

## **Career Exploration Seminar 5 - Advertising with HK4As**

Dear Students,

Interested in pursuing a career in the advertising industry, one of the most thriving sectors in Hong Kong? To help you understand more about this industry, we are going to have an advertising expert to host our upcoming Career Exploration Seminar 5 – Advertising with the Association of Accredited Advertising Agents of Hong Kong (HK4As).

In cooperation with HK4As, we have invited Ms Dionne Kung, Managing Director, Foote Cone & Belding Hong Kong to be our guest speaker at the seminar. In the seminar Ms Kung will explore and share with you:

1. Career prospect in the advertising industry – Entry position(s) for university graduates and career path for advancement
2. The essential qualifications and qualities of a successful advertising professional
3. Current trends and development of the advertising industry

### **Details of seminar:**

Date: March 8, 2006 (Wed)

Time: 16:30- 18:00

Venue: LT, T.Y. Wong Hall

### **Bio of speaker:**

Ms Dionne Kung has over 20 years of experience in the advertising industry both on the client side as well as in agencies. She is currently the Managing Director of Foote Cone & Belding Hong Kong. Prior to her current position, she has worked for Bozell, Seiko and Philips.

Interested? Please register at

<http://www3.baf.cuhk.edu.hk/bba/eventreg/eventReg.asp?action=register&eventRef=82>

on or before March 2, 2006 (Thursday).

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