






CHICKS shares with you:

The importance of continuous evolution for a brand to sustain

(A2CTV001T)

Purpose of the sharing session	To give students an opportunity to understand there are different positions in a company. To make a business work and sustain, continuous learning, creativity, teamwork is the key element.
Programme Type	Workshop
Speaker	Ms. Jennifer Tam, Director of Chicks Mr. Joe Ho, Co-founder of Talk Research & Innovation Management
Target Participants	 <ul style="list-style-type: none"> ➤ S1 - S6 HKAGE members ➤ Capacity: 30
Medium of Instruction	 Cantonese
Certificate	 Participants who have attended and completed the student feedback form will be awarded with an e-certificate of Completion. The e-certificate will be issued by the HKAGE.
Intended Learning Outcomes	 Upon completion of the programme, participants should be able to: <ol style="list-style-type: none"> 1. describe how a company evolve its business model operation and succeed; 2. identify how different personalities could fit in a company with different positions; 3. apply Business Model Canvas (BMC) to a real case business; & 4. self-appreciate and become more aware of your strengths, personality and characters.
Workshop Outline	 <p><u>Brief History of Chicks - 5min</u> Introduction of Chicks past and present</p> <p><u>Design thinking Workshop - 30min</u> Using Chicks as an example to fill in Business Model Canvas</p> <ul style="list-style-type: none"> • What is our customer segment? • What is their pain points? • What can our brand do to solve their pain points? • What partners do we need? • What channels are we selling? • The cost structure & The revenue models. <p><u>Sharing - 15min</u> Appoint some kids to share their thoughts and what they want to be in future.</p> <p><u>Closing - 5 -10 min</u> Everyone has their strength. Each department like marketing needs different kinds of people. Some more creative, some analytical, some detail orientated in order to balance a team to produce great work.</p> <p><u>Q&A - 5-10 min</u></p>

Application Deadline	14 Apr 2021 (Wed) (12:00 n.n.)
Event Day	16 Apr 2021 (Fri) 17:30 – 18:30 Venue: Room 303, HKAGE
Enquiries	For enquiries, please contact Ms Kathy CHEUNG at 3940 0101 (after language selection, press 6) or email to ale@hkage.org.hk .

Advanced Learning Experiences 

進
階
學
習
體
驗

