

The Chinese University of Hong Kong Distinguished Alumni-in-Residence Programme 2021



Time	Programme	Guest Alumni	Venue
Oct 20 (Wed)			
4:30pm – 6:00pm	Opening Ceremony cum Keynote Speech – “The Challenges and Opportunities to Media and Brands Brought by Technologies” <i>(Simultaneous Interpretation to English available)</i>	Eric Chan, Quince Chong, Lo Ting-Fai	<i>Cho Yiu Conference Hall</i>
8:00pm – 9:30pm	Night Talk at Ying Lin Tang: Five Most Important Things in University *	Eric Chan	<i>Ying Lin Tang</i>
Oct 21 (Thur)			
11:00am – 12:30pm	Hong Kong Economic Times Office Tour **	Eric Chan	<i>HK Economic Times Office</i>
3:15pm – 4:30pm	Guest Lecture: 30 Years Through the Evolving Media Environment	Eric Chan	<i>Yun Chi Hsien</i>
6:00pm – 7:30pm	Guest Lecture: Branding with Class	Quince Chong	<i>LT7, Lee Shau Kee Blg</i>
Oct 22 (Fri)			
4:00pm – 5:30pm	Workshop: Video Program Ideas Pitching	Lo Ting-Fai	<i>Rm 313, Humanities Blg, NA</i>
5:00pm – 6:15pm	Guest Tutorial: PR Case Study	Quince Chong	<i>LT9, Yasumoto International Academic Park</i>
7:00 pm – 8:30pm	Guest Lecture: “Mirror and Error Phenomenon”: From the Views of ViuTV Commander in Chief and the Creativity underneath TV Channel Operations	Lo Ting-Fai	<i>LT6, Lee Shau Kee Blg</i>
Oct 23 (Sat)			
11:00am – 12:45pm	DARP Forum: “Prospects of Media and Corporate Communication under the New Normal of Digital Era” cum Closing Ceremony <i>(Simultaneous Interpretation to English available)</i> <i>DARP Mentorship Programme [New]</i> Each of the three distinguished alumni will become mentor for two students for six months and provide in-depth knowledge of the industry to the students. They will start interact with each other at this occasion.	Eric Chan, Quince Chong, Lo Ting-Fai	<i>LT1, Yasumoto International Academic Park</i>

*For Chung Chi college alumni and students only

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