

PR Class 2020 : We Are Ready

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Foreword

Dear Class of 2020 students,

It was such an unusual semester to teach this brand-new advanced public relations writing class during your final semester. *PR Class 2020: We Are Ready* is a compilation of your original opinion pieces connecting prospective employers and alumni in our industry with your aspirations, passion, perseverance and essential attributes possessed by HKBU graduates. As the programme director of PR and your writing course instructor, I would like to share with you all a few words derived from Queen Elizabeth II's speech on the coronavirus outbreak.

"I am speaking to you at what I know is an increasingly challenging time. A time of disruption in the life of our city: a disruption of learning that has brought sorrow to some, uncertain employment situation to many, and enormous changes to the media and communication practices of us all.

I want to thank everyone in my class who speedily prepared for the star student show at HKBU Employers Luncheon, even though it got cancelled after Chinese New Year due to the COVID-19 outbreak. I am sure our clients, Office of Student Affairs and VPTL Dr Albert Chau, will join me in assuring you that **what you have done is appreciated and every hour of your hard work pushes us further in engaging with the industry.**



Dr Angela Mak

**(Class of 1997,
Public Relations & Advertising Option)**

**Programme Director of Bachelor of
Communication & PR Concentration**

**School of Communication,
Hong Kong Baptist University**

I also want to thank all of you who maintained over 90% attendance in my class for three whole hours on Zoom in every Tuesday morning. While we have been practising social distancing since February, I am closely connected with each of you through your personal growth, striving for excellent PR skills and dedication to professional writing. **Together we are transforming PRA students into the most popular ‘in-house’ freelancers for university branding and engagement projects**, be it a mascot design, a feature article, an interview video or an appealing social media feed.

I hope in the years to come everyone will be able to take pride in how you responded to this full-year challenge. **And those who come after us will say the PRAers of this generation were as strong as any.** That the attributes of teamwork, creativity and problem-solving strategies still characterise the School. The pride in who we are is not just a part of our past 50 years of heritage, it defines our present and our future.

What you are experiencing at this moment reminds me of my final semester as a student at HKBU, in 1997. We, as PRAers, felt uncertain about our employment future after the Asian financial crisis. Today, once again, many will feel the pain of frustrating job search. But now, as then, we know, deep down, that we can overcome our fear.

While we have faced challenges before, this one is different. This time we join with all communication graduates and professionals in the globe in a common endeavour, using the great advances of technology and our instinctive compassion to rebuild and develop innovative industry practices. We will succeed and that success will belong to every one of us.

While you may have more still to endure upon graduation, better days will return. **In solidarity, we will beat the virus and find our way in this gloomy economy.**

But for now, I send my gratitude and warmest good wishes to you all.”



Foreword

The graduating class of 2020 have overcome a lot of adversities and disruptions in their schooling when they grew up. I am heartened by the commitment and vows of the 33 public relations students featured in this booklet as they are preparing for a new chapter of their life. Their extraordinary experiences have made them resilient, resourceful, adaptable, and most important of all, more appreciative of their blessings and opportunities provided to them. They are a very special cohort.

To further enhance our students' personal development and readiness to join the workforce, the University has launched Project SEED (Student Engagement, Enrichment and Development) together with our alumni and supporters. There will be talks and workshops, mentorship scheme, incubation services for our students and young graduates in the next few years.



Dr Albert Chau

**Vice-President
(Teaching and Learning)**

Hong Kong Baptist University

As a teacher, I am deeply touched by students' sharing in this booklet. Their exemplary work fully embodies the education ethos of the University in whole person education. With their education and experience at HKBU, I fully expect them to be able to take on further challenges and improve the livelihood of the people around them.

May I extend to the students my warmest congratulations on their graduation and best wishes in their future endeavours.



Foreword

親愛的2020年畢業同學：

讀書的年代從來都是無憂無慮的，面對快將畢業或許有點忐忑不安，難捨難離，但還是雀躍。然而，過去大半年發生的一切，好像改變了很多情況。

本來在校園上課開心的日子，一下子被打亂了，變成網上課程，少了集體學習的氛圍和老師、同學間面對面的鼓勵。面對逆境，同學們或許會迷惘、抱怨、無奈，抱怨生於苦難的年代，欠缺機遇。



程寶嫻 Helen Ching

香港浸會大學傳理系
(公關及廣告)
1978年畢業生

誠言，每一時代也有每一時代的困難。早年資源緊拙，不少同學要兼顧生活與學習，咬緊牙關，都是希望知識可以改變未來。而過去二十多年，香港不是經歷過亞洲金融風暴、禽流感、沙士、金融海嘯等等困難的日子？也不是都跨過了？

過去幾年，有機會回校任教，我發覺經過今次逆境，同學們一下子成長了，學會積極面對，控制心態，保持冷靜，發揮潛能，在短短的日子完成這本 2020 畢業同學心聲的結集、短片，將不可能變成可能。

人生路上是崎嶇的，但千萬不要氣餒。多利用這段時光充實自己，抱著積極向上的態度，繼續燃亮心中熱情的火，把握機會，創造未來，活出精彩、豐盛人生！

同學們，你們都是傳理大家庭的一份子，永遠都是傳理學院的畢業生，希望你們以此為傲！



Foreword

我是Amanda Chan，2003年香港浸會大學傳理學院傳播系(公關及廣告)畢業生。

2003年香港正值SARS期間，剛剛畢業就要遇上全城疫情，當年無論是找工作或整體經濟發展都遇上很多的衝擊，當時很多同學也是在疫情的陰霾下，開展畢業後的第一份工作，還記得那時去廣告公司見工時也帶著口罩，這種經驗畢生難忘。

在面對疫情和就業市場的難題之下，我希望作為過來人鼓勵一下大家。縱然在畢業年遇上疫情及經濟衰退危機，的確會為畢業生帶來很大的挑戰。可是我相信，傳理人都是專業危機應變者，在社會動盪時刻，就是傳理人發揮創意和傳播力的最佳舞台。

MUSE木棉公關總監

陳靖潼

以我所知，2003年SARS畢業的同屆畢業生，現在大部份都已成為出色與社會責任兼備的行業領袖、傳播工作者及學者。我相信新一屆的傳理學院的畢業生，能夠繼續奉行「唯真為善」的精神，以非凡的創造力、創意和專業，即使面對本地、地區和全球社區多變的需求和發展，必定能克服挑戰，為自己和社會創造獨特價值。

到了2020年，歷史又一再重演。今年的畢業生遇上的是影響全球的新冠肺炎。新冠肺炎影響全球各國，令很多地方經濟停擺，很多人都在家工作，香港也是受影響的地區之一。今年傳理學院畢業生面對的商業環境及企業招聘緊縮狀況也與我畢業的那年情況類似。

祝福每一位2020年的傳理畢業生，社會上每一位傳理人都會與你們並肩同行！



Foreword

轉眼間畢業已12年了，我打過3份工，開過4間公司。

坦白說，我從沒想過創業，最後每次創業的決定都是反思人生的結果。

還記得剛畢業時自薦見工，我對著奧美公關的董事總經理說，要我OT、戰死沙場也在所不辭，我只想與最具創意的人一起做事。懷著對廣告公關行業的一腔熱誠，我做了3年Agency的工作。直至一年聖誕，一位與我合作無間的同事突然在家中離世。記起一位建築師朋友曾對我說，一個建築師人生中最多只能做20至40個建築企劃。我問自己：「人生時間有限，我想貢獻甚麼去令這個世界變得更好呢？」經過這次反思，我創辦了一家公關公司去推動本地社會創新項目。

第二次創業的契機出現在我爸過身後。那時有太多的挫敗、內疚；我不想說話、不想見人，不想與人有任何交流。作為一個公關的基本，我都做不到。因此，我便將公司的股份賣給了夥伴，選擇暫時把公關這個身份放下。

雷煒程 Lawrence Lui

長屋設計創辦人

香港浸會大學傳理學院

(公關及廣告)

2008年畢業生

那時我有接受輔導，也有去聽佛學。其中，佛教有句說話「變毒為藥」令我印象深刻。意指即便是大惡亦能轉變為大善，人也能夠從看似毒藥般的經驗中獲益。我決意將這次的困難化為祝福，肩負起一個獨特的使命——為居家安老出一份力，因而成立了社企「長屋設計」。

畢竟這是跨行創業及實業經營，其中牽涉許多專業知識，需要花時間建立，邊做邊學。在這次創業的旅途上，我修讀了EMBA、職業治療助理、認知障礙症照顧及小型工程監督的文憑。過去5年，長屋的團隊在香港及澳門服務超過3000戶長者單位。

我明白2020年將要畢業的您要面對的不只是生活、就業上的壓力，您可能也對香港的未來感到迷茫、不安。但切勿忘記，在最壞的時代也有不同的機遇在發酵中。我相信要跨過逆境，重點在於勇於嘗試。

作為這世代的傳理人，我們應尋找自己的價值，思考自己能怎樣為社會帶來正面的影響。就算失敗了，也能累積經驗為下個機遇做好準備。





LEUNG Wing Soon, Karen

Personal tag: #StoryActivist #Dreamer #Professional #Creator

Motto: I see creative as a life choice and always will be.

Linkedin: <https://www.linkedin.com/in/karen-leung-104>

THE CHOSEN GENERATION

I always joke about my generation that we are the so called the 'chosen ones' and 'schooling' has a more significant meaning to all of us. Why do I say so?

Kindergartens were called off when the deadly SARS epidemic struck Hong Kong 2003. Primary graduation was postponed due to the forced shutdown of schools following the 2009 swine fever outbreak. All institutions were closed down for a total of 79 days as a result of the Occupy Central Movement in the summer of 2014.



As for now, we are once again deprived of our university life under the threat of the COVID-19 epidemic. These events have made school life impossible and we've learnt that it cannot be taken for granted.

Is it pure bad luck or is it destined? Well, I tend to believe in the saying 'everything happens for a reason'. We might be left with the label of 'the chosen generation' but these experiences have actually shaped us, changed us and motivated us into a better person. In challenging times, we are forced to be more creative, more compassionate and more capable of being a team member.

Having explained that,

WE ARE DIFFERENT.



We are growing and catching up with the drastic changes in communication modes and technology. The background of our growth equips us to be fast adaptors in shifting between traditional mediums and the latest breakthroughs. We are media-savvy enough to continually educate ourselves, making us open to cultural diversity and competent at handling its complexity.

This leads us to a higher level of tolerance and acceptance towards differences as well as willingness to incorporate various perspectives into our daily life.



▲ Making a video resume for HKBU Career Centre.

Besides,

WE ARE HUNGRY FOR MORE!

The reality has taught us a great lesson: We don't realize what we have until it's gone. My generation understands how devastating it is when life is disrupted and opportunities are slipping through our fingers.

Yet, the deficiency has become the drive for us to possess a stronger work ethic and enthusiasm in every opportunity we are given. From the working experiences to personal growth, these developments have enriched our skillsets and our passion to strive. With that, we can proudly say that our efforts gear us up with the courage to face the challenges that lie ahead.

Most importantly,

WE ARE READY.



▲ Doing an emcee job for HKBU Career Centre.

Another thing we have learnt from the recent turmoil is that communication plays a prominent role in our lives.

We are fortunate that the university has already provided us the ideal setting for reinforcing the ground knowledge for the PR industry. Now we are craving for something beyond the textbooks and in turn, we can carry our ambitions to contribute and make the best of our talents.

Choosing public relations was a definite choice with no regrets. We are confident that it is the path we want to take, the profession we aspire for, and no matter how difficult it may be, it is a goal we intend to pursue.

I believe everyone wishes to have their 2020 restart, as we have worked so hard just to get here and this is supposed to be our greatest and fullest year. We are now being left with a bumpy road under this chaos, but we won't be stopped. We might be branded as the 'chosen generation', BUT we choose to be the survivors of our times. **We choose to treasure the moments we have and continue to push forward, to encourage, love and support each other along the way.** The way we are fighting so hard to pave and one day, we shall look back and feel proud of our choice.



