

Certificate Course on Public Relations Writing 公共關係寫作技巧證書課程

持續進修基金資助上限
\$20,000。

27 November 2019 - 18 January 2020



CERTIFICATE COURSE ON PUBLIC RELATIONS WRITING

公共關係寫作技巧證書課程



DESIGNED FOR

Business executives who want to explore approaches for public relations writing

INTRODUCTION

Professionals these days have rapidly evolving roles whether they are working in-house for corporations or consultancy firms. The traditional perception of seeing them as mere mediators and coordinators has collapsed. Public relations professionals are now recruited as strategists and tacticians, marketing communications specialists, relationship architects, cyberspace visionaries and image/brand consultants. However, the requirement of possessing good writing skills and a creative mind to achieve effective communication results has never changed. The main objective of the programme is to explore a spectrum of writings required by both in-house and agency business executives. Other than looking into approaches for public relations writings, the programme will include group discussion and presentation sessions, case studies and problem solving exercises. The programme is designed to be of aid to business executives. It serves as an introduction to different kinds of public relations writing.

LANGUAGE MEDIUM

Cantonese (supplemented with English terminology)
Course manuals will be in English

AWARD OF CERTIFICATE

A participant who has:

1. maintained a minimum of 70% attendance of total lecture hours;
2. passed the mid-term exercise; and
3. passed the final project

will be awarded a "Certificate in Public Relations Writing."

VENUE

W Haking Management Development Centre
The Hong Kong Management Association
14/F, Fairmont House
8 Cotton Tree Drive
Central
HONG KONG

DATES AND TIME

Wednesday
27 November; 4, 18 December 2019
7:00 pm - 10:00 pm

AND

Saturday
30 November; 7, 14, 21 December 2019;
4, 11, 18 January 2020
2:30 pm - 5:30 pm

FEE

1st instalment	2nd instalment	3rd instalment	Total Course Fee
HK\$1,200	HK\$1,200	HK\$1,200	HK\$3,600

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **22 November**) the second and third instalment on or before **4 December and 18 December** respectively. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

REIMBURSABLE BY CONTINUING EDUCATION FUND (CEF)

Institution Code: 300 CEF Course Code: 21C04357-5

This course has been included in the list of reimbursable courses under the Continuing Education Fund. Participants MUST submit their applications directly to the Office of the CEF. For details, please visit the website: www.wfsfaa.gov.hk/cef or call the enquiry hotline: 3142 2277.

Applicant must meet the entry requirements of the course. Please refer to www.wfsfaa.gov.hk/cef for details.

Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

The Office of the Continuing Education Fund does not have record of registration of this course under the Qualifications Framework.

[Register Now](#)

CONTENTS

1. OBJECTIVE OF THE PROFESSION AND ITS RELATIONS WITH PUBLIC RELATIONS WRITING

專業目標和與公關本科的關係

- What is Public Relations?
- Why do Organizations need Public Relations?
- Importance of Writing in Public Relations
- The Planning, Writing and Evaluation Processes

2. PROFESSIONAL WRITING SKILLS

專業寫作技巧

- A Workshop Introducing the Writing Process and Rules of Professional Writing

3. MEDIA RELATIONS & PLACEMENT

媒介聯繫及供稿

- The Stumbling Block
- Media Placement

4. WRITING FOR THE PRESS

專業新聞寫作

- Topics and Angles for a News Story and Examine the Structure, Layout and Content of a News Release
- Other Topics covered will include Different Types of Press Material; How to Write with Style; Timing; How to Cope with Bad News

5. BROCHURES

小冊子

- How to Put Words and Images Together?

6. NEWSLETTERS

通訊

- Determining the Focus and the Needs
- Setting Objectives and Measuring Results

7. FEATURE STORIES

特寫及專稿

- Writing Articles and Headlines
- Editing your Article

8. PRESENTATION & SCRIPT WRITING

簡報及劇本寫作

- Nine Steps to Successful Presentations
- Key Tips for Planning and Research
- Techniques for Delivery
- Anticipating Floor Response and Addressing Inquiries

9. INTERNET PR

網上公關

- Achieving Porosity, Transparency and Agency
- Difference of Offline and Online Communication Tools

10. TRAINING OF PUBLIC RELATIONS WRITING IN MAINLAND CHINA

中國內地的公關寫作訓練

- A Review of Current Practice in PR Writing Training in China
- Examples of PR Writing Materials
- Comparison between Hong Kong and China on PR Writing Training

LECTURER

The Lecturer has recently retired as an Executive Director of a franchised public bus company in Hong Kong responsible for corporate public relations and development. He is now a director of a charitable organization dedicated for heritage preservation and education. He is a member of the Public Relations Professionals Association, the Chartered Management Institute; the Chartered Institute of Logistic and Transport, the Canadian International Council and the International Institute for Strategic Studies (London).

