



賽馬會「知情達意育優才」計劃
Jockey Club "Gifted in Bloom-Harmony in Heart & Mind" Programme
Event Evangelists: be creative and flexible (J1PGS006W)

INTRODUCTION

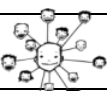
Can you recall any memorable advertisements? Do you know how to design a successful promotion strategy? Here is your chance to know more and practice! In this workshop, you and other student members will work as teams to promote an event. You will learn about effective promotional planning and promotion strategies by games, discussions, and task division. You may also have the opportunity to discuss your advertisement design with professional designer. Students who completed this workshop would have the opportunity to take part in the preparation work of the Student-led Conference, "The Beautiful Hearts & Minds of Gifted Students". ([Link](#))

PROGRAMME TYPE

Workshop / Introductory ([Token-required](#))

/LEVEL**INSTRUCTOR**

Ms Lydia Tsoi – Programme Officer
 (Jockey Club 'Gifted in Bloom – Harmony in Heart & Mind' Programme, Affective Education Division, HKAGE)

TARGET PARTICIPANTS

- S1 – S6 HKAGE student members (Class size : 20)

MEDIUM OF INSTRUCTION

Cantonese

CERTIFICATE

An e-certificate will be issued to participants who have attended and completed all 3 sessions of the workshop. Eligible participants might login the HKAGE website
 (<https://hkage.org.hk/b5/student/SLR/SLR.php>) to download their e-certificate.

INTENDED LEARNING OUTCOMES

Upon completion of the programme, participants should be able to:

- identify important elements of an effective event promotional plan;
- describe features of effective promotion strategies;
- describe the roles and responsibilities of the event promotional team;
- to become more flexible and adaptive by accepting and responding to the ever changing situations.

SELECTION

Please answer the screening question in the online application form.

(The screening question is designed to help the applicants understand the course level and the course content. The question must be answered by the student applicants and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question.)

SCHEDULE**Sessions**

Date	Time	Venue*
17 April 2021	2:00 p.m. – 4:30 p.m.	Conference Hall 3, 1/F, Building 1E, Core Building 1, Science Park
24 April 2021	2:00 p.m. – 4:30 p.m.	
8 May 2021	2:00 p.m. – 4:30 p.m.	Conference Hall 7, 2/F, Building 10W, Lakeside 2, Science Park

* Tutor will bring student members from the assembly points to the venue. If student member has not shown up on time at the assembly point, he/she should go to the venue by him/herself.

Assembly Point

Date	Time	Assembly Point
17 April 2021	1:50 p.m.	Starbucks @ G/F Building 1E, Core Building 1, Science Park
24 April 2021	1:50 p.m.	
8 May 2021	1:50 p.m.	Big TV wall @ G/F Building 10W, Lakeside 2, Science Park

Reference: [How to get to Science Park](#) ; [Science Park Map](#)

(The sessions may be rescheduled and/or conducted online subject to development of the coronavirus epidemic and EDB's latest announcement on face-to-face programmes. Please pay close attention to email notifications and announcements on the HKAGE website.)

APPLICATION**14 April 2021 (12n.n.)****DEADLINE****APPLICATION RESULT
RELEASE DATE**

15 April 2021 (Accepted applicants will be informed by the HKAGE via email. Please complete the confirmation slip and return it to the HKAGE by fax / email (jc@hkage.org.hk) **within 3 working days after the application result is released.** Late reply will be considered as withdrawal.)

REMARKS

Please refer to the HKAGE website for 'Inclement Weather Arrangement for Student Programmes/Activities' :

<https://www.hkage.org.hk/en/students/important-information/bad-weather>

ENQUIRIES

For enquiries, please contact us at 3940 0514 or via email jc@hkage.org.hk.