The Passionate Team Players

Adrian AU-YEUNG 歐陽兆麒

Sami AWAN 唐健賢

Sally FONG 方思淇

Chrissy LAU 劉穎雅

Samantha LEUNG 梁穎彤

Karina LI 李聿嘉

Carmen TSUI 徐嘉雯

Wendy WEI 魏迪





AU~YEUNG Siu Kei, Adrian

Personal tag: #NeverTooBad #NeverTooLate #NeverGiveUp #Optimist

Motto: 「人不能因為害怕失去, 就不去擁有!」
- 電影《滾蛋吧! Mr. Tumor》

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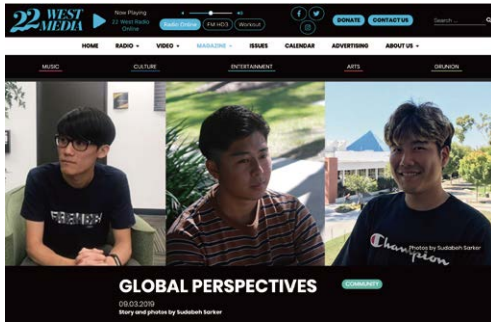
地獄黑仔王的畢業告白

相信今個學年對我和其他應屆畢業生一樣，都是很特別的一年。在這一年間，我們先後經歷了因社會運動和疫情而導致長時間停學。除了上課模式轉變外，沒想過連我的畢業作品計劃書 (Honours Project，下稱 honpro) 也會變得這麼不一樣。



由於與honpro拍檔在價值觀和合作上出現了分歧，為了不想延誤畢業，我不得不獨自完成整份計劃書報告。這件事對我來說當然並不容易，我亦曾感到很吃力和焦慮。很多得悉事件的朋友亦替我感到同情。這個學年諸多的不順再加上這事情，難道我真是「地獄黑仔王」嗎？

我是不是終極「地獄黑仔王」，這刻我還未能完全確認。不過，因為我喜歡在看似負面的事情上找出其正面的地方，我應該也是個比較樂觀和正面的「黑仔王」吧！



▲ (左邊就是我)我在暑期當交換生時接受訪問。

正所謂「有危就有機」。平日做小組報告時，同學通常都只被分派做某一特定部份。以致在整份報告中，當中有我不太熟悉甚至未曾接觸過的內容。但當我在獨力處理整份honpro時，從品牌背景資料分析、到從受訪者觀點中找出insights、以及最後構想好campaign的主題，其實都是把過往課堂所學到之知識一一實踐。這個過程雖然艱辛，但卻提升了我在日後完成報告的能力和信心，從而為我在未來投身公關行業時打下更紮實的根基。

Honpro這場硬仗，我只打了一半。最後出來的結果如何，我還不能預料。但對我來說一手一脚策劃過程比結果更為重要，反正完成honpro並不意味着人生學習的完結，反而只是個開始——開始面對踏入職場的生活，以及訓練更為實際的公關技能。



▲ 我的匯報作品。



▲ (左邊第一個是我)和同學參加廣告比賽。

即將離開大學這個舒適圈，明白到現實的公關世界和校園差天共地。但期望自己能以更開放的心態以及這份樂觀的態度來面對未來在職場及人生上的挑戰。

我是否「地獄黑仔王」？
我想，這只是取決於心態而已！



AWAN Sami-ul-Iha

Personal tag: #WanderLust #BossOfStress #ProblemSolver

Motto: 'If opportunity doesn't knock, build a door.' - Milton Berle

Linkedin: <https://www.linkedin.com/in/sami-ul-Iha-awan>

公關救香港

香港正處於水深火熱中。
。在這人人自危的社會中，裝備好自己，學好溝通才能、文字運用技巧，勇於接受挑戰，方可在亂世中，為自己、為香港找到一片藍天。
對的，公關也可救香港！

我從來都不是活在舒適圈的人。我喜歡衝出香港，擁抱世界，擴闊視野。曾在Ogilvy Sydney、美國迪士尼世界實習的我，學懂與不同的人溝通、維持良好關係，並時刻保持顧客為上的態度。而如何為每一位客人製造magic moments，也是我每天工作的意義。



▲ 我在美國迪士尼樂園實習的日子！

就讀浸大傳理學院，專修公共關係的我，除了喜獲學校舉薦而成功參與以上的外國實習外，在課堂上，也明白到當一名公關從業員，不只是利用說話能力或文字運用來幫助客戶。

我們更需要主動找出問題所在，研究其因由，繼而給予解決方法。在這過程當中，我們需要兼顧不同人的感受，才可幫助客戶達致更高的效率，幫助到更多社會人士。作為一名公關，可以幫助社會確是我的夢想。



▲ 我在Ogilvy實習的日子！



▲ 正在訪問《傳話當年》校友！

大學四年的生涯中，無論是作為一名公關、學生、或是實習生，「助人為快樂之本」，讓公司、大眾、客戶滿意，是我工作的意義。這亦令我不期然覺得，我要為這個社會出一分力。我深信自己這四年所學所得，只要眼前有機會，我可以為社會帶來歡樂及安穩，並邁向藍天。

今天，社會動盪、兩極分化，處處皆是不和諧的局面。作為一個公關，我深信透過適當、合理的溝通及尊重，是可以化解紛爭的。作為一個公關，我並不相信「語言是偽術」，我相信的是「語言的藝術」。擁有良好溝通技巧與表達能力，公關可以令社會變得和諧。



▲ 我的課堂設計作品！



FONG Sze Ki, Sally

Personal tag: #TeamPlayer #All-Rounder #Troubleshooter

Motto: Overcome the challenges for betterment.

Linkedin: <https://www.linkedin.com/in/fongszekisally/>

我和傳理的「戀愛關係」

「讀呢科？唔係『神科』啫，畢業之後會唔會『乞食』啊？」文憑試成績出爐了，母親聽過我在JUPAS的首三個志願都填上傳理學科後，對我未來前途和「錢途」表達了少許擔憂。

難道讀書真的只能和港元「掛鉤」嗎？

為了興趣，我堅持自己的選擇。果然初始的大學生活不負我所望，浸大傳理學院讓我接觸不同主修科目，一切事物都充滿新鮮感，我們的相識滿懷熱誠。



▲ (右) 擔任中文舞台劇創作比賽頒獎典禮司儀。

但無疑，時間就是新鮮感最大的敵人。

經過數個學期的洗禮、隨著選擇主修科目後，學業越加繁重，學習過程亦不如初見般趣味盎然。只與COMM「交往」短短年半，我們就像熱戀期進入倦怠期的情侶。師兄師姐告訴我們在公關行業發展不易，起薪點也比不上其他行業。

「好似你個朋友咁讀工程幾好啊，一出嚟就搵幾萬蚊喇。」

在煩惱中，腦海突然想起母親這句話，令我開始疑惑自己當初選擇的對錯。

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▲ 我的課堂設計作品!

既然我已經決定在公關行業發展，與其浪費時間傷春悲秋，倒不如像前輩們一樣好好披甲執銳。尋找相關的實習工作，並報讀其他科目增長多方面知識，把自己裝備得更具競爭力、調整好正面心態、燃亮心中的火，才不愧自己四年的寒窗苦讀。



▲ 社拜交流團的分享會!

在偶然的機會下，有幸參與《傳話當年》的一次訪問，聽到師姐吳詠姬(Vicky Ng)的親身分享：「不斷拓展自己嘅能力就可以掌握到機遇，撐過咗，就知道方嘢係你做唔到嘅。」

她的話使我改變了看法，解決我當時的庸人自擾。「就嚟畢業喇喎，冇方後悔當初冇聽我支笞啊?」「行行出狀元」，何必執著於畢業生收入調查那些生硬的數字呢?再次聽到母親的質疑時，我已沒有一絲動搖，因為我已把公關視為我的「伴侶」。





LAU Weng Nga, Chrissy

Personal tag: #Passionate #ChallengeAccepted #ActiveLearner

Motto: ‘Nothing in life that’s worth anything is easy.’
- Barack Obama

Linkedin: <https://www.linkedin.com/in/chrissy-lau/>

A LIFE-DEFINING ATTITUDE FROM SUMMER EXCHANGE

Life is all about making choices. Somebody may happen to fail to take the correct decision, but regret may occur if passiveness is the chosen path.

After two years spent between active participation in university life, commitment to student communities and engagement in part-time jobs, I decided to step out of my comfort zone during my third year study. Challenging myself, I chose to attend a summer exchange programme in a very different and far away country: Czech Republic. The culture of this beautiful country attracted me. Besides, it felt like I could explore the world and enrich my life experiences.

And so, the summer 2019 came. I packed my things and went there, beginning my four-week study exchange. I had never been so far away from Hong Kong and never gone to Europe before. Everything there seemed so exotic and fascinating. At the same time, I felt nervous for the sense of uncertainty about cultural differences and potential learning difficulties.



I still remember the night before the classes began. We had a welcoming dinner, and everyone was asked to talk with other participants while drinking traditional local beer. At first, I was a bit shy because the courses in Hong Kong seldom do this kind of dinners and ‘force’ you to approach the others. And yet, probably getting that extra push I needed from the tasty pint, I managed to go beyond my shyness. It was fantastic. We talked a lot about our cities, habits, our past trips, and began to learn how to manage the cultural difference in dialogue.



▲ (First person from right is me) Gathering with other exchange students.

When the classes began, I realised I had some learning difficulties. The first lesson would have been more difficult than I thought, and so I started doing more research before the lessons. At times, I felt frustrated at night when trying to make sense of parts of the learning material. After a while, I decided to ask my roommate for help rather than spending endless time on Google. With her warm explanation, I began to be more confident in asking questions during class time.

The participation in this exchange programme made me more confident and courageous to face difficulties. It all started with that pint and the help of my amazing friend, and now I feel I master the confidence that I need to be sociable in unfamiliar environments and express my opinions. Asking is never a shame but a path to enhance your skills. Peers, I believe, are the best supporters to encourage me to keep going and help me from my struggles.

Hong Kong society is now divided, full of different voices and conflicts among different groups. HKBU Communication program has shown me that communication is an indispensable element to society. Enhancing communication and understanding each other are crucial and important aspects for the functioning of modern societies.



▲ My work experiences in an event agency.



▲ My published work as an intern.

Entering this environment means equipping yourself with the proper tools and showing attitudes to bring contributions. The knowledge and skills I have acquired from public relations and the valuable experiences gained internationally make me brave to take on challenges and be strong to stand against downfall. I believe that these two traits will surely help me to adapt to the unpredictable society and workplace. Besides, being proactive and resourceful towards life and work, I believe there is another beautiful world I can explore out there and I am willing to challenge myself to do that.



LEUNG Wing Tung, Samantha

Personal tag: #EffectiveCommunicator #AgileLeader
#VitaminPersonality

Motto: 'The greatest glory in living lies not in never falling, but in rising every time we fall.' - Nelson Mandela

Linkedin: <https://www.linkedin.com/in/samantha-wt-leung>

A COUNTER-STREAM IN THE DOWNSTREAM



▲ *The setting in Annual Play 18 (AP18)*

The word “fortunate” here does not simply associate with luck, but it contains a feeling of appreciation for the valuable experience, knowledge and skills I have gained in my university life. I am grateful to have cultivated two important attitudes during my time at university. They indeed keep empowering me to be a counter-stream person who strives for the impossible amid the adversities.

The first attitude I have developed is “Don’t let the norms define your ability and confine your potential”. During my sophomore year, I joined the Setting Team of Dramatics Club. Many see our duties as merely cutting and sticking paper to make props. However, our work is actually much more complicated and demanding as we are required to assemble real wood furniture. Honestly, I had always doubted my capability to do this because it is uncommon to see women using jigsaws and screwdrivers, painting objects and moving weighty furniture.

My point here is that if we break the norms, we will easily discover how far we can go! Many graduates to-be have given up applying for a job because they fear the competition with others, who, to their opinions, appear to be more competent. Yet, I think people should never lose heart and consider themselves as unfitting. We all certainly possess some special traits that they value.

Global economy has been immensely hit by the spread of the coronavirus.

Companies have no choice but to request some of their employees to have unpaid leave or even lay them off.

I am fortunate to have been invited for a second round job interview for a position in a renowned company.



▲ Working hard with setting team members at 12 a.m.
The right one is me!

With this in mind, to prepare for my first interview, I conducted mock interviews on my own day and night, all in the hope of having an impressive performance. This hard work paid off. The interview was done in supreme confidence. Frankly, I am pleased that the all-out attitude has brought me this “trying to be well-prepared habit” and the unbeatable confidence. This has not only offered me interview opportunities, but also made me a person who is worth appreciation.

I will soon embark on my career somewhere amid this challenging social situation. I am confident that my “dare to try” attitude will bring me courage to voice my opinions and ideas to the seniors and handle challenging work to explore my full potential.

