

Organizer



香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY



市場學系
DEPARTMENT OF MARKETING
香港樹仁大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Co-organizers

School of Professional Education
and Executive Development
專業進修學院
SPEED

public relations workshop

Existing and Future Public Relations Strategies Using Artificial Intelligence and Digital-driven Experiential Technology

Rundown

Date: 12 June 2024 (Wed)

Time: 14:30-17:00 (HKT)

Venue: Hong Kong Shue Yan University (HKSJU), Research Complex, RLB502 & live streaming (Webinar)

14:30 Workshop begins

Session 1:

Hands-on practice of an AR event management app designed by the project team
(Hosts: Dr. Crispy Tong, Dr. Keith Tsui; Mr. Louis Cheung, LCXR Lab Ltd)

15:15 Break

Session 2 (Webinar live streaming commences):

15:25 Photo taking with speakers

1) project team members, 2) Journalism & Communication departmental staff

15:30 Group photo taking

15:35 Presentation by Prof. Rita MEN, University of Florida, USA

16:00 Presentation by Mr. Lewis FUNG, Managing Director, SenseTime Hong Kong, Asia Business Group

16:25 Dialogue with speakers and participants:

Prof. Rita MEN, University of Florida, USA

Mr. Lewis FUNG, Managing Director, SenseTime Hong Kong, Asia Business Group

Moderator: Dr. Crispy TONG, Assistant Professor & Associate Head, Department of Journalism and Communication, Hong Kong Shue Yan University

Question-and-answer session

16:40 Award presentation: Online Q&A Giveaway

16:45 serving refreshments

17:00 Workshop ends