

Learning how to communicate effectively through social media and online platform

WORKSHOP

香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

ESG 研究中心
RESEARCH CENTRE FOR ESG

Hang Seng x Value Partners University Elite ESG Challenge

Attendance by invitation only

SHARING FROM VARIOUS SPEAKERS

CATCHING AUDIENCE'S ATTENTION

PROMOTING ON SOCIAL MEDIAS

SOCIAL MEDIA COMMUNICATION



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Dr. Jingran Zhao
Associate Professor



Ms. Elaine Shiu
Entrepreneur



Mr. Vivek Mahbubani
Stand-up comedian

Date	Location	Time
22 Oct, 2022 (Sat)	The Institute of Financial Planners of Hong Kong: 13/F, Causeway Bay Plaza 2, 463 - 483 Lockhart Road, Hong Kong	2:15-4:15pm



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Our LinkedIn
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PROGRAM

Registration: 1:45-2:15pm

Section 1: 2:15-2:25pm

Welcoming speech by Prof. Louis Cheng,
Dr S H Ho Professor of Banking and Finance,
Director of Reserach Centre for ESG, HSUHK

*Language: English

Section 2: 2:25-2:55pm

Sharing from Dr. Jingran Zhao, PolyU

- Tips to capture audience attention when you present
technical information through online platform

*Language: English

Section 3: 2:55-3:35pm

Sharing from Ms. Elaine Shiu, HSUHK

- Building corporate branding through social media
strategies (including Q&A)

*Language: Cantonese

Section 4: 3:35-4:15pm

Sharing from Mr. Vivek Mahbubani

- How to communicate through social media

*Language: Cantonese & English

End of event



Dr. Jingran Zhao

Jingran Zhao is an associate professor in Accounting at the Hong Kong Polytechnic University. She is also the deputy director for Master of Accounting and Finance Analytics. She is ranked in the top 10% by students for outstanding teaching performance university-wide. She has also won the award for Outstanding Achievement in teaching at the Faculty of Business and at the School of Accounting and Finance. In addition to teaching in the traditional classroom, Dr. Zhao also developed a massive online open class (MOOC) for a subject called "Data Analytics in Accounting and Finance".

Dr. Zhao's research focuses on how investors use information from various sources to make investment decisions. These information sources include mandatory disclosure, voluntary disclosure, information intermediaries (e.g., analysts and news media), and social media (e.g., Twitter). She has published in the top tier academic journals, such as Journal of Accounting and Economics. She has also published papers in international business examining how multinational enterprises strategically adapt to the fast evolving institutional environments.

Dr. Zhao is founder and director of AF Tech Lab, which is a highly selective program designed to prepare its members for the future of the FinTech industry. The rapid progress of FinTech and digitalization has driven demand for talent specialized in cyber security, data analysis, and Blockchain.

Elaine Shiu (邵燕寧) is a serial entrepreneur in fashion jewellery, tourism, and innovative technology, including pet technology and WEB3.0. She has received numerous international awards for her innovative approach and achievements over 11 years, such as Hong Kong Outstanding Young Entrepreneur, Hong Kong Cultural and Creative Industry Awards, Asia Pacific Entrepreneur Award etc. Meanwhile, she has been appointed to The Small and Medium Enterprises Committee (SMEC), Mainland China Inbound Tour Affairs Committee, Publication Committee and Panel of Film Censorship Advisers. She is keen on youth affairs; therefore, she convened and established the Youth Innovation Development Charity with activities, lectures and public speeches (such as TEDx Talk) providing more information about start-ups and entrepreneurship as well as encouraging youth to develop innovative minds.



Ms. Elaine Shiu



Mr. Vivek Mahbubani

Vivek Mahbubani is a Hong Kong-bred bilingual stand-up comedian performing in both Cantonese and English. Having been crowned the Funniest Person (in Chinese) in Hong Kong in 2007 followed by his victory in the English category at the Hong Kong International Comedy Competition in 2008, Vivek has had the opportunity to take his sense of humor all over the world including Singapore, Malaysia, Philippines, Thailand, Sri Lanka, India, Australia, Canada and USA.

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