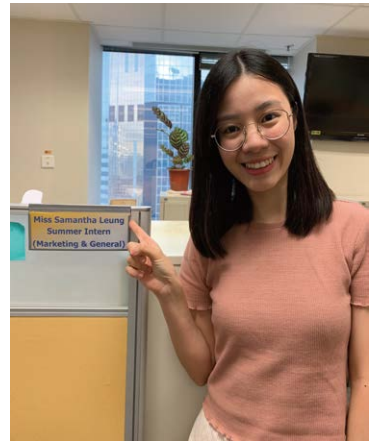
▼ I am one of the participants of University YMCA Joint-U Elderly Service Program



The second attitude which I have built is: “When you decide to do something, go all out! Don’t disappoint yourself and those who trust you.”

As it was exhausting to kneel down and bend down to draw and check the dimensions. I performed my duties perfunctorily. As the boards were later found to be inconsistent in their dimensions, I realised it was my perfunctory manner leading to the mistake.

Not only I disappointed my teammates, I was also ashamed of myself. That feeling of guilt taught me to do my utmost at anything. Since then, I have adopted a meticulous approach to perform my duties and earned back the respect of my teammates.



▲ My internship experience in Innovation and Technology Bureau (EFTO)

I trust that my ‘all-out’ attitude will make me stay motivated even when dealing with less interesting work and produce high quality work always. Though I may not succeed in becoming a recognised professional, I must always be a person I am proud of.

When God closes a door—being laid off in the adversity, he opens a window—putting a job opportunity beside you. Can you get it? It all depends on your attitude.



LI Lut Ka, Karina

Personal tag: #Enthusiastic #Proactive #GoalDriven #Agile

Motto: Choose a job you love, so you will never have to work a day.

Linkedin: <https://www.linkedin.com/in/karinalkli/>

THE MYTH OF GENERATION Z AT WORKPLACE

According to the 'Employment Status of Hong Kong's Tertiary Students 2018' survey conducted by jobsDB, the three talent-attracting benefits for the so-called Generation Z (people born in or after 1995) to work for a company are 'flexible working hours' (21%), 'early leave on festive days' (14%) and 'early leave on Friday (at least once a month)' (12%).

About one in three Gen Z graduates are only willing to spend 6 hours or less working overtime and 14% of them prefer to work part-time or as freelance, numbers that show that Gen Z newly-graduates value far much on quality of life and work-life balance.

Results of the survey also align with the perceptions that human resource professionals have of Hong Kong fresh graduates. Gen Z carries the stereotype of slackers being reluctant to work for long hours at the workplace, and the media also coins the millennials as the 'slash' generation.



▲ (First person from left is me) Internship days!

Are all 2020 graduates holding these Gen Z attributes? As a 'Gen Zer', I am enriched with knowledge and challenge-solving skills acquired through my public relations degree major. At university, I learnt to work with my teammates to create themed campaigns for clients. Professors arranged real clients for us to work with to obtain practical experiences.

We spent many nights on HKBU campus, doing study revision at 11pm inside the library, entering interview data until 9pm in the school computer lab and preparing campaign proposals until 3am at a residential hall room.

Staying up late at work is not uncommon during internships. It was a busy day, everyone in the PR department was working from early morning till late night. I was responsible for preparing public relations materials and sending them to different parties. We had an agreement signing ceremony with companies in Abu Dhabi on that day and my supervisor asked me to stay longer to seek Abu Dhabi companies' consent before issuing the PR materials.

When you deal with different time zones and cultural differences, that is what you have to do. When I finished sending the press release to all Hong Kong local and international journalists contacts, it was already 15 minutes to midnight. It was a remarkable experience to stay at the office for more than 14 hours during my internship



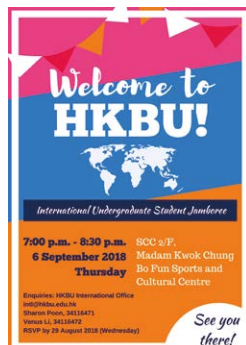
▲ (First person from right is me)
The internship experiences teach me a lot.



Due to the troubled period this generation grew up in, the latest results of the research are therefore not surprising. After all, Gen Z has not much difference with the members of generations before them, but it is also unique in some ways.

Understanding the data trend may help get to know the 'Gen Zers' of your workforce better as they are the first generation of 'digital natives'.

Living in the changing and unstable social and political environment, Gen Z is facing employment difficulties. According to Robert Half's research, 77% of 'Gen Zers' believe that they will need to work harder compared to those in past generations to have a satisfying and fulfilling professional life. Their top job search priorities include 'growing opportunities', 'making a positive impact' and 'manager to learn from'. In addition, it was found that 30% of Gen Z employees are willing to take up to 20% pay cut to work for a company with a mission they deeply care about.



▲ My published work for HKBU International Office.



TSUI Ka Man, Carmen

Personal tag: #Open-minded #Crispy #Laughters #Teamplayer

Motto: Stay hungry, stay foolish.

Linkedin: <https://www.linkedin.com/in/ka-man-tsui/>

「飢」不可失



看著客廳電視櫃旁一箱箱的英文剪報，殘舊得有點泛黃，心中不禁讚嘆我的爸爸。二十多年來他每晚總挑燈夜讀英語，製作成剪報學習，即使工作多繁忙，我每個趕論文的晚上，他都從不缺席。

中學時我面對2016年文憑試，壓力蠶食着我身體每一部份。這種壓力不是來自父母，而是對自我的要求。我不喜歡安於現狀，得過且過，這會令人產生惰性，失去求知欲。

‘Stay Hungry. Stay Foolish.’ 我一直深信這句格言是創造人生可能性的基石。所以當時我每晚就如爸爸一樣，挑燈夜讀，希望能考進浸會大學傳理學院，令未來擁有更多選擇，令人生擁有更多可能。

考入浸大傳理學院後，頭兩年間，我也曾經迷失，雖然學業成績不俗，但心裏總覺得貧乏和不滿足。

「考到了心儀的大學科目，然後呢？」這個問題在我心裏揮之不去，但卻一直找不到答案。

於是有一天我問爸爸：「你年輕時的人生目標是甚麼？」

「雖然最終考不上大學，但我喜歡學習英語，尋找一樣你喜歡的事物。現在你感到迷失是很正常的事，但要永遠保持好學的心，因為知識是一項永遠不會被盜取的財產。」



▲ 參加學校的維亞納布拉格交流團。

身為2020年的畢業生，有些人認為在這種社會狀況下畢業，是一種不幸。與其埋怨外在環境因素，不如好好磨練、自省、學習及增值自己，在未來職場上才脫穎而出。若沒有利的兵器，又如何能打勝仗呢？

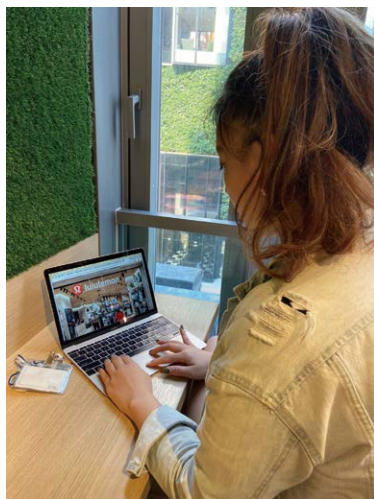
每當從門縫中瞥見爸爸坐在書桌旁的身影，我總會提醒自己，**當他日我為人父母之時，也要以身作則，把這份孜孜不倦的智慧傳承下去。**



▲ 我的品牌設計功課！

除了學業以外，在浸大的三、四年級，我積極參與不同活動，如國外遊學團、本地社會服務、課外興趣班、踏入職場實習等，令自己接觸不同新事物、新思想、新環境。

如果你問我對於未來十年的人生規劃，也許我還未太清晰。但我會令自己處於一種「飢餓」的狀態，努力增值自己，為未來做好準備。



▲ 在Lululemon實習的日子！



WEI Di, Wendy

Personal tag: #ProblemSolver #TeamPlayer #GoalOriented

Motto: 'Always do what you're afraid to do.' - E.Lockhart

Linkedin: <https://www.linkedin.com/in/wendy-wd-wei>

不怕試錯



讀中學時，我是一個墨守成規的人。墨守成規在於我習慣了聽長輩的話，習慣做自己熟悉的事情，從而保持良好的學業成績。有一次寫作時，腦海裡突然閃過一個靈感，是自己從沒嘗試過的寫法。

我一時很想試試，但又習慣了寫「公式化」的文章風格，生怕自己換新花樣掌握不好，反而弄巧成拙。因為我害怕犯錯，怕嘗試後沒得到期望的結果。但那時，不知道怎麼就來了一股勇氣和叛逆，我竟然走出了我以前從沒想過的一步。試驗的結果告訴我，這個大膽的嘗試是值得的。



▲ 實習的日子!

記得在 Cred Communications 實習的時候，當我與同事一起為公司長期客戶策劃來年的公關計劃，我腦海裡出現了很多有意思的想法。

放下「怕出醜」這種心態後，我大方地向同事提出我的想法，提議將傳統中秋節的習俗與玉兔的傳說結合在雪糕的設計上，作為來年中秋節的 PR 活動。雖然公司最後沒有完全採用我的靈感，但這也為同事們提供了新的思路，而我也從中明白了我只關注在創意上，欠缺了對成本的控制。



▲ 在實習時籌辦的活動!

從那次寫作經驗之後，我意識到人不能怕試錯。在傳播系的學習旅途上，Campaign Planning 我大膽地提出新奇的想法和策略，面對每一份 Project，我的心態不再是只執著於分數，而是在於嘗試，並在和老師的討論中找到最為滿意的方案。



▲ 我為 Palladio Beauty 設計的宣傳品!

人在試錯中才能成長，從錯誤中總結、學習，才能不斷減掉錯誤的分岔，才能在下一次，或者再下一次的嘗試中試對。

我不怕試錯，只怕錯過。



The Resilient Builders

Jojo CAI 蔡佳慧

Katherine CHAN 陳雅彤

Suey CHAN 陳銳儀

Sarai CHAN 陳雪綸

Derrick KWAN 關伯勤

Micky LEUNG 梁穎嵐

Christy LI 李穗旻

Trista MO 莫嘉茵

Anthony TO 杜國滔





CAI Jia Hui , Jojo

Personal tag: #Social-minded #CriticalThinker
#BoredomRefuser

Motto: Let every decision be your stepping stones.

Linkedin: <https://www.linkedin.com/in/jojo-cai>

傳理人與口罩的戀愛故事

2019-2020是很微妙的學年，許多單身朋友突然都擁有了親密伴侶：每天都在糾結要不要與他/她共度整天約會，即使有時候跟他/她在一起的感覺並不好受，但依然渴望得到更多的陪伴。噢，親愛的口罩，真是個煩人的小妖精！

「口罩」，是這個學年糾纏不清的關鍵字。上半年人們紛紛戴起口罩無聲支持各自的理念；風波未平，疫情又突如其來。出於健康考慮，人們再次戴起口罩，又因囤貨不足戴得猶豫不捨。一時之間，「戴，或者不戴」成為了每天都要思考的人生哲學。



▲ 我設計的宣传品！

相知

初到香港時十分不解：大家為甚麼對「與己無關」的事情也關心？素不相識的人為甚麼為對方爭取利益？隨著我接觸越來越多傳理同學，我逐漸發現了答案：責任感。作為傳理人，他們從不認為與己無關便可以置之不理。相反，他們戴上口罩隱沒自己的模樣，卻將個人力量融於群眾，匯聚成更有力的信念。經過在浸大傳理學院的不斷學習和提升，我亦視社會責任為己任。



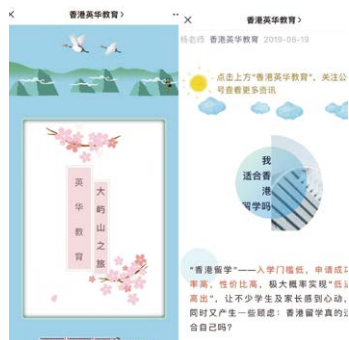
▲ (前排右邊第二個就是我) 校園生活！

相識

傳理人不平則鳴，但最終目的是令社會安寧。或許，是時候該跟口罩分手了？正準備瀟灑離開，卻遭到「黑幫」新冠病毒的圍堵。手忙腳亂之時想起了口罩的好，又乖乖回到它的身邊。疫情雖嚴重，生活要繼續。辦公上課隔著「屏幕式」口罩，溝通模式與從前大不相同，廣告業與傳媒業的發展方向也發生了轉變。對我們應屆畢業生而言這無疑是很大的挑戰，但同時也是最好的磨煉。

相戀

生活其實滿是芒刺，歲月靜好的背後是傳理人在不斷「挑刺」，力求建立公平公正的世界。在香港浸會大學的洗禮令我更加沉穩理智，懂得如何深入理解，相互包容。披「唯真為善」的信念為甲，執「細緻務實」的態度為劍，一幫熱血青年滿懷熱情地渴望發光發熱。



