



**HKBU Alumni Association Mentoring Program 2013-2014
Career Development Seminar**

Power of Media & Communication Skills

Speakers : Alumna Helen CHING and Alumna Belinda LUK
Moderator : Alumnus Allan Lee
Date & Time : 28 September 2013 (Saturday); 2:30 – 5:30 p.m.
Venue : Room 905, Sir Run Run Shaw Building, Ho Sin Hang Campus, HKBU
Registration : <http://goo.gl/3v82w5>

From more traditional forms like newspaper and television, to nowadays fervently discussed social media; from one-way influence to an interactive way of communication, our world today is no longer able to deny the important role of media play on both collective and individual levels. Our lifestyles, eating habits, opinions on politics, have all been unconsciously influenced and led by media. With continuous developments in technology and constant innovative changes in the ways different forms of media are used, even for professional communication practitioners, how to effectively communicate messages to others, what are the skills and strategies involved, and how efficient interpersonal communication could help with project execution, are still worth discussion.

Alumni and students with interests in media and insiders' opinions on up-to-date communication skills are invited to join the Communication Seminar of this year, "Power of Media & Communication Skills". Two alumni speakers, Ms. Helen CHING, Principal Mass Communication Officer of Community Relations Department, Independent Commission Against Corruption, and Ms. Belinda LUK Senior Vice President (Pensions & Group Business) of Sun Life Hong Kong Limited, together with moderator Mr. Allan LEE, Director of Asia Marketing & Promotion Limited, will share stories, observations, analysis and tactics from personal experiences with all participants of the seminar. As part of the Career Development Seminar of HKBU Alumni Association Mentoring Program 2013-2014, the seminar serves to draw insights from professionals in the field to equip young graduates and students with practical communication skills transferable in various professions.

MARK THE DATE and see you on September 28th!

Please [click here](#) if you want to join as a HKBUAA member.