

PRPA First Exchange Visit to Singapore

The Steering Committee and Executive Committee members of PRPA made an Exchange Visit to Singapore from 25 – 28 January 2018, the first ever organised by PRPA to a neighbouring country other than the Mainland cities and Macau. The Delegation was led by Dr Linda Tsui, Chairman of Steering Committee and Ms Pamela Leung, President, with seven delegates including Ms Ruby Wan, Ms Agnes Hui, Ms Elin Wong, Ms Stella Lung, Ms Cecilia Ko, Ms Queenie Mak and Ms Maria Cheung. Ms Teri Chia, our Special Advisor of the Singapore Exchange Visit accompanied the Delegation throughout the trip.

The goals of the Delegation are to exchange experiences on PR practices in Singapore and Hong Kong; promote PRPA and establish networks with Institute of Public Relations of Singapore (IPRS) and other counterparts. The Delegation also aims to better understand Singapore's business environment and culture.

The two-day visit on 26 and 27 January was action-packed with visits to BreadTalk Group, a famous food and beverage (F&B) company; Singapore Management University; Qingjian Realty (South Pacific) Group, a property developer and Singapore Press Holdings, a media conglomerate. The Delegation also met the Council members of the Institute of Public Relations of Singapore over a hearty dinner.



By Agnes Hui

Visit to BreadTalk Group Headquarters

From afar, the fragrance of freshly baked bread captivated our senses, as we approached the eleven-storey building which houses about 550 staff. The F&B conglomerate BreadTalk Group has contributed much in revolutionising the bakery sector since its inception in 2000 and it has earned her a host of accolades such as World Branding Awards and World Retail Awards internationally. Currently the Group owns or operates eight exciting brands (among them are Food Republic and Din Tai Fung which are familiar to Hong Kong people) with a blend of unique concepts and diverse cuisines envisioning new food cultures across their bakery, restaurant, food atrium and 4orh divisions.



As we exchanged with Mr Glenn Huang, who heads up the Corporate Affairs and Communications function, we shared

the challenges in branding and communications across different cultures and age groups, especially in light of today's fragmented media landscape. We concurred that no operator in the F&B business is immune from potential food safety and related issues, not to mention a Group with eight brands such as BreadTalk Group which expanded rapidly in the last 18 years.

In our discussion, Glenn expressed that crisis preparedness is amongst their priorities and they take

crisis management seriously. While the Group owns a host of brands, it ensures synergies and alignment across the Group with regular communication of all division level PR and marketing communications activities. We finished the visit with a taste of Toast Box's popular pandan sponge cake, perfect for the sweet tooth.



By Maria Cheung and Queenie Mak

Visit to Singapore Management University

Established in January 2000, the Singapore Management University (SMU) has nearly 10,000 full-time and part-time students undertaking postgraduate and undergraduate programmes. It comprises six schools of different disciplines, namely Accountancy, Business, Economics, Information Systems, Law and Social Sciences.



With the kind arrangement and support of Dato' Kho Hui Meng Career Center, The Delegation received warm welcome from Prof Yeo Siu Lin, Assistant Professor of Corporation Communication (Practice) and Academic Advisor for Business Major (Corporation Communication).

During the sharing session, the delegates exchanged views with SMU on key topics such as the PR landscape in Singapore, employability of SMU postgraduates and

the bilingual competencies of Singapore postgraduate students who wish to work in the Greater China region.

According to Prof Yeo, the majority of SMU students take double majors and thus are welcomed by employers. Indeed, the median starting salary of its Corporate Communication graduates is about S\$3,500, which is relatively high in Singapore. SMU collaborates with the business community and public sector to provide its Corporate Communication students with the opportunities of participating in summer internship and overseas exchanges. SMU aims to further their contacts with the higher education and

business sectors in Hong Kong as one of the top destinations for overseas exchanges.

It is worth mentioning that Corporate Communication is parked under SMU Business School, which the University believes possessing business acumen is essential for corporate communication practitioners.

The Delegation was given a guided tour by a Student Ambassador around the campus after the meeting and lunch with professors, staff and students. Located in Bras Basah Business District, the campus has seven blocks and six of which are connected by an underground walkway known as the Concourse. It is open to the public and lined with shops.



By Cecilia Ko

Visit to The Visionaire Sales Gallery of Qingjian Realty (South Pacific) Group Pte Ltd



The Delegation visited The Visionaire Sales Gallery in the afternoon of 26 January.