▲ 我撰寫的帖子！



CHAN Nga Tung, Katherine

Personal tag: #EnthusiasticLearner #TypicalWorkaholic
#CheerfulPersonality

Motto: 'Live your beliefs and you can turn the world around.'
- Henry David Thoreau

Linkedin: <https://www.linkedin.com/in/katherinech>

疫情是精神急救的最好時機

那年十八，正是準備公開考試的日子。每個人都不斷忙碌著，為考上自己心儀的大學而努力。看見身邊的人這樣用功，我也開始緊張起來。就在一個剛上完補習堂的下午，我帶著疲倦的身軀回家。就在火車駛到站時，眼前一黑就掉進路軌！從那刻，我整個世界截然不同了，意外令我學習和生活上起了巨大的變化。

六年來，我的生活都要依賴藥物。焦慮、驚恐變了我的日常，旁人無法理解，只有無盡的不解和誤會。每天都在學校的醫療室和社工室徘徊著，做運動也會無故暈倒，經常進出醫院，感覺一輩子就只能這樣。然後花了很長的時間，才能令生活漸漸變得正常。即使到了今天，生活依然不時被病情影響著，但至少習慣了，也知道該怎麼面對。



▲ (中間是我) 和同學一起參加比賽。

數一數月曆，大學畢業的日子只剩不到兩個月。受到肺炎疫情的影響，不論是學習或工作，都無法正常運作，整個社會的經濟都被嚴重影響。而我們，卻湊巧在這個時候畢業，踏入這個面臨著全球危機的社會。從來找到合適的工作都不容易，現在更是難上加難。

對我而言，沒有遠大理想令我更著重了生活上的「小確幸」，感覺上疫情的影響對我並不大，更是一個好時機去發掘我真正感興趣的事，想清楚現在學習的是否適合成為未來發展。話雖如此，但生活仍是要過。就像患上焦慮症和驚恐症的我，日子並沒有為任何人而停步過。



▲ 我的匯報作品。



▲ (右邊是我) 參加學校交流團!

難關總會過。畢業後的道路很長，現在的困境亦不代表未來的日子，從中學習對我們將來的職業方向有更好的計劃，找尋更多的機會，找一些兼職或實習的機會把公關基礎打得更穩，我們也能從中有所進步。

因為我們畢業於一個不一樣的年份。



CHAN Yui Yee, Suey

Personal tag: #GoalChaser #Teampayer #Perfectionist

Motto: 'Luck is not chance, it's toil. Fortune's expensive smile is earned.' - Emily Dickinson

Linkedin: <https://www.linkedin.com/in/yui-yee-chan-suey>

逆風飛翔

一九九八年七月的香港正值炎炎夏天，赤鱗角機場正式開幕，而我則呱呱墜地來到這世上，開始了我的人生之旅。小時候我時常幻想將來會否成為什麼大人物，擁有高尚的職業，過著理想的生活，深信著哪一天我也能翱翔天際。

然而香港的填鴨式教學使人感到疲憊，學生每天周而復始地做練習和試題，追求成績和表現，考上理想的學府，已是作為香港學生的一大成就。我僥倖地成為其中之一的勝利者，入讀了浸大傳理學院，四年的大學生涯為我增值了不少公關專業知識。

多元的課程使我作出不同的嘗試，釐清職涯，規劃未來。同時大學多姿多采的校園生活提供了不少與人交流的機會，拓闊眼界，為將來的道路作好準備，運用自己專長貢獻社會。希望總有一天，幻想終會成真。



現實世界可有別於理想世界，它是殘酷的，而我們是被時代挑選的孩子，需不斷地接受社會給我們的考驗。

2019年炎夏，《逃犯條例》掀起抗爭序幕，香港煙硝四起，面對前所未有的社會動盪。命運弄人，當社會運動稍有平息之際，大眾盼望香港回復平靜之時，疫情竟於全球大爆發。即將畢業的我們，忙於拼搏學業的同時亦對將來感到迷惘不安。政府每日公布確診數字，市民人心惶惶。更壞的是，財團凍薪裁員，甚至倒閉。果然沒有最壞，只有更壞。



可是，一片動盪疲憊的時勢中，我們別無選擇。正如蕭煌奇《逆風飛翔》中歌詞寫道：「逆著風也要盼望，很受傷也要勇敢飛翔」。我們即將成為社會新鮮人，儘管現實不斷磨滅我們的意志，叫我們放棄，我相信生活絕不會虧待努力的人。

只要堅持，相信自己，必定能成大器，
逆風也能展翅飛翔。



▲ 我設計的宣傳品!



▲ (左邊第一個是我) 實習的日子!



CHAN Suet Lun, Sarai

Personal tag: #HardworkingLeader #ProblemSolver
#CheerfulCoordinator

Motto: 'Accept no one's definition of your life; define yourself.'
- Harvey Fierstein

Linkedin: <https://www.linkedin.com/in/saraichan>

不落之日

2019年，是自我出生以來，香港最黑暗的一年。

香港，從小到大，給我的印象從來是個繁榮昌盛、司法獨立及多采多姿的城市。我一直以身為香港人而驕傲，由中學開始我就磨練自己，希望可以為香港的未來發展出一分力，成為香港未來其中一個重要的支柱。

我從來沒有想過，我對香港未來的期盼會這麼容易就被現實打破。2019年6月起因逃犯條例而引發的一連串激烈抗爭活動一直維持至今。香港就好像生病了、被撕裂了。雪上加霜的是，新冠病毒在全球爆發，全球就業率下降，死亡率上升。



▲ (中間就是我) 和同學為《傳話當年》訪問校友桂濱!

作為浸大傳理學院四年級的準畢業生，準備要投身社會。但因為香港現時的問題，尋找工作成為了一個很困難的事情。雖然我存有疑慮，但是我從來沒有放棄，仍然積極去尋找不同機會、提交履歷表、去面試。



▲ 我撰寫的的帖子!

雖然未來看起來好像漆黑一片，但是我心中也有一團火，這團火來自我的信心，因為我覺得我從小到大對自己的訓練以及準備不會白費。不論是小學的音樂表演、中學的說話比賽，我也拼盡全力，不讓自己有後悔的機會。

我努力了、拼過了.....最後結果可能也不如理想，只要我仍然抱有那一團火，只要我繼續不斷地磨練及裝備好自己，我就相信終有一日我能夠成功。



面對香港現時的問題，我們需要的是自強不息。以義安命，要積極地面對香港現時正在發生的不如意事情，不能放棄。與其怨天尤人，不如裝備好自己，自省自己的不足。我們要相信在我們心中有一個不落之日，我們不要在乎是否未來真的會有那光明的太陽，結果沒有過程重要，只要我們心中擁有那個太陽就已經足夠了。



KWAN Pak Kan, Derrick

Personal tag: #Change #TeamPlayer #WellPlanner

Motto: ‘Change begins at the end of your comfort zone.’
- Roy T. Bennett

Linkedin: <https://www.linkedin.com/in/derrick-pkkan/>

A WAKE-UP CALL FROM YOUR SOUL

Big decisions are always difficult to make. I made a tough choice five years ago, which is rare to many millennials, to pick up school life again.

I remember it was 4am, waiting for customers to leave and clean up. ‘What do I gain in this repetitive life?’ I had been asking myself for a couple of months already. I had the answer but did not have such courage to make a move.

When I finished HKDSE in 2012, I had no purpose in life, just like being trapped in a maze with no direction. I hastily enrolled in a higher diploma course, and dropped out after the first year. I found a night job in a bar and stayed for four years.

‘How do you feel about this day-to-day life at work?’ I passed my colleague another beer and asked. We used to drink and wait for bussing tables.

‘Not bad. A stable job, routine work, not much to worry about,’ he answered.



▲ *Enjoying my school life once again.*

That empty feeling rose again in my mind. Perhaps most people desire a stable life, but I do not want an unchanged life and regret when looking back 10 years later. Suddenly, my soul lighted up. I finished the last bottle and proclaimed, ‘I quit! I’m going back to study.’

This was the toughest decision that I had ever made to leave this comfort zone. Yet, the negative imagination of an unchanged life finally triggered me to move forward.

Big challenges, if we overcome, bring a huge impact on us. We learn new things through novel experience and build up the confidence to face challenges. Stepping out of my comfort zone wasn't easy when it comes to studying. In the beginning, I was determined to finish a 2-year higher diploma and re-enter the workforce because I had lost so many years when compared to others. However, my lecturer changed my mind. He appreciated my effort and suggested that I apply for a university to better prepare myself.

'It's not too late, two more years of study will advance yourself much better than graduating from here. Don't waste the opportunity that others hope for.'



▲ (The right is me) Study tour is a memorable experience for me.



▲ (First person from right is me) Exploring the culture in study tour with my friends.

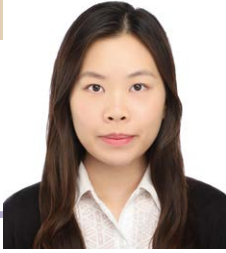
When I look back, he was right. The study at the university is hard, but it also opens my mind. Besides delving into the public relations discipline, I also practised through internship, analysed real cases and immersed myself into the academic culture to explore

Industry veterans from guest lectures also inspired me a lot about joining the PR profession. I have abundant opportunities to learn from communication alumni and professionals, listen to their sharing and advice on graduate attributes. These two years have given me a solid foundation to train up myself for the next challenge.

While the current Hong Kong situation is gloomy and the economy is full of uncertainties, I am not too worried. The resilience I developed in the past four years from my soul has overcome the anxious feelings. I live up to my goal, keep moving.

▼ My design classwork.





LEUNG Wing Laam, Micky

Personal tag: #TeamPlayer #Responsible #Friendly # Positive

Motto: It is okay to fail. Know your limits and grow from it.

Linkedin: <https://www.linkedin.com/in/micky-leung/>

蛻變

「上帝關了一扇門，必會為我打開一扇窗」，
加上自己的經歷，使我不懼怕逆境。

人生，並非按部就班，我試過不同類型的工作，客戶服務員、售貨員、文員，曾經迷惘過，繼續工作還是進修？看到以前的同學在享受大學生活，自己卻為前路擔憂，寸步難行，於是付上最大勇氣去重新抉擇。再次踏入校園，感覺奇妙，原來自己並不孤單，身邊也有相似經歷的同路人，與我一起努力向前。



▲ (右邊第四個就是我!) 重投校園生活, 我相當興奮雀躍!

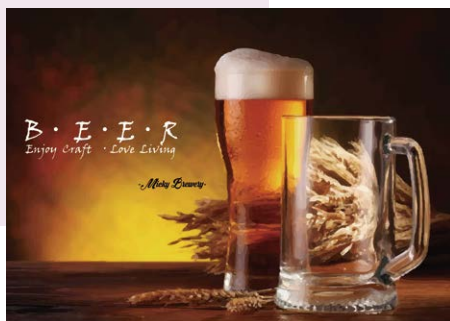


家人的疼愛，在成長的道路上，他們尊重我的選擇，沒有刻意安排我的路，我能按自己的意願走。感恩家人的信任，但當我在工作上遇到阻滯，會埋怨自己的不中用、欠缺運氣、家人放任管教等，其實這都是逃不過責任，譴責自己。由滿足到抱怨，再釋懷，自己重新思考，這都是自己人生，自己負責。

學習，除了增長知識、獲得新技能、加強分析力、提高自信心等，傳理學院令我學會做人、訓練態度和處事方式，更懂得與人合作，互補不足。

了解世界社會的潮流趨勢，針對現實個案分析，令我更「貼地」，這也豐富自己眼界，欣賞不同的事物。

我相信將來會更重於線上平台，當中文案發展、將創意念形象化及簡單直接地呈現讀者，除了吸引眼球，更希望使觀眾明白、討論及行動。



▲ 我設計的宣傳品！



▲ (右邊第二個是我) 實習的日子！

在這段疫症大流行下，不明朗的前路，或許需要花更多時間去摸索。不斷留意市場動向，懷着謙卑的心，我深信雨後放晴。

努力向前看，關關難過關關過，之後將會出現彩虹橋，我無懼地接受當中的挑戰，希望為社會帶來正能量，同時感謝身邊曾鼓勵過我的天使，別人不經意的話語，也成為我要去改變的動力。



LI Sui Man, Christy

Personal tag: #PerseveringLeader #ActiveLearner
#PositiveFighter #EnergeticInfluencer

Motto: That's a hero lies in me.

