

## LANGUAGE AND COMMUNICATION SEMINAR SERIES

# DIGITAL STORYTELLING

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

### HIGHLIGHTS

- 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



### SPEAKERS

#### 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);
- An 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

 **14 November 2023 (Tuesday)**  **7:30pm - 9:00pm**

 **LI-2108, 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-19](https://apps.scope.edu/seminar/233-CE-19)



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#### Session 2

 **18 November 2023 (Saturday)**  **2:00pm - 3:30pm**

 **LI-2108, 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-20](https://apps.scope.edu/seminar/233-CE-20)



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