Since 1983, he has been working closely with the Association in the development and teaching of various certificate programmes and in house training programmes, covering a diversified range of subjects, including public relations, public relations writing, marketing management and general management courses. He is most willing to share his very valuable experience with the participants so that they may come up with practical solutions for actual daily work problems.

ENQUIRIES

For course details: Ms Candy Ho on 2774-8554

General Enquiry & Enrolment: 2774 8500 or 2774 8501

Email: enrol@hkma.org.hk

Fax: 2365 1000

<https://www.hkma.org.hk/pdf/CB8008220193F.pdf>

[Register Now](#)

APPLICATION FORM



The Hong Kong Management Association
香港管理專業協會

CERTIFICATE COURSE ON PUBLIC RELATIONS WRITING

CB-80082-2019-3-F 27 November 2019 - 18 January 2020

FEE:	1st instalment	2nd instalment	3rd instalment	Total Course Fee
	HK\$1,200	HK\$1,200	HK\$1,200	HK\$3,600



21C04357-5

Participants are required to settle the payment of the first instalment 5 days before the commencement of the programme (i.e. **22 November**) the second and third instalment on or before **4 December** and **18 December** respectively. Participants who submit the bank receipt are requested to write their name, mobile phone number and course enrolled on the back of the original copy of the receipt.

* Applicants should include their HKID card number and fill in all details in block letters, otherwise no MDCU will be given.
The Association will issue certificates based on the details and name format as given in this form.

Name (Mr/ Ms) _____ 姓名: _____
(Surname) (Other Names) (中文)

HKID Card No. (For verification for the applicant's identity): _____ Date of Birth (YY/MM/DD): _____

Position: _____ HKMA Membership No.: _____

Company: _____

Address of Company: _____

Job Function (e.g. Accounting), please specify: _____

Nature of Business (e.g. Retail), please specify: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Doctoral degree Master's degree Bachelor's degree HKMA Diploma Other Diploma
 Matriculation Form 5 / HKDSE Others (Please specify) _____

* Applicant must meet the entry requirements of the course. Please refer to www.wfsfaa.gov.hk/cef for details.

* Participants are required to submit proof of academic qualifications (Secondary School graduates or above) and course-related working experience; otherwise the application for enrolment and for reimbursement of fees will not be accepted.

Total Number of Years' Working Experience _____ Years of Working Experience in Course-Related Field _____

Name & Title of Nominator (if applicable): _____

Nominator email/address: _____

Sponsorship: Self-sponsored Company-sponsored (please fill in the following information if a cheque/ receipt is not attached)

Our company undertakes to pay the course fee for the above applicant

Name of Contact Person _____ Position _____

Telephone No.: _____ E-mail: _____

Signature: _____ Company Chop and Date: _____

From where did you FIRST learn about this Programme?

HKMA Email Mail Newspaper/Magazine (please specify): _____

Email Promotion from Other Websites (please specify): _____ Online Advertisement (please specify): _____

Search Engine (please specify): _____ Social Media (please specify): _____

HKMA Website (Where did you find this information): _____

MTR Station (please specify): _____ Exhibiton: Jobmarket Career & Education (EJEX) Others (please specify): _____

■ This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to:

Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.

2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Applicant's Declaration

1. I declare that the information provided in this form and the attached documents is correct and complete. I authorize the Association to obtain information about my public examination results and records of studies from concerned institutions (if necessary).

2. I understand that the information provided in this form and the attached documents will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the programme.

3. I have noted, understood and agreed to the contents of the Personal Data Collection Statement.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.

2. I have understood all the "Notes for Application" listed in Application Form.

Application for CEF

I will apply for CEF and aware that I shall submit application directly to CEF Office of the programme. I consent to the disclosure of my personal data, any other information and records in relation to the programme to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications for the purposes of fees reimbursement under the CEF and audit inspection.

I will not apply for fee reimbursement under the CEF for the course and do not consent to the disclosure of my personal data to Labour and Welfare Bureau, the Office of CEF and the Hong Kong Council for Accreditation of Academic and Vocational Qualifications.

Applicant's Signature: _____ Date: _____

Notes for Application

- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For ENROLMENT and ENQUIRIES please call 2774-8501 (Customer Service Department) during normal office hours or Email: enrol@hkma.org.hk or fax 2365-1000.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- Before classes/examinations commence, if the Observatory announces that Typhoon Signal No.8 or above/Black Rainstorm Warning is in force; or Typhoon Signal No.8 or above will be hoisted within 2 hours, no classes/examinations will be held. Replacement classes and remedial examinations will be arranged. (All classes will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 7:00 am; 2:00 pm classes and examinations thereafter will be held as scheduled if Typhoon Signal No.8 or above/Black Rainstorm Warning is lowered at or before 12:00 noon; 6:00 pm classes and examinations thereafter will be held as scheduled if it is lowered at or before 4:00 pm.)
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The Association reserves the right to cancel a programme and/or make alterations in relation to its lecturers, contents, dates, time, venue and other particulars without prior notice.
- HKMA Website: WWW.HKMA.ORG.HK