

## LANGUAGE AND COMMUNICATION SEMINAR SERIES

### ENGLISH FOR PUBLIC RELATIONS IN SOCIAL MEDIA

Target: 3-Year Degree, Top-up Degree, Advanced Diploma and Professional Diploma Students (Full-Time & Part-Time Programmes)

#### HIGHLIGHTS

- Learn some tips on how to craft engaging and thought-provoking content that goes beyond the realm of AI
- Explore creative ways to articulate a narrative that brings a human touch to your brand, and create emotional bonding with your audiences
- Elevate your writing skills and deliver an unparalleled reading experience



#### SPEAKERS



##### Mr. Brian Yeung

- Co-founder of Brandstorm Communications Limited, over a decade of experience as a communications professional with international media brands
- An Award-winning marketer recognised with an outstanding leadership award at Marketing 2.0 Conference in Dubai, the United Arab Emirates
- A finalist of RTHK's book prize (the most favourite new writer) in 2021

#### Event Detail

The contents of the two sessions are identical. Interested students may register for either ONE of the sessions.

##### Session 1

 **24 November 2023 (Friday)**  **2:00pm - 3:30pm**

 **LI-2407, 2/F, Li Dak Sum Yip Yio Chin Academic Building,  
City University of Hong Kong**

Quota: 30 (on a first-come, first-served basis)

Online registration link: [apps.scope.edu/seminar/233-CE-23](https://apps.scope.edu/seminar/233-CE-23)



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##### Session 2

 **24 November 2023 (Friday)**  **7:30pm - 9:00pm**

 **LI-2407, 2/F, Li Dak Sum Yip Yio Chin Academic Building,  
City University of Hong Kong**

Quota: 30 (on a first-come, first-served basis)

Online registration link: [apps.scope.edu/seminar/233-CE-24](https://apps.scope.edu/seminar/233-CE-24)



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