Qingjian Realty (South Pacific) Group Pte Ltd, a subsidiary of Hong Kong publicly-listed CNQC International Holdings Limited with the Mainland Qingjian Group Co. Ltd as its parent holding company, is one of the major real estate developers in Singapore focusing on building private apartments and semi-private flats i.e. the so-called Executive Condominiums (EC) in Singapore.

PRPA visited its first smart home project launched in 2016 - The Visionaire, which is an EC project targeted for middle class families. Its Sales Gallery showcases how smart living technology can elevate the quality of living. From the moment you step into the flat to the moment you go to bed, everything is so automated that you can enjoy very personalised service tailored for your needs. The Visionaire will be completed in the middle of 2018, but it was sold out shortly after its launch. Its sales gallery remains a good spot for building the company's brand and image.

According to Darrell Zhang, Business Development Director, Qingjian sold the highest number of units among developers in Singapore in 2017, based on the latest December 2017 estimates from the Urban Redevelopment Authority (URA). It capped the year with a total of 1,216 units sold in 2017, across Executive Condominium (EC) and private residential projects. Qingjian Realty also sold the highest number of ECs – 932 in all.

Asia Property Awards 2017 – Best Executive Condominium for The Visionaire



Photo 1: A home automation electronic panel at the doorstep. You just pre-set the conditions of the flat to enjoy the ambience you want

Photo 2: You can keep an eye on your home via the smart home security system

Photo 3: Your family member can leave a video message at the doorstep for you

Photo 4: A bed sensor helps to detect movements of the elderly or children on bed to prevent accidents

Photo 5: Darrell explained to PRPA Delegation how the smart technology works to offer a comfortable automated home

Photo 6: PRPA Delegation presented a souvenir flag to Qingjian representatives Darrell Zhang and Allen Khong

By Elin Wong and Ruby Wan

Dinner with Council Members of Institute of Public Relations of Singapore



On 26 January evening the Delegation met with Council members, Accredited members and Manager from the Institute of Public Relations of Singapore (IPRS) over a dinner gathering arranged by Mr Eric Chan, Treasurer of IPRS and old friend of PRPA. Hosted by the President of IPRS Robert Conceicao, the dinner was held at a famous seafood restaurant where we all enjoyed not only delicious seafood, but also the beautiful Marina Bay view of the city. There were exchanges on the set up of both

Associations and the latest development of the public relations industries in Hong Kong and Singapore which, except political PR, are quite similar to each other.

Sharing similar visions, IPRS has a longer history than PRPA. Eric Chan, IPRS Council member, shared that the Association was founded by a group of young and dedicated PR practitioners in 1970 and had established its accreditation system a long time ago. To sustain and to groom new PR talents, IPRS runs training courses to support its operations, apart from getting income from membership fees. The President also mentioned nurturing of the next generation of PR practitioners through student chapters (universities, polytechnics and private institutions) of which IPRS has nine currently.

It is found that both Associations are facing similar challenges including succession and membership drive. In our exchange with Robert, we found a lot of common interests and areas where we can collaborate and co-operate for the better development of the Associations and the public relations industries in Hong Kong, Singapore as well as South East Asia as a whole. Representing the PR profession, IPRS is always keen on promoting the Lion City. It therefore gives us a good opportunity to learn from our PR counterparts the business environment and culture of Singapore.



The dinner gathering was filled with laughter and joy. Everybody was happy and excited. Both parties were eager and looked forward to more exchanges of this kind in future.



Visit to Singapore Press Holdings Limited

Incorporated in 1984, Singapore Press Holdings' (SPH) core business includes publishing newspapers, magazines and books in both print and digital editions. It publishes 19 newspapers in four languages (English, Chinese, Malay, and Tamil) with total circulation of 1 million and readership of 2.7 million. SPH also publishes and produces more than 100 magazines distributed in Singapore and South East Asia, covering a wide range of interests from lifestyle to information technology.



The Delegation was received by Chinese Media Group (CMG) Managing Editor Ms. Loh Woon Yen, Shin Min Daily News Chief Editor Mr. Bernard Choo and other key executives from the Chinese Media arm.

Loh Woon Yen, in her presentation, shared with the delegates that CMG publishes several Chinese newspapers including Lianhe Zaobao (聯合早報), Lianhe Wanbao (聯合晚報), and Shin Min Daily News (新明日報). Lianhe Zaobao is SPH's flag-ship Chinese language publication and its website www.zaobao.com is the only overseas news portal that can be accessed freely in Mainland China. Both Lianhe Wanbao and Shin Min Daily News are evening dailies with emphasis on local and entertainment news with appealing headlines.

