

## Language and Communication Seminar Series

# DIGITAL STORYTELLING

Target : Top-up Degree, 3-Year Degree, and Advanced Diploma students



### Course Abstract

- To create elements of a compelling and interesting story for the promotion of a product, a service, or an idea
- To apply the storytelling techniques used by different brands for selling their products through authentic industry case studies and digital marketing analyses
- To connect the audience in a powerful way through new media, publishing, and digital media with the application of transferable skills of compelling storytelling

### Speaker: Ms. Heidi LAM



- A specialist in branding, advertising, and marketing for Vogue Hong Kong, Harper's Bazaar, Cosmopolitan, and CosmoGirl over the last decade;
- Heavily involved in creative advertising campaigns, event production, photography, and design work;
- A CityU alumna (Integrated Strategic Communication) with First Class Honours;
- A alumna of Queen Mary, University of London (MS in International Management and Marketing)

### Event Detail

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

#### Session 1

Date : 24 May 2023 (Wednesday)  
 Time : 7:30 pm – 9:00 pm  
 Venue : Room 2407, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong  
 Language : English and Cantonese  
 Fee : Free of charge  
 Quota : 30 (on a first come, first served basis)  
 Registration : [apps.scope.edu/seminar/223-CE-25](https://apps.scope.edu/seminar/223-CE-25)

**Registration Deadline: 19 May 2023 (Friday)**



#### Session 2

Date : 27 May 2023 (Friday)  
 Time : 2:00 pm – 3:30 pm  
 Venue : Room 2407, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong  
 Language : English and Cantonese  
 Fee : Free of charge  
 Quota : 30 (on a first come, first served basis)  
 Registration : [apps.scope.edu/seminar/223-CE-26](https://apps.scope.edu/seminar/223-CE-26)

**Registration Deadline: 19 May 2023 (Friday)**

