



HKBU Alumni Association Mentoring Programme 2014-15 Career Development Seminar

Unleash Your Potential– Building Up Your Personal Brand

As you make the transition from University life to the working world, you will realise that though the knowledge and skills you have acquired are fundamental, they must be repackaged with other skills that may not have been taught in classes in order to make you stand out from other jobseekers and graduates with similar credentials.

This first seminar will inspire you to realise your potential, achieve success at an accelerated rate, set your life and career goals and build up your "Personal Brand".

Want to learn how to make a difference at this transition? **Come and join this interesting and inspiring Seminar organised by HKBUAA!**

Speakers: **Mr. William Chau**
Managing Director cum Principal Consultant of B2A Consulting Ltd.

Mr. Liu Kin-ming
PR Director of B2A Consulting Ltd.

Date **7 June 2014 (Saturday)**
Time **2:30 – 5:30 p.m.**
Venue **Room 905, Sir Run Run Shaw Building, Ho Sin Hang
Campus, HKBU**

Outline

- ✓ **Why do we want to project a “trademark” or a “Personal Brand”?**
- ✓ **Defining a “Brand” for yourself with guidance from your mentor**
- ✓ **Developing and Building Up Your “Brand”**
- ✓ **How to live your Personal Brand and make Professional Influences**
- ✓ **Sharpening Your Brand**

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## Speakers’ Profile

### **Mr. William Chau**

*Managing Director cum Principal Consultant of B2A Consulting Ltd.*

BBA, EMBA, Diploma in Training Management (CUHK); Post-graduate Diploma in Human Resources, Teacher Certificate in Adult and Further Education (HKIED); Member of the Technical Committee of Quality Service Award under the Government-sponsored HKQAA(2008-now)

William has been an expert in branding, customer service training and consultancy for over 15 years, and was a Custodial and Training Officer with the Correctional Services Department, Hospital Administrator & Organization Development Specialist with the Hospital Authority, the Head of the Corporate Human Resource Development Team of CLP Power (HK) Ltd., the Executive Director (Community Projects) of the Tiptop Consultants Ltd and founding the B2A Consulting Ltd in 2003.

When serving with the Hospital Authority as the Organisation Development Specialist from 1997 to 2000, William was responsible for advocating, equipping and coaching the clinicians, nurses and hospital managers with the knowledge and skills in implementing Continuous Quality Improvement (A TQM approach). During his service with CLP Power (HK) Ltd, William had led the continuous quality improvement project in enhancing the quality of procuring from the market outside training services for the Group. He has long been serving on the HKQAA as one of the key members examining and approving the certification for the service industry in Hong Kong since 2008.

He has provided consultancy services to various private enterprises including Mercedes-Benz Hong Kong Limited, Swire Properties, Swire Hotels, Gucci Group, Emperor Watches and Jewelries, Chow Tai Fook Jewelries, 3D-GOLD, Swarovski, Hong Kong Jockey Club, Pricerite, Dairy Farm, Wellcome, Mannings, HSBC, Fubon Bank, Standard Chartered Bank, SmarTone, CLP Power, Kiang Wu Hospital (Macau), Health& Care Dental Clinic, UMP Health Care, Quality Healthcare Group, IPSA, Shiseido, Hallmark Cards (HK), Sun Hung Kai Properties, Kai Shing Management Services, Hong Yip Services Ltd, Bossini, Esprit, Shell (HK), Huens & Partners Solicitor, etc.

**Mr. Liu Kin-ming**

*Director of Public Relations in B2A Consulting Ltd.*

Mr. Liu is a veteran journalist for more than two decades, who has held many senior positions in journalism including deputy chief editor in the *South China Morning Post* and director of multimedia in *Hong Kong Economic Journal*. In *Apple Daily*, he served a number of different roles as general manager, director of public affairs, and opinion page managing editor. Previously, he has also worked for *Hong Kong Economic Times*, *Sing Tao Daily*, and *Yazhou Zhoukan*.

He enjoyed vast international experiences as a columnist based in Washington, D.C. writing for *The New York Sun*, *The Hong Kong Standard*, and other publications and as one of the bloggers at *Post Global*, a global debate blog on international affairs and foreign policy run in partnership by *The Washington Post* and *Newsweek*.

He is also the editor of *My First Trip to China: Scholars, Diplomats and Journalists Reflect on their First Encounters with China* (Muse 2012) and also a China File Fellow at the Asia Society's Center on US-China Relations.

He was elected the chairman of the Hong Kong Journalists Association in 1998 and served as a board member of the Foreign Correspondents' Club, Hong Kong from 1997 to 2000. In 1998 he was the winner of a Hong Kong Human Rights Press Award for English-language commentary.

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Registration

Interested graduates can email Mr Arnold Chan at acbkfam@yahoo.com.hk **on or before 5pm on 5 June 2014** with the following information:

Name:

Phone:

Department:

Year of Graduation:

University (UIC or HKBU):

Seats will be filled on a first-come-first-served basis.