Shin Min Chief Bernard Choo, a media veteran in SPH for 25 years, shared his observations on the several transformations within the Group over the years. The latest major restructuring was announced in December 2017, when CMG officially combined its journalism resources from Lianhe Zaobao, Lianhe Wanbao and CMG Digital team to form the CMG NewsHub which now provides swift and latest news updates for its multimedia digital platforms (zaobao.sg and zaobao.com), news and analyses for Zaobao and Wanbao, as well as content for SPH's new Chinese language radio station 96.3 Hao (好) FM. This move will allow CMG to expand its reach to new readers and continue to stay relevant with the latest technology trend. Having said that, Shin Min Daily, which was established by a Singapore businessman and the renowned Hong Kong novelist



Louis Cha (查良鏞), is operating independently and has its own editorial team.

Faced with the ever-growing popularity of digital communications, SPH now operates more than 60 online platforms including the digital edition of its newspapers and portals, which boasts over 1.5 million online readership in Singapore.

Being a long standing Chinese media with a long history in Singapore, CMG has been putting relentless efforts to promote Chinese culture among general public, especially the young generation, where English speaking is predominant in Singapore. SPH distributes Chinese newspapers in pre-schools, primary and secondary schools, runs Chinese enrichment centres, organises activities in tertiary education institutions and offers scholarship to students. Volunteer teams are also organised to go into different communities and read Chinese newspapers to the elderly.



To accomplish the company's long-term strategy of engaging minds and enriching lives across multiple languages and platforms, SPH will remain focused on its core business of publishing whilst diversifying into internet and mobile, broadcasting, outdoor advertising and properties.

Conclusion

The Singapore Exchange Visit was a fruitful one. The Delegation returned home with a lot of valuable local insights and inspirations. It is not only meaningful in itself but also a confidence booster as we look into organising more future exchange visits for PRPA members.

The Delegation would like to thank Ms Teri Chia for her help in lining up visits as well as her company throughout the trip. The Visit would not be as successful as it was without her advice and facilitation.



善用大數據 拆解公關危機

社交媒體已成為公關策略中不可或缺的一部份，企業可利用社交媒體擴大影響力，如能使用得宜，更可拆解公關危機。香港浸會大學傳播系副系主任麥嘉盈博士（Angela）及香港源大數據首席數據及研究顧問張榮顯博士（Angus）於 1 月 18 日出席 PRPA 分享會，討論危機管理與社交媒體數據挖掘（Data Mining）的關係。

社交媒體增加化解危機的難度



▲ Angela 分享社交媒體的運作模式

Angela 於香港浸會大學兼任公關課程主任，經常就各個相關專題進行研究。她表示，公關與社交媒體密不可分，隨著社交媒體的普及，公關人員需要處理的危機亦因而增加，例如有人會嘗試發佈帖子去掌控話題討論的方向，或是透過帖子影響非活躍持份者的看法。在這個溝通模式中，不同類型的社交媒體會互相影響，要從林林總總的媒體中找出原帖發佈者並不容易，化解危機的難度亦增加。

社交媒體盛行暴露了舊有危機溝通管理概念和分析思維的不足，除了對機構有關的內容分析之外，社交網絡上持份者互動關

係的分析亦非常重要。Angela 建議公關人員先要從不同媒體中找到問題的來源（underlying causes），並加以善用適合的策略，建立公關方向或解決機構危機，定能事半功倍。

大數據與社交數據

Angus 對於分析網絡數據非常有經驗，在分享會上他闡述社交數據快而多變的特質，以及如何運用大數據挖掘技術分析網絡意見。

社交數據的新見解

Angus 認為，社交媒體所產生的數據是所有大數據中「最亂、最鬆散」的，要仔細解釋數據的意義，必須要使用新的量度方法；例如，公關人員需要考慮現時流行的關鍵意見領袖（KOL）會如何影響輿論方向等。Angus 又提到，業界經常使用的自動化情感分析，需要結合人工判斷，才能帶來更高價值。例如，自動化情感分析未必能反映事件的全貌，亦未能透徹地分析網民的意見，更何況現在常用在的網絡用語五花八門，令機器難以辨清字裡行間的真實想法，因此需要結合人工判斷，才能令分析結果具價值。



