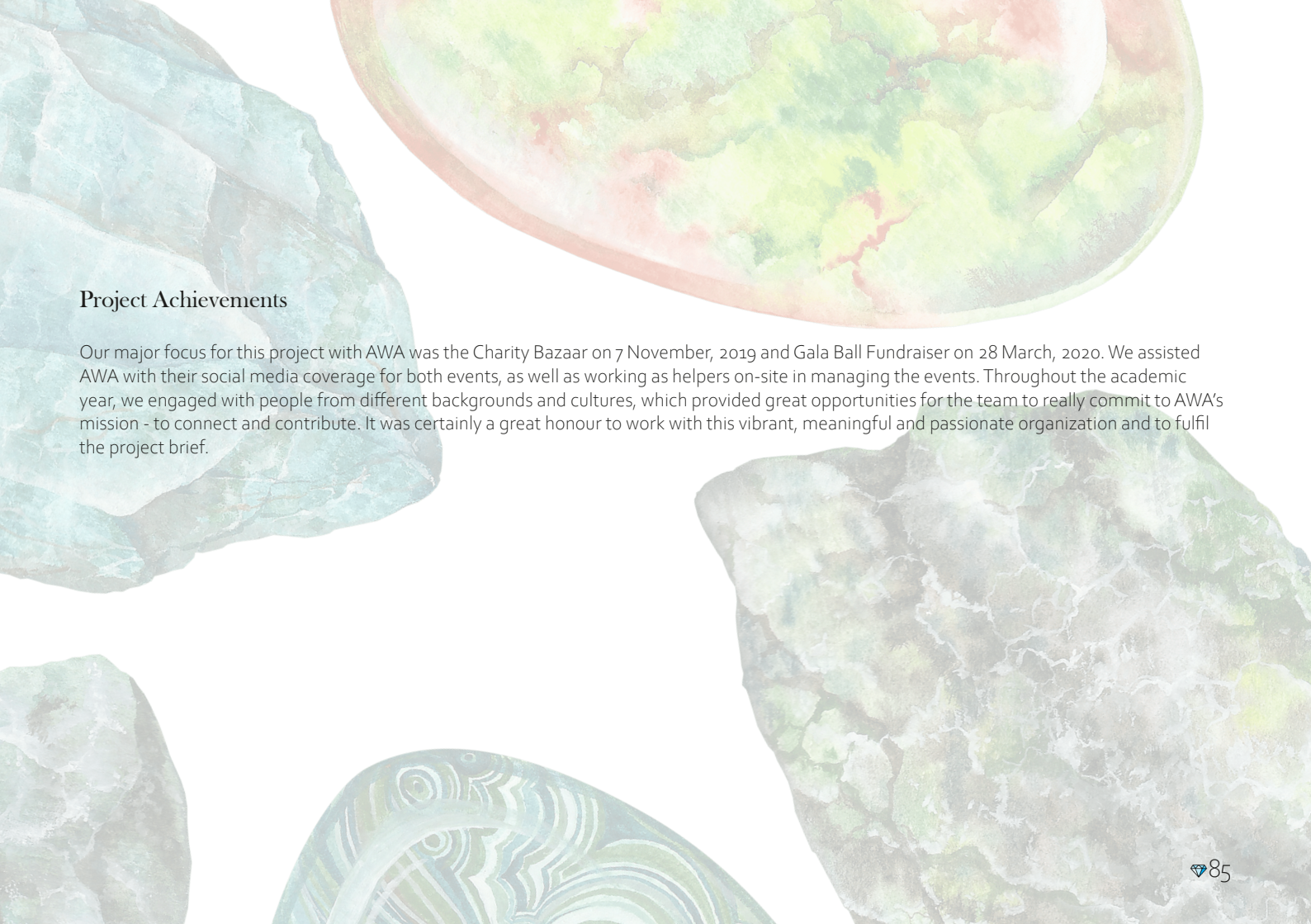
We had four main objectives for our project with AWA:

1. to promote the Charity Bazaar, the Gala Ball, and AWA to a wider range of public via social media channels, aiming to optimise fundraising;
2. to assist in event management from creation to the development of events;
3. to compose branding and communication materials for events to gain higher media coverage;
4. to increase public awareness about AWA as a non-profit organization to empower women to connect and contribute, strengthening the image of AWA in society.