Linkedin: <https://www.linkedin.com/in/christy-li-suiman/>

STOIC WARRIORS IN 2020

Children born in 1997 are labelled as the cursed generation. In 2003, the SARS epidemic swept across Asia and kindergarten graduation ceremonies were cancelled. In 2014, some of the school lessons were suspended for one week due to the so-called Occupy Central Movement.

I thought I could have ended the spell already by repeating my third year of secondary studies. Who could think back then that the outbreak of Coronavirus in 2019 would have controlled my destiny once again. Nevertheless, it is hard to defeat me.



▲ (The left is me) Discussing project with my classmate.

Surely, though, the memories float back to those days in 2012. It was like death and hell during my repeat study year.

'We are the band one girl school. Please don't let us down. Because we offer you an opportunity to make a change.' *(In the school principal's office with my parents)*

'Why did you repeat? Will your family feel disappointed?' *(During school recess with my new classmates)*

'It may be hard for the repeater to get into the university.' *(At a family gathering dinner with my relatives)*

Although the judgment from others shot me down, it also trained my endurance in any situation. I kept my nose to the grindstone, actively practised and revised each subject in my senior years. I never stopped and kept my positive attitude in trying everything. Until the day I crossed the entrance of the School of Communication at HKBU, I believed that the years of 'baptism' had never been wasted. When you fail once, you indeed start to understand the true meaning of learning. Your knowledge is your power; no one can steal it from you.

But now, as a final year student, it is weird to have the same feeling again. We, the cursed generation, are experiencing deprived education and campus life due to the social unrest and striking pandemic. We all are plowed under the judgment by others. We feel frustrated, lost and even uncertain as our future is full of unknown.



▲ Participating the study tour in Russia.



▲ (The middle is me) Joining the TV show of ViuTV.

We may fail, but we always hold on to this journey called life with our fingernails. We never missed a chance to be the best version of ourselves. We decided to hitch our wagon to a star and fight for our future. We, 2020 graduates who are the accursed children in people's eyes, are ready to face any challenge fearlessly. Because the motto "No Pain. No Gain." is always engraved on our hearts and minds.

Our perseverance can break the curse!



▲ My social media post for a campaign project.

However, university life induces us into 'rebirths'. We have the strongest spirits of persistence. The university has offered various learning opportunities, widened our horizons and encouraged us to explore different possibilities. We engaged in internships, study tours (Russia and Australia) and exchange experiences (Asian and European countries). These programmes and practices have forged our adaptability, determination, responsibility and creativity. Meanwhile, the Whole Person Education has nurtured us to become all-rounded, caring and dogged future leaders. Diverse co-curricular and extra-curricular activities, including talks, workshops and learning services have allowed us to well prepare ourselves.



MO Jiayin, Trista

Personal tag: #TeamPlayer #LifeTraveller #ProblemSolver

Motto: 'Always do what you're afraid to do.' - E.Lockhart

Linkedin: <https://www.linkedin.com/in/trista-mo>

免疫力



▲ (右二) 正在訪問《傳話當年》陳民傑校友!

新冠病毒的確診數字不斷攀升，我也感覺體溫也隨著心情忽冷忽熱，因此每天都得喝上一杯暖暖的維他命C，提升自己的免疫力。

實際上，要渡過這個難關，除了身體的免疫力，心理上的「免疫力」也十分重要。

那是一種心理上的「免疫力」，一種適應的能力。

我小時候很怕痛，生病了也特別抗拒打針。但當我有了第一次目睹鋒利的針頭刺入自己青色的血管後，我發現恐懼就從心底絕跡了。

當初幸運地獲得在香港讀書的機會，我有了人生第一個重大的衝擊。截然不同的教育體制，相對狹窄的生活空間，緊張的生活節奏，自由爛漫的精神文化，霎時間讓我「高熱不退」。我努力吸收各種新知識以及調整心態，漸漸不再「發熱」並獲得了「抗體」。這種「抵抗力」也讓我得以在這片廣闊天地開展我的新征途。



▲ 大學日子中我參與多項義工服務。



▲ 我為KK Maibox 設計的宣傳品!

如今，持續的疫情以及未知的前途自然也讓我迷茫和焦慮，但我會把它當成「戰場」。試想當年沙士時，我們的前輩也是在各種各樣的挑戰及磨練中匍匐前進，最後苦盡甘來，獲得了「戰績」，並憑之屹立。

「免疫力」不是「免逆力」，它無法幫我們躲過逆境，但能幫我們應對逆境。於我而言，二十多年的跌跌撞撞留下了我身體和心理上的「疤痕」，也增強我心理上的「免疫力」，使我的人生更加獨立與豐富。面對已知的困境，我也能胸有成竹，迎難而上；面對未知的挑戰，仍能未雨綢繆，從容應對。作為「疫境」中的畢業生，我要以靜制動，做好專業上以及心理上的準備，以備能迅速適應職場新環境，並在崗位上兢兢業業，發揮所長。

中國新生代青年代表王源曾言：
「沒有無盡平坦的路，只有在認真走路的人。」當看不清未來的路時，「免疫力」，是人生以及職場的立足點。





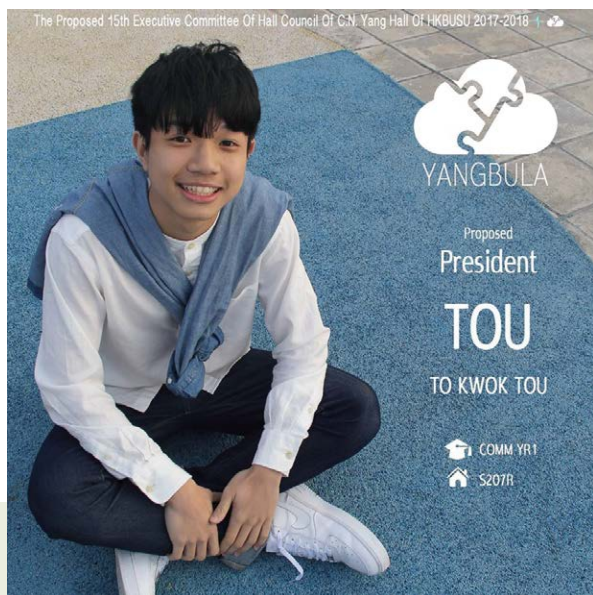
TO Kwok Tou, Anthony

Personal tag: #CreativeThinker #BoldLeader
#ExtrovertedSocializer

Motto: Hard work beats talent when talent fails to work hard.

Linkedin: <https://www.linkedin.com/in/kwok-tou-to/>

大學五件事 唯獨是...



「大學生活要過得充實，一定要完成五件事：住宿舍、做兼職、拍拖、『上莊』和讀書。」——這大學傳統，相信對香港眾多大學生來說並不陌生。升上大學初期，我的大學生活是多姿多彩的，亦完成了上述五件事中的四樣。然而，當時的我忽略了當中最重要的一環——讀書。

還記得剛剛考進大學，我一心便想享受一下生活於人稱「花花世界」的大學裏。首兩年間，我的大學體驗十分充實。先是體驗居住於大學宿舍，過著每天盡情玩樂的生活；亦嘗試「上莊」擔任宿生會主席，盡心盡力服務一眾同學；而找兼職方面，高峰時期的我每星期要應付六份補習工作。

當時我相信自己正在「體驗」生活，付上二百分的努力去製造一個豐富絢爛的大學經歷。直到第三年下學期開始時，我為自己的愚蠢感到懊悔。

因學業緣故，我收到學校的警告信，若GPA不達標我必須要延遲畢業。當下這巨大的衝擊喚醒了我，使我有感於幾年荒廢學業的情景。但光陰已逝，後悔已來不及，與其繼續沉淪，倒不如轉變自己。



▲ (中間就是我)和朋友參加歌唱比賽。

憑藉要改變自己的信念，加上身邊朋友的支持，我從那時起決意努力讀書。漸漸從一個屢次「走堂」的壞學生，搖身一變成為好學的勤奮學生，決不再輕易「走堂」、與朋友參加公關比賽、更嘗試各樣實習機會。最終皇天不負有心人，除了我的GPA有顯著提升以外，前路比以前也更加清晰可見。



▲ 參加全港創意公關大賽！

改變從不容易，要跌倒後爬起來更加困難。眼見不少同學與時下年青人，經常為自己過往的失敗而感到氣餒，跌倒便一籌莫展，態度消極；其實只要簡單去想，懷著能「站起來」的信念，並堅持下去，儘管是當初走了冤枉路，最終也會取得成功。

此時此刻，我終把五樣事情徹底完成了。



▲ 擔任宿生會主席演講中！



The Ambitious Creators

Derek CAI 蔡瀚林

Alba LAU 劉雅麗

Yury LEUNG 梁蕊雅

Ray LUI 呂珮瑩

Kelvin WONG 黃兆楓

Oscar YU 余嘉軒

Candice YUEN 袁淑儀



CAI Hanlin, Derek

Personal tag: #ProblemSolver #Photographer#CreativeWriter

Motto: Compassion isn't about solutions. It's about giving all the love that you've got.' - Cheryl Strayed

Linkedin: <https://www.linkedin.com/in/derekchoi3839>

盡力而無悔



▲ 實習的日子!

為成功而努力

從小到大，父母、老師、學校、甚至社會都教育我們要努力。

我來自內地，參與了每年千萬考生共同競爭的高考。「努力便會成功」，這句話刻印在了無數青少年的童年中，也包括我。我們如臨戰場，拼命努力，只求最終成績高上幾分。

而努力是無數考生青春的縮影。多少孩子犧牲了幾乎所有的休息娛樂時間，爲了有個好前途，能上好大學。而他們心裡相信，只要努力，就一定能成功。

努力並非成功



▲ 我設計的文宣品!

高考過後，許多拼命努力的人最終名落孫山。而上了大學後我才發現，許多事情並非像中學時期那麼簡單。有時即使你再努力也達不到成功。可能是沒有原因而拒絕你的工作，可能是拼盡全力最終差強人意的比賽名次.....各種陰差陽錯，人禍天災也在阻攔著你，太多太多都不是僅僅靠努力便能做到的。

甚至努力在成功的路上的佔比遠不如其他因素：出身、天賦、方向、起跑綫.....努力能使人的成就有一定的提升，但無法完成階級的跨越。總有人能輕易做到你做不到的事情，總有你筋疲力盡也達不到的遠方。

盡力了則無悔

那麼努力便沒用了嗎？也不是的。努力並非能達到成功，但能給自己一個交代。

拼盡全力而失敗的你會失意，但未盡全力而失敗的你會後悔。而只有後悔會使人一生都念念不忘，因為那是你本可以做到的。



你本可以得到的機會，本可以贏得的勝利，而只是因為沒有盡力而失去了它，那種感覺是忘不掉的。

人生很長，而即使努力無法確保你獲得成功，卻能讓你對自己問心無愧。有時人無法改變命運，但若連命運偶然給你機會，卻因沒有盡力而無法抓住，那才更加可悲。努力不一定成功，但不盡力一定會後悔。我情願失敗，也不願後悔。



▲ 我設計的插畫!

我願盡力而無悔。



LAU Nga Lai, Alba

Personal tag: #ChallengeSeeker #ActivePlayer #YogaLover
#EarlGreyIsMyLife

Motto: Pick yourself up and aim high, you have got nothing to lose.

Linkedin: <https://www.linkedin.com/in/albalau/>

公關界最美的時代 此時此刻非我莫屬



「生於亂世，有種責任」，1997年出生的我畢業在即，面對疫情下的嚴峻環境，小時候培育的性格令我從容面對社會環境的逆轉。

我讀中學時家境不好，於是課後跑起兼職，以為家人都會很感恩自己的懂性，誰知母親得知後把我罵到狗血淋頭。原因是她以為我要放棄讀書，責怪我不顧他人想法，這讓我意識到原來自己每個行為，都應該對身邊的人負責，不能獨行獨斷，需要溝通與商量。

「自己想辦法解決」，這句說話一直是我的警示。父母從不限制我任何選擇，讓我自由決定。在他們的「另類」訓練下，我培養出獨立自主的思維能力，能分析每個決定的利弊。面對社會上不同的事件，獨立自主的分析能力有助我全面理解和發掘深層次的內容。「你的人生是對自己負責任」，「責任」二字早已種在我的心，而責任是對自己、社會有著緊和求變的意欲，渴望能夠做到盡善盡美。

在香港浸會大學傳理學院中，浸淫在創新及自由的氛圍下，即使面對現在充滿挑戰的社會環境，我仍然能夠看見新的方向。或許有不少人認為這是黑暗日子，而我卻看見是機會，未來需要更多具高創意、高自主、高溝通的人才帶領社會走向新模式。這場逆境是一場淘汰賽，跳出傳統思考的框架，未來公關界將會有新的模式，出現更多網上虛擬活動或共享概念。



Eg. 2

Spicy Eggplant with the ice honey lemon, but this time 3 little spicy, please!!!