▲ Angus 介紹社交數據的應用及見解

數據技術融合人性化 分析社交數據

Angus 也透過展示其公司開發的平台，闡釋如何分析及處理社交網絡危機。他指出，將大數據技術融合人對內容的判斷，這個平台可使用關鍵字組成概念，再作數據分析，分辨輿情具體討論方向；公關人員可藉此找出討論重心有否轉移，以及知道消息從哪個媒介散播等，這些有用資料定能提升公關工作的效率。



▲ PRPA 會長梁綺蓮女士向兩位講者致送紀念品，感謝他們的精彩分享

活動預告

PRPA 第二十二屆周年會員大會將於 2018 年 3 月 16 日晚上舉行，屆時會長梁綺蓮女士將匯報過去一年執行委員會的工作，大會亦將進行 2018/2019 年度執行委員會的選舉，所有合資格會員均可出席。會員大會後將舉行晚宴及分享會，由南豐集團董事長及行政總裁梁錦松先生以「香港可持續發展的關鍵」為題，擔任主講嘉賓。

有關活動及報名詳情，請瀏覽 PRPA 網站 <http://prpa.com.hk>。

活動花絮

PRPA 與香港總商會 (HKGCC) 今年再度攜手舉辦「應用企業傳訊」課程，以加強及深化公關和企業傳訊從業員的知識和技能。課程已圓滿舉行，完成共五節工作坊的參加者可獲得由 PRPA 與 HKGCC 頒發的「應用企業傳訊」課程證書。



「道歉法」圓桌研討會

政府或企業面對公關危機時，「道歉」是其中一個重要的應對策略。2012 年南丫島海難事件，有指海事處是考慮法律風險，海事處處長在事發八個月後才正式道歉，政府及後研究制定「道歉法」。2017 年 7 月，香港立法會通過了《道歉條例》，條例於 12 月 1 日生效，旨在鼓勵作出道歉，以期防止爭端惡化並促進和睦排解爭端。為了提高公關從業員對「道歉法」的認識，PRPA 在 11 月 29 日舉辦圓桌研討會，邀請了布高江律師行合伙人廖健昇律師介紹《道歉條例》的背景、目的及要點。PRPA 的義務法律顧問以及導向委員會和執行委員會的成員出席了研討會。

亞洲首個制定「道歉法」的地區

廖律師指《道歉條例》透過全面參考多個司法管轄區的類似法例而制定，並在 2015 及 2016 年經過兩輪公眾諮詢。事實上，英國、美國、加拿大及澳洲等 50 多個國家早已頒布類似法例。廖律師表示：「香港是亞洲首個頒布『道歉法』的司法管轄區，這項新法例的涵蓋範圍，較其他任何地區均更為廣泛。」

道歉的法律涵義

《道歉條例》所述的道歉是以口頭、書面或行為形式，表達歉意、懊悔、遺憾、同情或善意，亦包括承認過失或法律責任，或者事實陳述（只有香港的「道歉法」包括這一項）。道歉並不構成承認該過失或法律責任，且在一般情況下就適用程序而言，不得列為考慮因素。



▲ PRPA 邀請了布高江律師行合伙人廖健昇律師介紹《道歉條例》



▲ PRPA 的義務法律顧問以及導向委員會和執行委員會成員出席了研討會

廖律師提到制定條例的其中兩大關注要點：道歉能否成為呈堂證供？保險或彌償合約會否受到影響？他解釋，道歉保障只適用於民事程序，於民事案件中不能作為適用程序的證據，在法律上不能成為認可。另外，道歉並不會影響保險補償。

預計新法例的主要針對政府部門、醫療業、保險業以及其他涉及民事責任糾紛的行業。條例一般適用於涉及人身傷害、誹謗及醫療申索的爭端，在該等爭端中金錢賠償可能並非受害者的首要訴求。

PRPA 感謝廖律師的分享，加深了與會者對「道歉法」的認識。PRPA 亦剛於 2 月 8 日舉辦另一場有關《道歉條例》的講座，讓會員可直接與專業法律人士對話，了解「道歉法」中「道歉」的意義。

「踏上公關青雲路 2017」

2017 年 11 月 14 日，PRPA 於香港專業教育學院（李惠利）舉辦「踏上公關青雲路 2017」就業講座，邀請了兩位具有豐富公關經驗的嘉賓到場分享。

第一位講者是 Sinclair 高級客戶經理陳淑嫻小姐（Holly）。Holly 是公關界的活躍分子，於 PRPA 舉辦的第三屆香港公共關係獎（2016）中獲得「新晉公關專業人員獎」。她介紹了公關人員的工作細節以及其曾參與的項目，希望參加者能從中對公關工作有更透徹的認識。