The background of the page is composed of several large, overlapping, irregular watercolor shapes. These shapes are painted in a variety of colors including shades of teal, light blue, green, yellow, and pink. The brushstrokes are visible, giving the shapes a soft, textured appearance. The shapes are scattered across the page, with some partially cut off by the edges.

## Project Achievements

Our major focus for this project with AWA was the Charity Bazaar on 7 November, 2019 and Gala Ball Fundraiser on 28 March, 2020. We assisted AWA with their social media coverage for both events, as well as working as helpers on-site in managing the events. Throughout the academic year, we engaged with people from different backgrounds and cultures, which provided great opportunities for the team to really commit to AWA's mission - to connect and contribute. It was certainly a great honour to work with this vibrant, meaningful and passionate organization and to fulfil the project brief.





SYNTHIA



VANESSA LEE



VANESSA NIP



SIRINA



### *Sunstone*

As this crystal representing benevolent leadership, warmth, co-operation and self-confidence, the sunstone possesses the qualities closely related to our project aim of motivating students and raising their sense of belonging to the host's work through multifarious activities. Shining our light on services to others like the sunstone is the ultimate goal of our team.

## Wall Street English Hong Kong

Ms Penny Hin, Miss Lee Wing Hung, Constance (left the company in February 2020) & Mr Wilson Chan

Host Supervisor

Dr Alice Chan

Academic Supervisor

Lee Suet Kiu, Vanessa

General Manager

Chan Yan Lam, Synthia

Copywriter &  
Content Editor

Nip Ka In, Vanessa

Financial Manager

Poon Po Yi, Sirina

Marketing and Promotional  
Manager

## Host Introduction

Wall Street English (WSE) is the largest specialized English language educational organization in the world. The company has expanded into 28 countries and has been providing English training for over 3 million students aged 15 or above, including high school students and working professionals. Qualified native English tutors, small-class teaching and flexible study schedules are the main features of WSE. Hong Kong is the first base of WSE in Asia where it built its first Asian centre in 2000. Nowadays, the company is gradually expanding further into different Asian countries and regions such as South Korea and Thailand.

## Project Aims

WSE Hong Kong initiated the 'Student Experience Communities Project' starting from late 2019. Our team aimed to identify Hong Kong people who have the same goals and aspirations to improve their English skills by organizing multifarious events that would be suitable for students of diverse backgrounds in order to raise their sense of belonging to WSE. We also suggested building a sense of pride through brand management. In this project, we formed a student community called 'Wallstreeters' and focused on the execution of the 'Online Quiz Challenge' and the planning of three major activities: the 'Read Aloud Challenge', Dog Toy DIY Workshop and the Human Library @ WSE.





## Project Achievements

### ***Online Quiz Challenge: 'Let's Fight Coronavirus Together!'***

Our project team organized an online quiz challenge named 'Let's Fight Coronavirus Together!' from 6 to 7 April. Under the challenging conditions of the global COVID-19 virus pandemic, all of our original plans were unable to be carried out. Therefore, we decided to host an additional online quiz challenge requiring relatively fewer resources and manpower that could be executed under the current circumstances. The theme of the quiz concerned the novel coronavirus and its prevention, which aimed to provide the public with some useful tips and knowledge concerning personal hygiene. Besides, this quiz also included some related vocabulary allowing WSE students to learn English through the activity. The quiz was only available for WSE students but the promotional social media posts were open to the public. Therefore, the wider public will also benefit from this information that we have provided even though they are unable to participate in the quiz. We hope to establish a positive and caring image for WSE by strengthening the bond between WSE and its students and the wider community under challenging circumstances and enhance students' sense of belonging to WSE in the process.

