

VTCMAAA Logo and Slogan



The Alumni's Logo and Slogan has come out. The Alumni's abbreviation- "VTCMAAA" is reflected in the Logo design. The green colour is selected for its energetic outlook, while grey can mix well with any colour which means harmony. It represents that VTC provides a good networking and communication platform for the Alumni to promote local marketing and advertising professionalism.

Our Slogan- "Driving Towards Marketing Excellence" is also shown to form part of the logo.

Tai Chi Club

Tai Chi has evolved into a soft, slow, and gentle form of exercise that is practiced by people of all ages. It emphasizes the enhancement of balance, flexibility, co-ordination and strength. It is a common belief that practicing Tai Chi can improve a person's mental and physical status. To introduce this healthful exercise to our members, VTCMAAA has co-operated with the Chai Wan Tai Chi Group. The Tai Chi Master Mr. Kwok Tak Yin provides free teaching to its members.

People like youngsters may misunderstand Tai Chi as a boring exercise with slow motion and less excitement. However, one of our members, Mony, highly recommends us to try it out once she joined the club as this is good for health and lots of fun! Any alumni members / graduates are welcome to join for free through the alumni.



The photo on the right: Tai Chi Master-Mr. Kwok Tak Yin (center), our graduated member- Mony (right)

Student Committee

The student committee has been established. The members are all final year students. They are (from the left) Grace Ma, Wikki Wong, Shek Po Kwan and Anson Tsai. They will help out at VTCMAAA with various tasks.



VTCMAAA - 八月健康康迎奧運

As our committee members not only showed a great capacity in study but also in different sports such as ruby, volley ball and swimming. To let our members also versed in both "the pen and the sword" and match with the Beijing Olympic Games in August 2008, our team will develop the program "VTCMAAA - 八月健康康迎奧運".

Three sport clubs have been organized for the members. They include : Tennis Club, Golf Club and Swimming Club.

Coaching will be provided to the participants. All members are welcomed to join these activities.

(能文能武的VTCMAAA committee members- photos: Donald, Stella and Paul).



Warm and Lovely Moment of our committee members

18 August is Teresa's Birthday. She got a warm and lovely dinner with her boyfriend, Nigel. Both of them are our committee members.

Here, we hope Teresa has a new prosperous year.



Departmental Info Night

The committee had joined the Departmental Info Night on 23 July 2008 (Wednesday) at Chai Wan Campus. Yoki, Athena, Nigel and 4 other graduates (Vicky To, Twenty One, Samantha and Calvin) have represented our team to join the function. Dr. Evia Wong (Head of Business Administration Department), Cecilia Chok, Paul, Andrew Chow and Alice Mak also attended the presentation seminar. Christine Tam performed the presentation to the new F.7 applicant, our team was responsible for the discussion session.



VTCMAAA - 八月健健康康迎奧運

Sport has been a global phenomenon. It works in business because it eliminates organizational rank, develops business and networking contacts, removes formalities etc. It also brings us health. To match with the Beijing Olympic Games in August 2008, our team will develop the program "VTCMAAA - 八月健健康康迎奧運". There will be three sport clubs organized for the members. They include :

1. Tennis Club
2. Golf Club
3. Swimming Club

Coaching will be provided to the participants. All members are welcomed to join these activities. Our internal administration and recreational group, Emily, Angel and Fiona will be the coordinators of this activity.



Inauguration Ceremony of VTCMAAA



The first inauguration ceremony of VTC Marketing and Advertising Alumni Association (VTCMAAA) was held at Renaissance Kowloon Hotel on 23 June 2008. One hundred and ten graduating students and teachers attended the ceremony. They all enjoyed the night by having nice food, playing games and taking lots of photos. The association was formed to strengthen the bonding between VTC and its alumni through various alumni activities, as well as to help with the career and academic development of VTC students. The association hopes that all alumni can bear in mind the care and knowledge they got from VTC and will contribute back to the Alma Mater. After the ceremony, the executive committee members are going to start their work of the year.

Thanks for the support of the following Honorary Advisors and Honorary Members to our association:

Honorary Advisors:

Hong Kong Institute of Marketing (HKIM)
The Chartered Institute of Marketing (CIM)

Honorary Members:

Mr. Paul Fan, Public Affairs Manager, Lee Kum Kee International Holdings Ltd.
Mr. Conrad Lam, Senior Manager, Four Seas Mercantile Limited
Ms. Lau Lee Fong, Rosa, Senior General Manager, The Spaghetti House Restaurants Limited
Mr. Max W. L. Lau, Director & General Manager, Taikoo Sugar Limited
Mr. Lawrence Pang, President, The Society of Chinese Wisdom & Management
Ms. Jackeline Yang, Jackeline Beauty International Group Limited
Mr. K. M. Yim, Chairperson, Hong Kong Institute of Marketing

Alumni Lunch Gathering

The committee had held a lunch gathering on 3 May 2008 at Tao Heung Restaurant which replaced the original BBQ activity. Total 12 committee members attended the lunch which provided the opportunity for the committee to have a happy gathering. Terms of the Memorandum & Article of Association and the upcoming activities for our members were also discussed during the meeting.



Meeting The Professionals



The event of "Meeting the Professionals" was held on 23 May 2008 at YMCA (Tsim Sha Tsui). Five representatives of the committee (Emily, Moon, Joyce, Anna and Yenni) attended the gathering. The publicity team (Joyce, Anna and Yenni) had given a brief introduction about the alumni to the attendants. There was a prize presentation at the meeting. Emily's team has won the Best Written Competition while Moon's team has won the Best Mentorship Interaction Award. Moon had won the Best Mentorship Prize for 2 years consecutively.

Promotion Talks for Introducing the Alumni

The alumni team had conducted promotion talks to part-time Higher Diploma and Diploma final year students. The students welcomed the establishment of the alumni which can provide a networking platform for them.

Upcoming Activities

The inauguration ceremony of VTC Marketing and Advertising Alumni will be held on 23 June 2008 (Monday) at Four Seasons Ballroom, Renaissance Kowloon Hotel together with the graduation dinner of the marketing and advertising final year students. Other activities are under preparation and will be announced later.

Young Marketer Talk- Sales and Retail Management

Our first event- Young Marketer Talk was held on 28 March 2008 with our graduates Yoki and Nigel sharing their experiences on the topic "Sales and Retail Management". The seminar attracted a full house of participants, including teachers and students. We would also like to thank Dr. Evia Wong (Head of Business Administration Department), Mr. Ernest Ngai, Mr. Paul Tsui, Emily and Donald for joining the event.



Presentation of Souvenir to the Guest Speakers

From left: Mr. Paul Tsui, Ms. Evia Wong, Nigel, Yoki, Emily, Donald and Mr. Ernest Ngai

Alumni Regular Meeting

The committee have held a meeting on 12 April 2008. During the meeting, the committee has discussed about the modification of the Memorandum & Article of Association, budgeting issue of the Alumni this year and the upcoming activities for our members. All of them are under prepared and circulated for evaluation.

New Launch of E-Marketer News

The E-Marketer News is launched in this week (20/4/2008). We hope that this e-newsletter will help providing members with the most up-to-date news about the Alumni while fostering closer links between the Alumni and members.