專業公關的工作日程

Holly 非常有心思地製作了一個工作日程表，詳列及分享她擔任高級客戶經理於每個時間點的工作，其中提到由早上九時左右上班，她會先處理客戶電郵和閱讀與客戶相關的新聞；而在午飯時間後的半小時則為與同事的溝通時間，輕鬆的氣氛有助觸發創意思潮。Holly 所分享的工作時間表十分詳盡，讓參加者能深入了解一名公關人員每天要做的事情，對參加的學生建立就業方向有非常大的幫助。



▲ Holly 表示，掌握事情的故事性也是公關人員的功課之一

優秀公關人員的必備質素

公關工作需要涉獵的範疇甚廣，Holly 認為一名合格的公關人員必須具有指定的特質。例如，不論是舉辦活動還是撰寫文稿，公關人員做事必須細心，Holly 坦言，她從各種公關工作中，鍛鍊細心的特質。此外，她提到工作上遇到的挑戰，一方面要堅守自己工作崗位的責任，另一方面要盡量滿足客人的要求，在當中取得平衡也實在不易。



▲ Esme 列舉多個成為出色公關人員的要素

另一位講者劉美儀女士（Esme）是一名資深的公關從業員，現職養和醫院傳訊部主管，同時也是 PRPA 執行委員會成員之一。Esme 除了介紹她的工作外，亦有提到公關人員必備的性格特質。

功能多變的公關角色

Esme 說，公關在不同類型的公司扮演著不一樣的角色，需要視乎該行業對公關的要求而改變工作定位。她亦稱，公關一職猶如公司的眼、耳、口、鼻和守門員，因為保守秘密及包裝企業形象是公關人員的責任，同時又要從多角度去解釋問題。

職責範圍廣闊：由籌辦記者會到製作刊物

公關的工作範疇比想像中更多元化，Esme 表示，她的工作範疇除了舉辦記者會、公關宣傳等之外，也包括製作醫院內部員工刊物，甚至是放置在醫院每個角落的單張設計，也是傳訊部的工作。與此同時，因應新時代的科技發展及智能電話的流行，公關的職責範圍亦愈來愈廣泛，公關人員須善用手機應用程式及互聯網，達致更佳的宣傳效果，例如要掌握如何以精簡標題，傳遞準確訊息及獲取讀者對公司的關注。



▲ 講座吸引了多位同學及公關從業員參加



▲ 在問答環節中，兩位講者逐一解答參加者提出的問題

PRPA 會員優惠計劃

PRPA 一向致力為會員提供不同的服務，除了可優先參加活動及享有特惠會員收費，以及機構會員享有一次免費刊登廣告和投稿至《雙關》的機會外，現推出會員優惠計劃。所有 PRPA 會員及機構會員代表會收到其電子會員卡 QR 代碼，只需出示電子會員卡，便可享用餐飲、購物、租場、報讀課程等的尊享禮遇！

參與會員優惠計劃的部分商戶包括：

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POINT LINKS
自在通
AIRPORT • VIP • FAST TRACK

SGS

VINEX WINE ACADEMY
酒專 葡萄酒專業教育

如有查詢，可聯絡本會行政助理 Mani Huen (電話: 8112-0028)。

我們將為會員搜羅更多商戶優惠，計劃詳情請參閱 PRPA 網站。

privilege
by

第十三屆中國最佳公共關係案例大賽（CIPRA 獎）

本會徵集及初審之港澳地區案例獲評委會大獎、三個金獎、二個銀獎及一個銅獎

以下為本會徵集及初審之港澳地區案例獲獎名單，本會謹向各得獎公司熱烈祝賀。名單如下：

PRPA 再獲頒組織獎

由中國國際公共關係協會（CIPRA）主辦的 2017 年第十三屆《中國最佳公共關係案例大賽》頒獎典禮，已於去年 11 月 24 日在北京萬達索菲特酒店舉行，為中國公共關係實務領域國內最具權威的賽事。PRPA 作為 CIPRA 的長期夥伴，我們再度獲 CIPRA 委託，負責徵集香港及澳門區的參賽案例及其有關之聯繫、行政及初審事宜；大賽備有 10 個組別，所徵集參賽案例主要部份務必在 2016 年 1 月 1 日至 2017 年 6 月 30 日期間在中國境內（包括港澳臺地區）推行，眾多 PRPA 的企業會員公司在本屆大賽中共榮獲七個獎項，包括評委會大獎、三個金獎、二個銀獎及一個銅獎；大會從所有金獎案例中選出三個最傑出的案例，被選出的公司需現場向評審團介紹案例並角逐全場大獎，香港旅遊發展局的「香港「舊城中環」公關項目」被徵選入圍此部份，最後獲頒此最高榮譽類別的一項評委會大獎。而 CIPRA 為表揚本會貢獻，亦再頒組織獎予 PRPA。

