



## Honorary Advisor

Hong Kong Institute of Marketing (HKIM), 香港市務學會

The Chartered Institute of Marketing (CIM), 英國特許市務學會 (香港)

## Who is qualified to join?

Every graduate is eligible to be an ordinary member. Students who are registered on a full-time or a part-time Marketing and Advertising course of at least one academic year, offered by the Vocational Training Council (VTC), are eligible to apply for Student Membership.

Wanna join? Keep an eye on our promotional materials for more updates and details.

## How can I join ?

Contact person for application: Ho Wing Yan

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Chai Wan, Hong Kong

## Our Slogan

*Driving towards Marketing Excellence*

## Aims and Objectives

- To provide a communication and networking platform of VTC Marketing and Advertising graduates and students
- To promote a public image of the marketing and advertising courses offered by VTC
- To promote local marketing and advertising professionalism

## Why join VTCMAAA?

VTCMAAA is the official platform for all VTC BA graduates and marketing professionals. It creates a community for the sharing of knowledge, experience, industry information and, of course, fun! Some ask "why join?", I ask "WHY NOT JOIN?"

## Message from our committee members

You probably ask, since you are no longer a student, how can you keep in touch with former classmates, teachers and friends at the campus?

We take pride to announce that VTC Marketing and Advertising Alumni (VTCMAAA) has been created. We are here to do what we can to help you stay in touch with thousands and thousands of graduates. We maintain a comprehensive database of alumni contact details and also through different activities. We want to enhance the interaction of alumni and our honorary members and professionals.

Explore your network through VTCMAAA create your competitive advantage.

Donald Wong, Graduate 2003

In the first place, it is my pleasure to participate in the VTC Marketing and Advertising Alumni (VTCMAAA) as a committee member and perform the role of publicity offer. It is a valuable opportunity for me to make contributions to my college after I have graduated. Therefore, I can apply what I learnt in school to reality.

Though joining VTCMAAA, it is a good practice to build up confidence and courage for my personal growth. This is really a good platform to meet different parties and promote VTCMAAA. Lastly, it is a marvelous experience in my life of study.

Joyce Kwan, Graduate 2007

## Clubs and Group

Three sport clubs and a English group have been organized for the members. They include : Tennis Club, Golf Club, Swimming Club and the group "Professional English for Marketers". This could let our members be versed in both "the pen and the sword".

## Event Highlights

The 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. The association was formed



to strengthen the bond 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 their Alma Mater. Also, thanks for the support of the following Honorary Advisors and Honorary Members of our association.

## External Honorary Members

### 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