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**Get-set-goal**

**- Blueprint of Our Life Series Workshop**

# What is Public Relations?

Ms Clara SHEK

President of Ogilvy Public Relations Worldwide Ltd



**Application Deadline**  
**6 June 2022 12:00 noon**

## **Intended Learning Outcomes**

Upon completion of the programme, participants should be able to:

1. describe general understanding of the public relations field;
2. explain public relations workflow and relevant information about working as public relations professionals;
3. develop abilities in communication and problem solving.



## ◆ Introduction

Have you heard of the Public Relations (PR) industry? Is it an industry for diners and wine only? In fact, PR professionals are a guardian of the brand's reputation. PR professionals aim to protect the brand and reputation as well as to become a bridge of communication between all walks of life. How do PR professionals resolve the PR crisis of the brand? In this workshop, Ms Clara Shek will share her experiences as a PR professional of getting out of a tough situation when suddenly encountering difficulties.

Ms Clara Shek is the President of Ogilvy Public Relations Worldwide in Hong Kong and has been leading the firm since 1999. On a quest to continuously drive innovation for Ogilvy, Clara has led the firm to become one of the most-awarded consultancies in the industry. Clara has extensive experience in counselling the world's leading brands in financial, professional, and commercial services, technology, and healthcare etc. Her extensive and diverse background has earned her numerous regional and local campaign awards.

## ◆ Schedule

Session	Date	Time	Venue
1	26 Aug	3:00 p.m. – 5:00 p.m.	Room105, HKAGE

## ◆ Target Participants

- S1 – S6 HKAGE student members in 2021/22 school year only.
  - Priority will be given to S1 – S6 student members admitted in the 2019/20 to 2020/21 school year. (HKAGE student number begins with 191, 192, 194, 201, 202, 204, 211, 212 or 214).
  - Class size: 100
- \* First-come-first-served.

## ◆ Application Start Date

- HKAGE student number begins with 191, 192, 194, 201, 202, 204, 211, 212 or 214 : 5 May 2022
- Other members: 12 May 2022

## ◆ Pre-requisite

No special prerequisites are needed

## ◆ Medium of Instruction

Cantonese

## ◆ Certificate

E-Certificate will be awarded to participants who have:

- attended ALL sessions; AND
- completed all the assignments with satisfactory performance