大賽競賽獎項經多個階段評審產生，共十個類別包括：海外傳播、企業品牌傳播、企業產品傳播、企業社會責任、公益傳播、社會化媒體傳播、數字行銷、醫療健康傳播、娛樂行銷及文化體育傳播，設最高榮譽大獎、特別獎、每類別金獎、銀獎、銅獎以及若干單項獎等。



▲ 經過多年合作，PRPA 再獲頒組織獎

第十三屆「中國最佳公共關係案例大賽」 獲獎香港企業

評委會大獎

獲獎企業：香港旅遊發展局
獲獎案例：香港「舊城中環」公關項目

金獎

企業社會責任

獲獎企業：新創建集團有限公司
獲獎案例：「創建生涯路」計劃

銀獎

企業社會責任

獲獎企業：恒生銀行
獲獎案例：「乒乓合拍 15 年 我們一起成長（恒生乒乓球學院 15 周年）」

金獎

文化體育傳播

獲獎企業：晟捷公共關係
獲獎案例：「屬於你的新加坡」

金獎

海外傳播

獲獎企業：香港旅遊發展局
獲獎案例：香港「舊城中環」公關項目

銀獎

公益傳播

獲獎企業：饒宗頤文化館
獲獎案例：「恒生 — 饒宗頤文化館歷史文化獎勵計劃 2016」

銅獎

公益傳播

獲獎企業：新創建集團有限公司
獲獎案例：「新創建香港地貌行 2016」

World-class PR for New York City Marathon

In November, I completed the TCS New York City Marathon for the second time. While little compares to the thrill of racing alongside 51,000 fellow runners and being cheered on by one million-plus spectators, I was also excited by the opportunity to take an up-close look at the world-class PR programme behind the largest marathon in the world.

Despite a terrorist attack in Manhattan just five days earlier, the race went ahead as planned on November 5 and concluded to great success as part of a long-standing city-branding exercise. Since the event was first held in 1970, nearly 1.2 million people from 140 countries have run the NYC Marathon, which generates more than US\$400 million in economic value on an annual basis.

Chris Weiller, senior vice-president of New York Road Runners (NYRR), the organiser of the marathon, says that the secret to the PR success of the race is its emphasis on storytelling: "We have 50,000 amazing stories that need help being told." He explains that the PR team uses various channels to identify interesting and inspiring stories about participants – from professionals and everyday runners to volunteers – as well as to anticipate newsworthy issues or circumstances that develop around or during the event. "We work hard to connect the stories with the best mediums and outlets," he says, adding that this includes broadcasts to local, national and international media networks and leveraging numerous social media and digital platforms.

The centerpiece of NYRR's PR initiatives for 2017 was the 'It Will Move You' visual communications campaign, celebrating the transformative effect and positive impact of being a part of the NYC Marathon experience. Other powerful weapons in its communication arsenal include a comprehensive range of striking 'runfographics' that delivered key facts and figures about the race in an efficient and eye-catching way.

The savvy use of social media generated more than 1 billion impressions on social media accounts during race week – a 38% increase from 2016 – including 22 million on Facebook, 687 million on Twitter and 295 million on Instagram. The NYC Marathon mobile app had attracted 330,000 downloads and #TCSNYC Marathon was a trending topic on both

Twitter and Facebook throughout the day. On race day, Snapchat despatched reporters to capture the live content.

As the race has grown in size over the years, so too has the number and scope of pre and post-race activities, which help reinforce the 'marathon-as-citywide-event' message by engaging runners, visitors and residents across New York in what is effectively a week-long carnival.

The signature event is the opening ceremony in Central Park, a lively spectacle that celebrates the diversity of participants, volunteers and spectators. The highlight of this pre-race party is the Parade of Nations that sees 1,500 able-bodied and physically challenged runners from NYC running clubs and around the world come together to cross the finish line, after which a dazzling fireworks display lights up the night sky.

As NYC Mayor Bill de Blasio noted in his welcome message, "New York's dynamic and diverse neighborhoods are what make our city the best in the world, and there's no more rewarding or challenging way to experience our vibrant communities than by winding through the five-borough course".