姐姐，辛辣茄子，肌肉三小喇！🤗

#tamjaisamgor #littlespice

#冬鍾勿#姐姐寫野喇唔該

#能廚食咩好

▲ 我為企業所撰寫的帖文。



公關從業員更應肩負社會責任，為社會多走一步。公關，是企業、機構與社會溝通的橋樑，是交流意見的好幫手，是引導多元溝通的平台。在雲集多元意見的社會上，公關對加強彼此交流和合作，穩定社會可扮演重要的角色。而作為應屆公關畢業生，應在困境中，裝備自己，迎難而上，為社會帶來新方向。



▲ 我的實習工作照！



LEUNG Yui Nga, Yury

Personal tag: #AdventureEnthusiast #EnergeticDeveloper
#RelationshipBuilder

Motto: 'Being a fish out of water is tough, but that's how you evolve.' - Kumail Nanjiani

Linkedin: <https://www.linkedin.com/in/yury-leung/>

自我隔離、自我增值

「叮！」，電話傳來訊息提示，側眼一看已不知是今天第幾個宣傳短訊。疫情肆虐，各國人心惶惶，企業更是行行自危，大眾為了躲避疫症不再出門消費。但時勢造英雄，企業各出奇招，各大品牌亦加強網上宣傳以挽回銷量，紛紛推出優惠推廣、免費送運，強推網上消費。

企業的變法令我們看到以往安穩時看不到的機遇。我相信有危便有機，社會上各機構把握這機會突圍而出，應屆畢業生亦是如此。自我隔離留在家中的時間有很多，我常在家中思考：當一切回復正常時，我可以怎樣在一眾畢業生中脫穎而出？這個想法啟發了我善用隔離中的時間去探索新領域，學習新知識，在危機中創造屬於自己的新機會。



▲ (右邊第二個就是我) 實習的日子!

作為一個準公關畢業生，我深明社會資訊瞬息萬變，在家隔離時我善用時間及網上資源，好好了解及跟上社會發展。傳播系的生涯不但裝備我的學術知識，更訓練我對時事的敏感度。我在隔離時一邊留意不同國家疫症的發展，一邊研究各國關係的變化及處理危機手法，嘗試預測事態發展甚至制定應對方案。



▲ (左邊第二個就是我!) 實習的日子!

此外，每天日常除了上課做作業以外，我也學習新語言、練習使用設計軟件、更報讀網上課程。隔離的時間看似與世隔絕，但在我看來卻是一個絕好的機會增值自己，就像閉關修練的武士，等待出關出鞘的來臨。這段時間培養我成為一個充滿動力、善用光陰且多材多藝的畢業生。

武漢肺炎看似令社會停滯不前，但我認為自我隔離不等於自我封閉，疫情的肆虐造就了我們的逆境自強，等待時勢轉好主動出擊。

在最壞的時候好好預備自己，使我們可以在適當的時候盡情發揮自我，達到我們的理想及高度。



▲ 我為PRPA撰寫的文章。





LUI Pui Ying, Ray

Personal tag: #FoodBlogger #CreativeThinker #InspiredWriter

Motto: 'Sometimes it is the people no one imagines anything of who do the things no one can imagines' - The Imitation Game

Linkedin: <https://www.linkedin.com/in/raylpy>

被選中的一代

好人無 恐怖

舞陰公

HELL KITCHEN

BACKGROUND

香港是全港的食家天堂，也是全球美食之都。然而，氣候變化是向內生出的主要問題，即使大眾知道我們為地球和人類帶來嚴重的問題，他們仍然沒有改變食向的習慣。隨著科技的發展，人造肉開始推出市場，不過許多人似乎未接受用人造肉代替真肉，亦沒有一個重要而特別的原因去推動他們嘗試人造肉。

IDEA

透過「好人有好報，惡人有惡報」的說法，強調食用人造肉的好處及食真的後果。為了加強「少食生，緣陰德」的說法，重新審視曾經讓鬼人進肉，他們還會獲得上天和動物的報答。

EXECUTION

今次活動將會和海洋公園聯手合作，舉辦一個「亡魂地府之恐怖劇」的活動，曾經在合作舞臺聯席或者區合作超自然讓鬼人進肉的劇容，會獲得一張與眾不同的詛咒牌和「亡魂地府」鬼屋門票。入場人士會獲得種種不同的命運，沒有購買鬼人進肉的人場者只能進入一般的鬼屋，接受鬼怪的驅逐，而購買鬼人進肉，減少鬼生的入場者，便能專門進入獨一無二的「亡魂地府」鬼屋，這間鬼屋會有句語使者中流馬爾殺害他們不殺之鬼，每人提供十分鐘按摩服務，有關池讓大眾取悅熱熱，又有高級餐廳讓每位客人免費享用一份以人造肉烹製的美味佳餚。

▲ 2019年金帆大獎頒獎禮獲學生大獎銀獎作品!

很多人說，我們是幸運的。在父母的溺愛下成長，享受十二年免費教育，擁有豐富的物質生活。他們說，我們像是一朵朵溫室下成長的鮮花，嬌豔得來脆弱。

我說，我們是「被選中」的。在父母的層層保護下，我們「被選中」成為那被困在牢籠裡的獅子，依照著父母的心意，成為他們想我們成為的「人」。多年的免費教育，我們「被選中」成為那道公式化的數學題。

同一種思想同一個行為，因為傳統式教育不容許我們擁有一丁點的不同。

為了保持自身的競爭力，成為父母和師長眼中的「尖子」，成為社會的「上流一族」，我們打從一出生就需要贏在起跑線。一本又一本厚重的書、一個又一個補習老師、一課又一課興趣班，磨走了我們的天真爛漫。在弱肉強食的社會下，有誰真的問過我們，到底想要甚麼？



▲ (前排中間是我) 與實習同事共進午餐。

我們渴求一個公平公正的社會，所以不惜賭上前途與權力抗衡。我們想要追求看似廉價的夢想，所以不惜掙脫父母的牢籠。我們渴望多元化的社會，所以不惜與上一輩據理力爭。在他們眼中，「叛逆」彷彿是流在我們身上的，在我的眼中，我們是「被選中」來打破舊有觀念。

我們渴求一個公平公正的社會，所以不惜賭上前途與權力抗衡。我們想要追求看似廉價的夢想，所以不惜掙脫父母的牢籠。

我們渴望多元化的社會，所以不惜與上一輩據理力爭。在他們眼中，

「叛逆」彷彿是流在我們身上的血，在我的眼中，我們是「被選中」來打破舊有觀念。

每個年代的人都肩負著不同的使命，即使是年輕的你們，也有需要實踐的使命。在「被選中」的路途上，我們並不孤單。浸大傳理學院老師沒有利用教育箝制我們的思想，沒有因為我們的不一樣而感到憤怒。他們喜歡我們不受局限，欣賞我們的赤子之心，釋放我們的無限潛能。



或許，我們是叛逆的、是幸運的、也是不幸的。但，**在老師眼裡，我們不是普通的年輕人，我們是肩負著重大使命的一代**，我們的使命是打破傳統、突破框架、斬斷社會那一層又一層的枷鎖。我們不只是一群「叛逆的小孩」，我們是「被選中的一代」。





WONG Siu Fung, Kelvin

Personal tag: #TryEverything #PurePerseverance
#IAmYoungbutCompetent

Motto: ‘Don’t let the noise of other’s opinions drown out your own inner voice.’ - Steve Jobs

Linkedin: <https://www.linkedin.com/in/kelvin-wsf/>

GUYS, THERE’S NO BETTER TIMING THAN NOW TO SHAPE UP

Ever since the coronavirus outbreak has developed to be a primary threat to the world, every single day is like a tragedy. It’s by no means a happy thing to witness an exponential surge of the death tolls. Economic activities have come to a complete halt, as if doomsday is coming into play.



Even so, from the perspective of a college graduate who’s joining an economy which is being severely hit, there’s no doubt to say our lives – particularly the ways we work and communicate – are undergoing unprecedented changes. Amid this structural transformation in how we keep our lives going, I can see the best ever timing for us to shape up, whether to get ourselves prepared for a new future in which de-globalization might become the major force driving the world economy, or to just make our lives more fulfilling than they already are.

Face-to-face interactions are being kept to a minimal due to the coronavirus outbreak, but this has also propelled all kinds of remote schooling and working to huge popularity, both of which were still deemed as futuristic concepts not long ago. Having most of the daily activities moved to online platforms never means boredom to me. Instead, I’m seeing myself as one of the guinea pigs with these futuristic ways of learning and working being tested on us.

Over the past three months, I had been spending two days having classes online and three days working from home every week. Oftentimes I didn’t stop working until 6 to 7 pm as there’s literally so much to do. After a quick dinner I turned to tackling my assignments. And I returned to work again once I woke up the next day.

Very soon I got tired of such an exhausting life. I even thought of resigning, but my friends' grumbles on the difficulty landing on jobs were readily convincing for me to dismiss this idea. Nevertheless, as a graduate belonging to the "Chosen Generation", I'm really desiring to show to others that the generation I'm standing for is well-equipped with resilience and high adaptability. I have no way to step back but persevere, just because perseverance is exactly how people make through the obstacles they encounter on the journey of improving themselves.

Days pass by. My life is busy as usual, but I started learning to appreciate the bustle. I've increasingly got used to remote working and schooling. Now I rarely feel overwhelmed even when I need to attend company training sessions while handling tasks assigned by my senior, or work on an assignment while discussing with my group mates on another project.



▲ *My internship days!*

▼ *My project presentation when I was studying in the USA.*



▲ *(The second from the left is me) Gathering with other exchange students.*

Staying home all day sounds depressing, but no more also means a much smoother switch from one domain to another. Such convenience has also enabled me to make time for my hobbies. Be they photography, aviation, or gaming, I feel like spending every moment wisely. To whoever is learning or working remotely, our laptops have already replaced physical space as the primary platforms for all the activities to take place.

The present might be the worst time we've ever experienced, with the coronavirus outbreak worsening every day. However, it's also the best time for us to reflect on our plans ahead. Even when your laptop remains your only connection to the outside world, there's still so much worth your attention, curiosity, and exploration. When the medical staff are combating the disease in the front line at the expense of their health, how can we be easily upset by just a temporary lockdown?

Every cloud has a silver lining. The pandemic will be over and the future we've all been longing for will come someday. For those who still believe a brighter future is yet to come, there's no better timing than now to shape up for its arrival.



YU Ka Hin, Oscar

Personal tag: #ProblemSolver #EventPlanner #AdorableLeader #BeYourself

Motto: 'Manners Matheth Man' - Harry Hart "Kingsman"

Linkedin: <https://www.linkedin.com/in/oscar-ykh>

亂世中的野火



▲ The Young Agency (TYA) 舉辦的活動!中間那個是我!

