

LANGUAGE AND COMMUNICATION SEMINAR SERIES

PROFESSIONAL IMAGE AND PERSONAL BRANDING

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

HIGHLIGHTS

- The importance of image building and branding
- Fashion styling tips 101
- Wearing the right attire for different industries
- Basic grooming and makeup techniques for both men & women
- Special grooming / makeup prizes for the participants



TRAINER



Ms. Heidi LAM

- Current Executive Producer of VOGUE Hong Kong
- 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 DETAILS



11 March 2024 (Monday)



7:30pm - 9:00pm



**LI-2405, 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-41



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