NYRR's ability to intimately link the marathon with the people of New York has been instrumental in its continued growth and success, making for a world-class case study in powerful and effective communications.



▲ Walter (right) shakes hands with American long-distance Meb Keflezighi / Photo: Walter Cheung

「香港理財月 2018」— 計劃「你」財·成就未來

在談及理財知識時，或許有人會覺得自己並非大富大貴，不用太注重吧！但是，在人生的眾多決定當中，小至購買傢俬或汽車，大至組織家庭或創業，都涉及個人理財。

所以，不論貧富，金融理財知識和能力其實是人生最重要的生活技能。具備良好的金融理財知識和能力，我們才能作出明智的財務決定，協助管理自己及家庭的財務狀況，有助達致財務健康。

事實上，世界各國亦愈來愈重視金融理財教育，特別是隨着社會的人口不斷老化，金融理財知識、態度及能力對個人財務狀況及退休生活均有着重要的影響，因為愈早規劃退休生活，人們便愈能確保退休生活安枕無憂。

攜手推動理財教育

有見及此，香港金融知識和能力策略（「香港策略」）將於 2018 年 3 月舉辦第二屆的「香港理財月」。「香港理財月 2018」由「香港策略」秘書處投資者教育中心統籌，並獲得財經事務及庫務局、教育局、香港金融管理局、保險業監管局、強制性公積金計劃管理局以及證券及期貨事務監察委員會的支持。

「香港理財月 2018」以「Plan For Your Future (計劃「你」財·成就未來)」為主題，目的是推動社會不同界別，包括政府、金融、教育、社福及傳媒界別的支持及參與，攜手提供不同的金融理財教育活動、資源、工具、遊戲及學習體驗，以鼓勵市民未雨綢繆，計劃未來，積極管理個人財務。

全城起動 實現健康理財

「香港策略」一直致力推動各個界別的持份者舉辦及提供金融理財教育活動及資源，群策群力，加強大眾市民認識金融理財教育的重要性。PRPA 作為「香港策略」的支持機構，協會的個人或機構會員可以透過以下途徑支持「香港理財月」：

機構會員	
舉辦及提供金融理財教育活動及資源 (予大眾市民或員工)	
透過機構的網絡推廣「香港理財月」，例如在機構的通訊或 Facebook 宣傳「香港理財月」，並加上 #hkmonth2018，或在網站超連結「香港理財月」網站 (www.moneymonth.hk)	
在機構的 Facebook 分享「香港理財月」的資訊 (如文章或影片)	
邀請機構的僱員或服務對象參與「香港理財月」的活動	
個人會員	
在 Facebook 寫下你 2018 年理財目標，並加上 #hkmonth2018，Tag 你的朋友接受挑戰，一起實現目標	
在 Facebook 分享「香港理財月」的資訊 (如文章或影片)	

(文章由香港金融知識和能力策略秘書處投資者教育中心提供)

香港理財月
MONEY MONTH
Hong Kong 2018
03.2018

計劃「你」財·成就未來
Plan For Your Future



www.moneymonth.hk
#hkmonth2018

大眾市民可以在「香港理財月」網站看看有什麼適合自己的理財活動或資訊

挑戰自我·實現目標抱上!
Goal-setting Challenge



「香港理財月」鼓勵市民與朋友一起接受挑戰，訂立 2018 年的理財目標，互相加油打氣，實現目標拍住上

歡迎新會員

業界的支持對 PRPA 十分重要，我們歡迎以下新會員（2017 年 10 月至 2018 年 1 月）加入：

專業會員

左詩韻 (Fanny)	Crystal International Group Limited
周嬋鳴 (Dorothy)	Hong Kong Internet Registration Corporation Limited
陳可弘 (Ernest)	Shanghai Commercial Bank
張美鳳 (Meily)	Hang Seng Management College
馮海容 (Elizabeth)	Commerce and Economic Development Bureau, Hong Kong SAR Government
程詩雅 (Priscilla)	Hongkong Land Limited
雷婷婷	Urban Renewal Authority
黎思鉅 (Ken)	Hong Kong Economic Journal Company Limited
關美儀	Madson Industries (Hong Kong) Limited

