

LANGUAGE AND COMMUNICATION SEMINAR SERIES

ENGLISH FOR MARKETING AND ADVERTISING 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



17 November 2023 (Friday)



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-17



REGISTER NOW

Session 2



17 November 2023 (Friday)



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-18



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