

The Chinese University of Hong Kong
School of Journalism and Communication

PR Week – International Forum: Bouncing Ideas with Communication Professionals
Wednesday, 16 March 2016

Time: 1:00 pm – 9:00 pm

Venue: Meeting Room S426-S427, Hong Kong Convention and Exhibition Centre, Wan Chai

AFTERNOON SESSION

1:00 pm – 1:30 pm	<i>Tea Reception</i>
1:30 pm – 1:40 pm	Welcome Remarks Speakers: Chi-yue Chiu <i>Dean of Social Science, CUHK</i> Anthony Y.H. Fung <i>Director and Professor, School of Journalism and Communication, CUHK</i> Emcee: Agnes Yu <i>Current Corporate Communication Student</i>
1:40 pm – 1:45 pm	<i>Group photo</i>
1:45 pm – 2:45 pm	<u>Keynote Speech 1: The Future of Digital Marketing – How Marketer Plays the Winning Role in the New Digital World</u> Moderator: Shih-chia Wu <i>Professional Consultant, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i> Speaker: Erika Wang <i>Managing Director, Yahoo Taiwan</i> <i>Head of Advertising Solutions Development, Yahoo APAC</i> <u>Q & A session</u>

2:45 pm – 4:15 pm	<p><u>Session 1: Digital Communication and Stakeholder Engagement</u></p> <p>Moderator: Kaman K.M. Lee <i>Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p> <p>Speaker: Connecting with the Smart Consumers Clara Shek <i>Managing Director, Ogilvy Public Relations, Hong Kong</i> <i>Advisor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p> <p>Stakeholders Don't Hold Meat They Want to be Entertained James Hacking <i>Senior Vice President, BlueCurrent Hong Kong</i></p> <p><u>Open discussion and Q & A session</u></p>
4:15 pm – 4:35 pm	<p><u>Session 2: Who will Solve the Problems of the Problem-Solvers? - PR Practitioners' Work-Life Balance and Job Satisfaction in Four Chinese Societies</u></p> <p>Speaker: Christine Y. H. Huang <i>Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p> <p><u>Q & A session</u></p>
4:35 pm – 4:45 pm	<p>20th Anniversary of M.S.Sc. in Corporate Communication Programme Celebration Remarks</p> <p>Speaker: Christine Y. H. Huang <i>Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p>
4:45 pm – 5:45 pm	<p style="text-align: center;"><i>Coffee Break</i></p>

EVENING SESSION

<p>5:45 pm – 6:55 pm</p>	<p>Emcee: Tracy Chu <i>Current Corporate Communication Student / TV Program Host and Actress</i></p> <p><u>Session 3: Connecting Academics to Practice</u></p> <p>Moderator: Sora Kim <i>Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p> <p>Speaker: Why Communication Practitioners Should Grapple with Corporate Reputation Craig E. Carroll <i>Visiting Scholar, Leonard N. Stern School of Business, New York University, USA</i></p> <p>Agenda Building and Agenda Setting on Social Media Spiro K. Kiouis <i>Professor and Executive Associate Dean, College of Journalism and Communications, University of Florida, USA</i></p> <p>“Professionals Are from Venus and Scholars Are from Mars”: How to Initiate Interplanetary Interactions with Practical Outcomes David Mckie <i>Professor, Management Communication, Waikato Management School, The University of Waikato, New Zealand</i></p> <p><u>Q & A session</u></p>
<p>6:55 pm – 7:25 pm</p>	<p><u>Session 4: Rising Above Market Turbulence in 2016: in an Ultra-Competitive Economy, How Can Businesses and Brands Win?</u></p> <p>Speaker: Charles Lankester <i>Senior Vice President – Reputation Management, Asia Pacific, Ruder Finn Asia Limited</i></p> <p><u>Q & A session</u></p>
<p>7:25 pm – 8:50 pm</p>	<p><u>Keynote Speech 2: “We’re All Live Broadcasters Now.”</u></p> <p>Moderator: Shih-chia Wu <i>Professional Consultant, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK</i></p> <p>Speaker: Joe Kelly <i>Vice President, International Media Affairs, Huawei</i></p> <p><u>Q & A session</u></p>
<p>8:50 pm – 9:00 pm</p>	<p>Group Photo Closing</p>