學生會員

易諾潼 (Michelle)	City University of Hong Kong
李浚湑 (Toby)	Community College of City University
姜紫晴 (Ashley)	Hang Seng Management College
羅子豐 (Peter)	Hong Kong Baptist University
蔡嘉禧 (Heihei)	Hong Kong Baptist University
葉梓欣 (Riley)	Hong Kong Institute of Vocational Education (LWL)
張桂敏 (Grace)	SPEED, The Hong Kong Polytechnic University
聶碧君 (Silver)	SPEED, The Hong Kong Polytechnic University
鄧頌德 (Kelvin)	SPEED, The Hong Kong Polytechnic University
黎明珠 (Pearl)	Technological and Higher Education Institute of Hong Kong
戴樂儀 (Joyce)	The Chinese University of Hong Kong
柯靜儀 (Jessica)	The Chinese University of Hong Kong

(以姓氏或公司名稱筆劃/英文字母順序排名)

PRPA Facebook 專頁

PRPA Facebook 專頁提供各種資訊及活動詳情，歡迎瀏覽及 Like 我們的 Facebook 專頁：

<https://www.facebook.com/hkprpa/>



歡迎機構會員投稿

PRPA 機構會員可享一次免費投稿至《雙關》的機會，分享有關公關行業的文章。無論是對行業發展的真知灼見還是經驗分享，以至公關工作的小貼士，我們都無任歡迎。來稿請注意以下幾點：

- 投稿者必須擁有文章之版權，嚴禁抄襲、冒名等行為，如有侵權行為一概由投稿者自行負責。
- 獲刊登之文章版權均歸投稿者與本會共同擁有。
- 本會或會對來稿作輕微修改，但以不損害原文意思為原則。
- 文章內容不可涉及廣告及宣傳成份。
- 本會保留是否刊登文章的最終決定權。

如欲投稿或查詢，請聯絡本會高級行政助理 Liz Ng
(administrator@prpa.com.hk)。

成為會員

香港公共關係專業人員協會 (PRPA) 於 1995 年成立，致力推動公關行業的發展，鼓勵及促進業界交流。協會積極與香港及境外公關組織合作，促進本港、內地、海外公關行業的交流之外，在培育下一代公關專業人才方面，亦不時舉辦講座，並安排資深公關人士向現正就讀有關課程之學生及對公關行業有興趣的人士講解公關行業的需求及發展前景。

全賴業界及會員的鼎力支持，PRPA 的會員人數多年來保持穩定增長。會員來自不同界別，有政府機構、公用事業、本地公司、跨國企業等，也有自僱人士及不同規模的公關顧問公司。

PRPA 現有會籍包括創會會員 (Founding member)、永久會員 (Life member)、專業會員* (Full member)、機構會員 (Corporate member)、附屬會員 (Associate member)，及學生會員 (Student member)，申請表格可於 www.prpa.com.hk 下載。現有會員如成功引薦新會員加入，可獲免費出席 PRPA 活動贈券乙張。

如欲查詢有關本會會籍事宜，請與本會會員事務執委黃慧娟 (elin.wong@prpa.com.hk)、陳凱翎 (irene.chan@prpa.com.hk) 或行政人員禰敏妮 (Mani) (enquiry@prpa.com.hk) 聯絡。

PRPA 顧問 Advisors

李道豫先生
中國國際公共關係協會會長
Mr Li Dao-yu
President of CIPRA

陳祖澤先生
載通國際控股有限公司副主席兼獨立非執行董事
Dr John Chan
Independent Non-executive Director
& Deputy Chairman
Transport International Holdings Limited

黃懿慧教授
香港中文大學新聞與傳播學院教授
Professor Christine HUANG Yi-Hui
Professor, School of Journalism & Communication
The Chinese University of Hong Kong

關則輝先生
恆隆地產有限公司董事 - 集團傳訊及投資者關係
Mr CF Kwan
Director - Corporate Communications & Investor Relations
Hang Lung Properties Ltd.

梁天偉教授
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Professor Leung Tin Wai
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Ms Clara Shek
Managing Director
Ogilvy Public Relations Worldwide

曾立基先生
縱橫公共關係顧問集團主席
Mr Richard Tsang
Chairman
Strategic Public Relations Group Limited

黃鎮南先生
義務法律顧問
Mr Duffy Wong
Honorary Legal Advisor

劉瑞飛陳京暉會計師事務所
義務核數師
Lau Chan and Company, CPA
Honorary Auditor

馬維業先生
義務數碼傳訊科技顧問
越世代創新媒體集團董事總經理
Mr Rex Ma
Honourary Digital Communication Technology (DCT) Advisor
Managing Director, iGen6 New Media Group

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