



香港浸會大學
HONG KONG BAPTIST UNIVERSITY



創意研究院
Institute of Creativity



CENTRE FOR
INNOVATIVE
SERVICE-LEARNING
創新服務學習中心

SPONSORED BY HUNG HIN SHIU & LEE KEUNG CHARITABLE FOUNDATION
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**It always seems impossible
until it's done.**

- Nelson Mandela



傳理學院
School of Communication

ORGC 3047 Organizational Event Planning and Management

1st Semester 2018-2019

Course Instructor:
Dr Kimmy Cheng

This course introduces students to the principles and practice of event management. Students will explore the management and planning of a variety of special events, festivals, celebrations and fund-raising programmes and analyse the key processes involved in staging a successful event.

Events to Empower

Growing up in competitive settings that honour only a few leaves most Hong Kong teenagers are stressed, lost and demoralised. To address the pain, social enterprise Elite Thai Boxing provides an alternate culture through fitness training and nurture at-risk youths to be elites. Students of the course will support Elite Thai Boxing in organising three launching events for their new App that aims to connect youths to tangible resources and support persons.

Did You Know?

53% of junior secondary pupils in Hong Kong show symptoms of depression.

Source: Baptist Oi Kwan Social Service, 2017

Centre for Innovative Service-Learning

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