翻開著一頁頁歷屆成績表，找到的並不是數年來重要的獎項或證書，而是小學時期所寫的文章，標題為：**志願**。

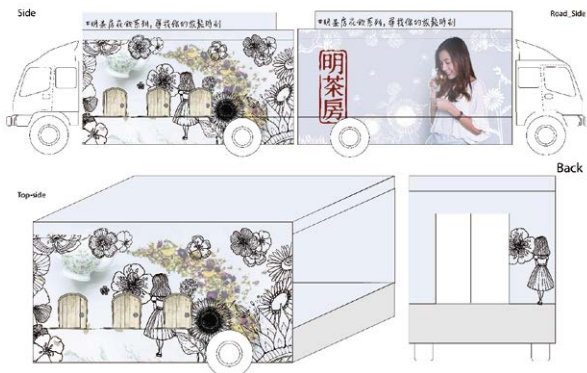
「畢業後想入甚麼行業？」

「已經找到合適的工作嗎？」

「大約預計有多少薪金？」



數月來，以上的聲音不斷在我耳邊此起彼落。的確，政治造成的社會運動，難以控制的肺炎疫情，皆讓經濟大受打擊，更讓市民人心惶惶。在亂世中踏足社會，無疑會是最驚恐的事情。然而，這些困難及挑戰不正在以往學生生涯中常常出現麼？



▲ 我為名房茶設計的宣傳品！



▲ 作為TYA的行政總監，我正為就職典禮致辭。

整整十九年的學生生活中，遇到過眾多的事和物、不同的際遇、無數的挑戰，皆讓我明白到令自己未來擁有選擇權的，並不是才能、分數、抑或是背景，而是清晰的目標及明確的

訂立目標及擁有明確思想往往比所說的都要困難，小至學生目標名列前茅，大至成人目標富可敵國。但思想及態度又能否與目標相輔相成？人類就如火箭般，亦需要燃料推動器，才能遨遊天際，漫遊星空。

成功人士亦往往需要持有遠見及堅持，方可在各界大放異彩。目標及思想在亂世中是必要的，一個人距離達成目標，或許只差一個想法或態度。際看「志願」一文，清晰的目標及思想態度已於這兩年來在腦海中根深蒂固，距離目標達成或許只差一個際遇。

人生不可能一帆風順，機會也不總是順風而來。兩年來的公關教育賜予我們手執化危為機的力量，兩年來的人生導師賦予我們堅毅不屈的火焰，未來的道路定逐漸開明。從學校走出來，我們或將不再念書，面對眾多挑戰及困難，稚氣亦已經不在，唯有思想伴隨至終，目標亦終可走到。

野火燒不盡，春風吹又生。



YUEN Shuk Yee, Candice

Personal tag: #CheerfulLeader #Optimist #TheUnexpected

Motto: 'Cleverness is a gift, kindness is a choice.' - Jeff Bezos

Linkedin: <https://www.linkedin.com/in/sycandiceyuen>

逆流求生族



▲ (左邊第三個是我) 和同學參加《傳話當年》訪問校友張榮顯博士。

入讀浸大傳理學院，選擇公共關係作為專修，是我一直以來的夢想。

這是一個能讓我全然善用自己良好的溝通、寫作和創作力，發揮策劃和領導才能的科目。在不同的主修學科中，我和同學們攜手合作，例如在活動策劃一科中，為真實的客戶策劃和設計不同的公關項目；也在危機處理一科中，學習專業的公關知識，希望改善和提升人與人之間的關係，解決客戶面對的危機，並為社會帶來重大的影響、貢獻和改變。

我和修讀公關的同學們都懷著相同的夢想，一步一步的努力上游和裝備自己，決志將來能在公關界打出個響亮的名堂。



▲ (後排中間就是我) 實習的日子!

近年社會上的政治動盪，以及武漢肺炎的肆虐，使香港經濟下滑，企業削減人才、商舖出現倒閉潮。作為將要畢業的社會新鮮人，這確是一種很大的打擊。前路茫茫，縱使懷抱理想，努力裝備自己，也好像變得徒勞無功。

一想到自己畢業將可能變失業，也可能由家人所期望的經濟支柱變成經濟負擔，不禁令我茫然無助，也十分焦急，難道我們的才幹和人生就因為這些風波而受阻礙嗎？想著想著，心情就只有更低落。

可是有一句說話道理匪淺，「這是最壞的時代，也是最好的時代」。時代巨輪如何轉動，無人能知，不幸的事，看似茫無盡頭。美好的事卻好像永無法能降臨，但我們永遠都不會知道，哪時是機會，哪個瞬間能改變人生。

在最壞的時代裏，往往能成就最好的人，我相信只要大家有能力、信心，努力實踐理想抱負，在逆流中為社會發光發熱，活出新天地。

大家的步履和目標一致，希望努力不會白費。可誰又會想到，當我們已準備好踏上時代巨輪的時候，前路會有著那麼多難以跨過的關口呢？



▲ 我設計的宣傳單張!





The Creative Communicators

Maddox CHAN 陳俊希

Yasmine CHAN 陳曉琳

Judy HO 何樂頤

Cindy LEE 李尚柔

Maggie LI 李美琪

Mandy TAM 譚穎敏

Riane TSOI 蔡善昀

Genie WONG 黃澤美





CHAN Chun Hei, Maddox

Personal tag: #Vision #Ambition #Tactical

Motto: Believe what you can achieve.

Linkedin: <https://www.linkedin.com/in/maddoxchan>

一隻準備倍升的優質新股



浸大傳理學院公關學系四年級同學—**陳俊希**將成為一隻具有潛力的股票，自必然要不斷拓展技能，涉獵更多的知識。作為未來傳播業的「股壇新貴」，我務求不斷嘗試，把握每個發展的機遇。無論是校內的活動或比賽，還是校外的工作，我都積極參與，從各項活動中的經驗增值自己，擴闊對世界文化認識，成為一隻有投資前景的倍升新股。

投資者對優質新股發展前期的資料蒐集，如行業前景，商業模式和各項目的增長幅度，都要運籌帷幄，才能夠找到更切實可行的投資方向。進軍公關廣告界亦如是，以往在廣告公司或校內的專案，我主要負責前期調查研究，了解品牌與其競爭者從中探索新方向，利用產品的優點說服大眾，產生一個度身訂造的主題和策略。

投資決定會偶爾出錯，在可挽救的餘地下作出「斷、捨、離」，減低負面影響，務求止蝕。公開職場上，往往需要定時監察企業的所有動態，面對危機時亦要即時處理，透過迅速地回應，避免輿論在社會上繼續發酵，減輕企業損失重投社會的信心。

在困難時期，為企業尋求機會與社會聯繫，並以一個最合適當前環境的方式向大眾表達企業對社會的關懷的熱誠，樹立一個人見人愛的品牌形象。



▲ (右邊第二個是我) 實習的日子!



▲ 我撰寫的帖文。

過去幾年間的歷練，香港見證了貿易戰和疫症對經濟和社會帶來的衝擊，在複雜的全球化環境下，問題的產生往往與市場各持份者有著千絲萬縷的關係。

而公關解決問題先要了解事件本身潛在的問題，再分析到每項因素和結果，盡快地採取符合各持份者的方案，解決當前面對的挑戰和把握每項機遇，在逆境中尋求出路。



四年前只是無知的小子，四年後已整裝待發準備投身公關界！

你會願意投資這隻「優質新股」嗎？



CHAN Hiu Lam, Yasmine

Personal tag: #WeAreReady #RealityCheck
#AlwaysPrepared

Motto: I don't believe in fairytales. I believe in making my own damn tales in reality.

Linkedin: <https://www.linkedin.com/in/chlyasmine>

THE FINAL CHAPTER IN UNIVERSITY: 'PLAN B' REALITY CHECK

Banners, Checked!
Performers, Checked!
Souvenirs, Checked!
'We're ready!' I said confidently.

It was one week before HKBU Information Day, I was patting myself on the back as I made sure everything on my checklist was ready, until reality kicked in with a school email that almost drove me crazy...



▲ An activity organised by The Young Agency (TYA) to kick-start the semester. The left one is me!

'We regret to inform you that Information Day has been cancelled... any chance you could make use of the resources for other events?'

Shocked, surprised, even mortified, I looked down on my checklist and realised...

Contingency plan, **UNCHECKED!**

Hours of meetings, days of preparations, and months of hard work all went to waste just because no backup plan was prepared. For a long while, I felt devastated, angry and even blamed everything on the unusual turn of events. But the sad thing is, that's how reality works.

For students, uncertainty is an unfamiliar term; but for society, uncertainty is the new norm. We can control how to plan the activities but we cannot control their results. The Info Day cancellation was no doubt a reflection of how society works. I now realised from planning and booking to designing and printing, almost 80% of the elements were beyond my control. Like a plane ready for take-off, it needs its pilots, marshallers and mechanics responsible for different components; but with one downfall, a plane could easily crash and burn. That's why back-ups are important. It is prevention that minimizes the chance of airplane crash.

This is a lesson that is hard to learn in school. In public relations, we were often taught how contingency plans are planned, but never truly experienced the importance of having one. In a way, I am grateful that schools have offered us a protective environment to learn and grow. Are we ready to handle the countless hurdles...that are happening in society every day?



▲ My winning proposal to HKBU Information Day 2019.



The coronavirus pandemic luckily came at a proper time, and ironically became the final chapter in university life. Like a slap by the devil, it has sent shockwaves to the economy, imposed a heavy burden on the medical sector and led thousands of schools into shutdown. If there was an award for the most unexpected circumstance in recent world history, COVID-19 would win the award hands down!

In this disheartening situation, we are forced to finish our education in unusual ways, with no physical contact from the school. We are not living our final year in an ideal way, but in a contingent way. Even the platform ZOOM I am using is itself a contingency plan to the shutdown of physical classrooms. Inevitably, the system has its flaws, but without it, thousands of students including myself would have to postpone graduation.

Saved by a back-up plan that prevented me from crashing, I now realise being prepared means having a contingency plan. Not every contingent consideration will be in use, but without one, it is almost certain that a project will fail. As we finally get to experience the true value of contingency plans, I can look at the future and confidently say...

‘We’re ready!’



▲ My internship experience in Omnicom Group. Second from the left is me!



HO Lok Yee, Judy

Personal tag: #TravelEnthusiast #AlwaysSmiles #ClassicISFJ

Motto: 'Girls should never be afraid to be smart.'
- Emma Watson

Linkedin: <https://www.linkedin.com/in/judyho1212/>

NEVER UNDERESTIMATE INTROVERTS AROUND YOU



Every time I looked at my friends' Instagram posts and their getting along with foreigners, I was amazed and thought they were great in making friends from different countries.

Two years ago, I received an acceptance letter from the Erasmus University Rotterdam. With great excitement and all alone, I flew all over to the Netherlands and became a full-year summer exchange student there.

Few months later, things turned out to be not as good as expected. I did not really hang out with my foreign friends as I felt different. I tried hard to think of some 'normal' questions to ask in order to go through 'Never have I ever' in pre-drinking parties. I tried very hard to raise topics and join the others who I newly met. Yet, I didn't want to do that anymore. Some may say 'being different is okay,' but I just wanted to be with someone who shared the same values with me, and with whom I could be who I am.

One day, I had a presentation in a media marketing class. I was totally attracted by most of the presenters in the classroom, who looked so confident. They were like those brilliant marketers in a movie scene, who proudly presented their ideas to the clients.

In the debriefing, my teacher told our group, 'though you may not be the most fluent speakers in the class, also not the out-going ones who can impress clients in a second, but introverts like you all may indeed excel in content. I can see your effort'. This comment has actually changed my life, my values, and my attitudes toward being a successful person in society, perhaps even as a public relations practitioner.



▲ (The second from right is me) Gathering with other exchange students.

Hong Kong is currently in a difficult time in which every sector is experiencing a financial and social decline. People who used to shine on stage, talk of everything under the sun and present to clients and guests, face the issue now to find channels to show their talents due to the decreasing business opportunities.

Now, people who used to stay in the backstage are taking the floor and lead. They do solid work and they are going to save the economy with their professional inner substances. For instance, PR practitioners are now working hard on building reputations, issue management and CSR projects. They no longer, or indeed never ever, just act as social butterflies. We have done our best to help the other industries to survive in these hard times, while assisting them to prepare for a better future when everything is

People are always different. You are who you are. I am an introvert while everyone believes a public practitioner has to be outgoing and social, which is often how this figure is depicted on TV. However, I have my strengths which lead me to be a better 'me'. With a thinking mind and, I believe, my good leadership skills, I know I am able to achieve the best I can do.



▲ My published work as an intern.



The outer self is undoubtedly important to attract attention and inform others about you. However, the inner substances should never be forgotten. The confidence, the mindset, the messages to be delivered and the content created can indeed change the world, exactly like how I succeeded in my presentation. I believe everyone in Hong Kong wishes for a recovery and a better future. I look forward to contributing and becoming one of them. I am ready for challenges and opportunities. Time to kick off and get started.

Never neglect people who are always working hard silently at the corner. They may save the world sometimes, and perhaps conquer the world at the last moment.



LEE Sheung Yau, Cindy

Personal tag: #NoCoffeeNoLife #LoveLearningLanguage #Energetic #HealthLifestyle

Motto: 'Chance favors the prepared mind.' - Louis Pasteur

Linkedin: <https://www.linkedin.com/in/cindylee0209>

A SOCIAL MEDIA SPECIALIST TO-BE WITH NO “ARTISTIC TALENTS”

When six months ago I received an acceptance letter to be a digital marketing intern in PricewaterhouseCoopers, I was on cloud nine.

Not merely because this was a precious opportunity to gain professional feedback in a renowned international services organisation, but also because this represented a remarkable milestone for a soon-to-be graduated student who got a big D in Visual Art when she was in middle school.



▲ Internship sharing session in Tuen Mun Hospital

Visual Art is the mandatory class for every junior student. Though my classmates were always above the moon as they could relax from the packed school schedules, for me, those 90 minutes per week were simply a torment. I soon became discouraged when I realised that my drawings looked nothing like reality and I had no idea how to fix them. I recall dropping my brushes and palette in class. I thought drawing was the patent for talent, something that I should have never dabbled in.