### ***Instagram Campaign: 'Read Aloud Challenge'***

The 'Read Aloud Challenge' is a two-week campaign not only limited to WSE's students, but is also open to the public. Participants have to take a video of themselves reading a favourite quote they like and post it up on *Instagram*. This challenge encourages people to practise and use English so that they can gain knowledge and be inspired by thought-provoking quotes through these online posts. On the other hand, by utilizing the hashtag features of *Instagram* and the nature of social media challenges, the profile of WSE can be spread more widely across *Instagram*. The gimmick of social media challenges also helped construct a positive image for WSE as a fun and engaging English language-learning centre.

### ***Dog Toy DIY Workshop: 'Giving Love to the Small Creatures'***

We proposed a dog toy DIY workshop at WSE aligned with the topic, 'Giving Love to Small Creatures'. During the activity, we will teach participants to make toys for dogs to play with, namely dog toys, using tennis balls and unwanted clothing. The finished dog toys will be donated to The Society for the Prevention of Cruelty to Animals (SPCA) in order to raise awareness and concern about abandoned animals. The workshop can cultivate an individual's respect for life and a love of animals and help to raise awareness among the participants about animal welfare issues. Caring for animals will encourage respect for humans as well. With an increased knowledge of animal welfare issues, participants will learn to be considerate not only to animals, but also to their peers. Participants will enhance their team spirit as well as their communication and cooperation skills by participating in community services. As WSE bears social responsibility by serving the community the workshop will enhance WSE's image and social status, and hence raise a sense of belonging of the students to the company.

### ***Human Library @ WSE: 'Exploring Education Excellence'***

The project team planned the Human Library @ WSE entitled 'Exploring Education Excellence'. During this activity, participants will have an opportunity to meet with the Centre Director and Best Teacher in 2019 of Wall Street English. The audience will interact with 'Human Books' in small focus group discussions. The activity aims to provide a better understanding about education and tutorial careers and will encourage the audience to be well prepared for their careers, as well as to strive for their dream jobs. Meanwhile, participants will meet other students with various backgrounds and widen their social circle. The language capability of the students will also be enhanced as English is the language medium of the programme. The Human Library will serve as a platform for WSE students to interact with each other, helping them to establish more harmonious interpersonal relationships and further improve their sense of belonging to WSE in future.



## Acknowledgements

On behalf of the final-year students of Bachelor of Arts (Hons) in English Studies, CityCom would like to express our sincere gratitude to all of the guests, host organisations, Department of English faculty and staff and all of those who aided with help, guidance and support during the Professional and Creative Communication Projects (PCCP) 2019-2020.

To our guest speakers, thank you for taking your precious time to support our final year projects by sharing your invaluable insights at the PCCP Exhibition 2019-2020.

To our PCCP host organizations and host supervisors, thank you for granting us this valuable chance to learn from your close collaboration throughout the year. Without your patience and guidance, it would have been impossible for our projects to bear fruit. You have uncovered our potential by motivating us to think critically and creatively, which has shaped us into professional and creative communicators in completing these precious PCCP projects.

To our academic supervisors, thank you for providing us with your unconditional support throughout this project. Your advice and guidance have been so imperative to enable the extraordinary outcomes of our projects.

To the Department of English, thank you for giving us the great opportunities to acquire academic knowledge and gain exposure to the workplace environment which helped us to obtain a smooth transition from students to creative professionals.

To the General Office of the Department of English, thank you for your continuous support in both the preparation and execution of the exhibition.

To the PCCP project teams, thank you for your feedback, patience and cooperation throughout this year.

Congratulations to all project groups on successfully completing your projects throughout this precious professional and creative communication journey!

Thank you!

The CityCom Team 2019-2020



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