Things changed when, by chance, I enrolled in a visual communication class during my second year of study at HKBU. This was a compact programme to enhance students' design skills with real client projects by using Adobe Suite. Recalling my days at school, I was worried about getting criticism again because of my poor art sense.

Noticing my stress, my lecturer once said:

“There is no right or wrong in designing. Just remember ‘Fit the brand and create yours’.”

His words impressed and inspired me to be a more confident, meticulous girl.

As it often happens in life, transformation for the best and good fortunes may not be meant to last forever.

Predictions assert that Hong Kong's unemployment rate is set to surge to a nine-year high because of the dim global economic outlook triggered by the coronavirus outbreak. When I recently went to job fairs and, after walking from booth to booth, I ended up with a handful of brochures and promotional material, but no sign of a job offer. I was perplexed and lost about the future. At times, I even thought I would never find a satisfactory job in this economic turnaround.

Notwithstanding, I have also come to realize that if you convince yourself you can't do a thing, you won't. This is because your inner critic starts telling you: "That doesn't make sense, give up now, you look dumped now." But NO, there is actually more than a way to solve a problem.



▲ My design work in PwC.

Just like how I turn my artistic skills from "offline" to online. Obstacles and frustration arose at the very outset, I did not give up, keep querying and seeking advice, as well as intensifying my design skills by watching tutorials online.

"The first step to getting what you want is the courage to get rid of what you don't. Be well-equipped anytime. Chance favours the prepared mind."- Louis Pasteur

HKBU Communication program has helped me to be an all-rounded person and a future media practitioner. Apart from the researching, campaign planning and copywriting skills, our professors have taught us ways to track trends that matter most in the digital marketing industry by using e-tools like Google Analytics and Meltwater. A career in public relations will challenge you not merely in terms of writing, but also in coming up with fresh ideas to promote businesses and approach new audiences.

I am recently taking the responsibilities of working on a new social media series in PwC. It gives me hands-on opportunities to put the received educational inputs and gained skills into practice, establishing a network of professional contacts, and provides fuel to the motivation to enter the digital marketing industry.

When one door shuts, another opens. Although this road is thorny, I will keep learning and motivating myself in this tough time, and reimagine the possible!





LI Mei Ki, Maggie

Personal tag: #FastLearner #TurbulentCampaigner
#EmpatheticLeader

Motto: 'Life isn't about finding yourself. Life is about creating yourself!' - George Bernard Shaw

Linkedin: <https://www.linkedin.com/in/limeikimaggie>

專業廣告「釀酒師」

當新聞報導政府考慮立法禁止售賣酒類產品時，我想少許飲醉帶來的不是親密行為，卻是帶給我們與自身思維上的親密接觸。在以前，我對跨國集團的刻板印象是一個離不開用英語溝通的工作環境，但在國際廣告公司實習的日子卻比我想像中的「Chill」，因為每個星期五都離不開酒精。



「Happy Friday」

— 這是廣告公司給員工的福利，公司逢星期五都會購買一些零食、飲料給同事們享用。

每人都會手執啤酒、零食，一邊吃喝、一邊工作。而同事亦好像比平日高興，我不知道這是星期五歸心似箭的魔力還是「Happy Friday」的作用。不過，酒精必定能為辦公室帶來一點生氣、一點破格、一點不平凡。



TAM Wing Man, Mandy

Personal tag: #Entertainer #CuriousPerson #PutACanOnIt

Motto: 'The greatest glory in living lies not in never falling, but in rising every time we fall.' - Nelson Mandela

Linkedin: <https://www.linkedin.com/in/mandy-tam>

CO-CREATION OF USER EXPERIENCE: PR X UX



Career planning has always been a challenging and hard topic for many. We have to determine our skills and interests, set our goals, develop an attention-grabbing CV, build our personal branding, develop our business connections, and so on.

In my own planning process, I realised that the essential element is, actually, my experience.

So, how does my experience literally help?

Studying at the School of Communication of Hong Kong Baptist University has been a big achievement in my secondary school life. And here is where I gained all my experience.

Throughout my four years of study, I have built professional communication skills.

I have learnt how to approach people tactfully, get others' attention in a timely manner, pitch for and convince others about my thoughts, to name but a few.

On top of that, I have also got many hands-on experiences during my educational training. These skills and experiences have given me a solid foundation for practical work and built my confidence.

One of my school highlights is represented by my participation as one of the committee members in TEDxTiuHauWomen, where I could share my ideas with everybody and connect with different people. From there, I also discovered more and began to nurture my interest and started to have my career planning.

From doing school projects, I have also developed some other essential skills in doing research, writing for the media and using some design software such as Illustration and Photoshop. This actually became a ‘middleman’ that linked me and my interest together.

‘We need help to edit this website now. Who knows how to use the software program?’ a design professional from TEDxTiuHauWomen asked. ‘I can give it a shot’ I immediately responded. This was how I started to learn user-experience (UX) design, design that is based on the user's intention.



▲ My design work for TEDxTiuHau-Women

After I started my UX learning, I was so thrilled that I could turn my communication background into a path to achieve my career goal, that is, to become a UX designer.

As a UX designer, I need to have design thinking, and surely communication plays an important role there. A UX designer in fact needs to conduct research such as interviews, data mining and netnography, and communication knowledge is crucial here.



▲ The left one is me at TEDxTiuHauWomen event.

Thanks to the advanced research methods I have learnt to master at school, I succeeded in standing out among other new UX design learners and I will begin my internship real soon!

If you are still struggling to begin your career in the communication industry or other sectors, I have to tell you, it is always worth giving it a try. The skills that you have gained from school are always helpful; the experiences provided by the school are always valuable. No matter where you come from and which path you take, the solid foundation from the School of Communication will build a better YOU! All we need to do is live our study life to its fullest—be serious and never hesitate to try.

Like Albert Einstein once said: **‘Wisdom is not a product of schooling but of the lifelong attempt to acquire it.’**

TEDxTiuHauWomen
an independent organization

*** SPEAKER**
CHI CHI CHENG

HOW I FOUND THE MEANING OF FORTUNE THROUGH ART

Growing up in Hong Kong where fortunate meanings are hidden everywhere, Chi Chi often questions the meaning of 'Fortune': How can we appreciate our ancestors while also questioning their traditions in order to evolve? Chi Chi will help us discover how art can reconnect us to our authentic selves by reflecting on our roots and heritage and recalling our own moments of fortune.

Chi Chi is a multi-disciplinary artist questioning "discipline". She has commissioned artwork for SCMR performed for The Asian Centre for Heritage and the Arts and is working on Hacking Capitalism - Socially Engaged Art Through Alternative Art Economies and Entrepreneurship with artist Kingsley Ng. Formerly a hotelier working across four continents, her art reflects a culmination of years of internal negotiations on identity, cultural ambiguity and human connections.

Bold & Brilliant*
without apologies

6 DEC 2019 * SKY100

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TSOI Sin Wan, Riane

Personal tag: #EnergeticTeamplyer #Goal-Driven #LoyalGiver
#HumbleFarmer

Motto: Dream it. Believe it. Build it.

Linkedin: <https://www.linkedin.com/in/rianetsw/>

人生線上遊戲：大學

人生就是一場線上遊戲，要成功挑戰各難度關卡，努力累積經驗，提升技能熟練度，才可以開始另一個世界的關卡。線上遊戲裏有最終關，打敗終極魔王後便「爆機」，然而在人類的真實世界從來沒有「爆機」，我們只能在不可逆轉的時間中迎難而上。



▲ 我實習的日子！

僥幸地成功闖過了名為「文憑試」的人生重要關口，順利成為浸大傳理學院的學生。由傳理學院迎新營起步，到後來的試莊活動等，我從中學習軟硬實力來裝備自己。

以我修讀的組織傳播為例，課堂較注重理論，對於不喜歡讀死板理論的我，希望能努力累積兼職和實習經驗，以工作經驗「贏個馬鼻」。迷惘如我的學生為數不少，幸有傳理學院老師循循善誘，為我們提供了不少實習機會，亦非常樂意解答我們對未來的疑難。



為了善用兼職時間，將每份工作所得的經驗為未來鋪路，我非常慎重選擇工作類別及範疇。以零售業為例，工種要求雖然人人可及，溝通技巧和情商管理卻是「易學難精」，並不是人人能精通。

好比打機中的必需元素，團體溝通和輔助愈是緊密，勝出的機率就愈高，在現實生活中亦然。畢業將近，我把握暑假和空堂等空餘時間找了兩份和興趣相關的實習以提升競爭力。實習時還體驗到職場文化和人情世故，而這些是大學教不會你的。其實實習就像打機中的「副本」，出錯還有「重生機會」慢慢改進，過關了便獲得額外經驗值和掉落的寶物（工作技能）讓你更勝一籌。



▲ 我的課堂設計作品！



▲ (左一) 負責籌辦2019年JNA大獎頒獎典禮暨晚宴。

保持一顆謙虛學習的心是讓我們更加強大的秘笈，在大學生活和兼職中所學習到的，遠遠未能讓我成功。所以我時刻謹記自己的不足，多向他人學習。把握當下，增值自己，做好自己的事，就像現在的我「疫」境自強，正在努力寫好這篇文章拿個「靚Grade」畢業。



WONG Chak Mei, Genie

Personal tag: #WanderLust #BossOfStress #ProblemSolver

Motto: 'If opportunity doesn't knock, build a door.' - Milton Berle

Linkedin: <https://www.linkedin.com/in/genie-wongcm/>

用公關建立「自己」的品牌



黃子華有一句棟篤笑金句：「做人無PR·食屎啦！」。做人就是為著「自己」這個品牌，我們每天就是在經營「自己」這個品牌的性格和特質。而讀公關和做公關，確實教會我如何經營更好的自己。

▲（圖中後方第二排·左一）在MSL Group 實習的日子！

在MSL Group 裏實習了一整年的時間，主要負責社交媒體管理、資料搜集和分析等。資料搜集和分析對很多人來說可能是沉悶又沒趣，但我卻發現其威力之大。這世界瞬息萬變，市場的需求和觀眾的口味如是，因此各行各業的趨勢、客戶競爭者的一舉一動和社會的動態，都會決定下一個企劃的成敗。多做了資料搜集和分析使我洞悉這世界的最新焦點，也令我更貼近市場的發展。經營自己，其實等於不斷增值自己，使自己能緊貼社會脈搏。具備更敏銳的時事觸覺，在日常生活的解難也更得心應手。

實習除了工作，與同事相處亦是重要的一環。還記得有一位剛來的實習生對我說：「Intern嚟講，你都同啲同事幾熟啲。」

聽到他這麼說，我很是驚訝，問他：「Intern好難同同事熟絡咩？」



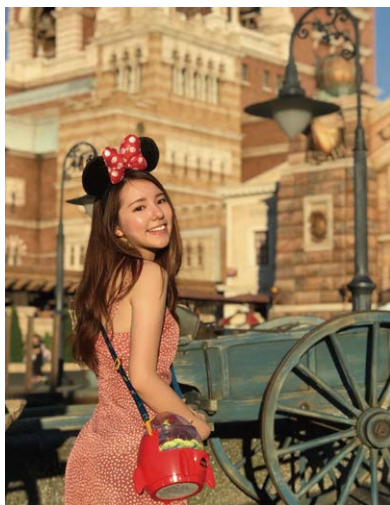
▲ 正在拍攝校友訪問片段！



▲ 我的課堂設計作品！

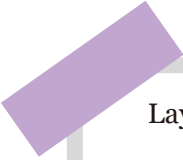
大學裡學習了做公關兩個年頭，也嘗試了接觸這一行，也證明要經營「自己」這個品牌，公關是絕不能缺少。公關是一門有趣的學問，只要牽扯到人與人相處互動的事情，不論在組織機構或社會層面，都包涵在公關的範圍裡，所以公關往往被譽為十八武藝樣樣精通的「雜學專家」。這也許是公關吸引我之處，能把「自己」經營得更好，做到「周身刀，張張利」。

他解釋之前的實習，一般同事也較忙，除了交托工作外甚少交流。初來報到時，我也是膽戰心驚，怕和同事夾不來，但後來發覺和同事相處花點心思理解體會，多觀察他們對工作的要求或喜好，也更容易和他們打開話匣子。我相信，多觀察和虛心聆聽是做人 and 做公關應有的態度，才能夠找到自己工作的重點，也才能夠給予自己的事業發展找到機會。

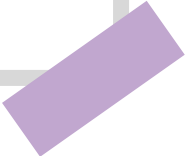


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