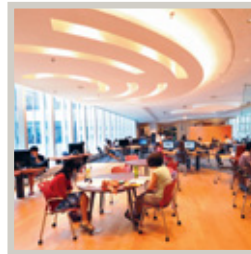


DISCOVER

The World100 Reputation Network

HONG KONG



FRIDAY 15TH APRIL 2016

WORLD-CLASS
REPUTATION

DISCOVER
HONG KONG

NETWORK
CONNECTION

COMMUNICATION
RESEARCH

NETWORKING EVENT FOR SENIOR MARKETING,
COMMUNICATIONS AND INTERNATIONAL DIRECTORS
IN WORLD-CLASS UNIVERSITIES



香港大學
THE UNIVERSITY OF HONG KONG

WELCOME


& Introduction

Welcome to 'Discover the W100 in Hong Kong'. Launched in 2015, our Discover series aims to explore and discover reputational issues from a country-specific perspective, and to engage new members. These exclusive events provide the perfect opportunity to connect with W100 members and to learn more about the best universities in the region and their reputational challenges.

Celebrated for its fusion of Eastern and Western cultures, Hong Kong is one of Asia's dominant economic powers and is also becoming a leading study destination, now ranked 8th among the world's most attractive destinations for international students by higher education data firm QS. This vibrant city-state boasts one of the world's most impressive concentrations of world-class institutions, with five of them ranked among the world's top 200 this year.

Today, some of our most committed members will demonstrate how the Network informs and adds value to their daily communications practices. Katherine Ma, Director of Communications at HKU; Trinni Choy, Assistant Director (Media) at HKU; and Professor Suk-Ying Wong, Associate Vice-President at Chinese University of Hong Kong, will discuss the issues and ambitions of their own universities operating in the nexus of East meets West. Together, we will discuss and explore strategies and tactics for effective research communications. Your expertise, be it communications, marketing, or international strategy, will enrich all of today's sessions, so we encourage you to network, share, and get involved!

We want you to leave inspired by our speakers, enlivened by thought-provoking discussions, and having made new and interesting contacts. Most importantly, we hope to convey the ethos that drives the Network, and the spirit of fellowship that maintains it.



LOUISE SIMPSON
Director, The World 100 Reputation Network



MARK SUDBURY
Chair, The World 100 Reputation Network
Director of Communications and Marketing, UCL

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About The World 100 Reputation Network

The World 100 Reputation Network is a group of the world's most prestigious universities undertaking research that enhances reputation management, international relations, and strategy. It is the only network connecting senior directors of communications, marketing, and international in world-class universities.

Now comprising 46 institutions spanning 20 countries, the W100's international diversity is one of the reasons members find the Network so valuable. Although global in outlook, the Network offers members the opportunity to become part of a 'local' community existing to share good practice, transfer knowledge, and overcome common challenges.

Our members actively contribute to the development of the Network by hosting and participating in W100 events. All our events, whether it be an international conference or an exclusive study tour, enable members to exchange innovative perspectives on reputation and global brand building.

Equally important is the W100 annual research project, which pushes forward the boundaries of knowledge around reputation and provides a robust evidence base for future strategy and operational planning.

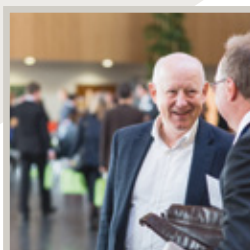
Please refer to the membership brochure included in your event pack to learn more about the W100 Network.

Become a World 100 Member

To become a member or to find out more about The World 100 Reputation Network, please contact:

Louise Simpson, Director, The World 100 Network

info@theworld100.com



THE W100 COMMITTEE



MARK SUDBURY
Director of Communications
and Marketing, UCL
Chair, The World 100
Reputation Network



LOUISE SIMPSON
Director
The World 100
Reputation Network



LARA MCKAY
Executive Director of Marketing
and Communications
The University of Melbourne



LEE DOYLE
Director of Communications
Policy and Administration
University of Michigan



ANDREA FARQUHAR
Assistant Vice-President of
Public and Government Relations
McMaster University



COR JANSEN
Director of Communications
and Marketing
Utrecht University



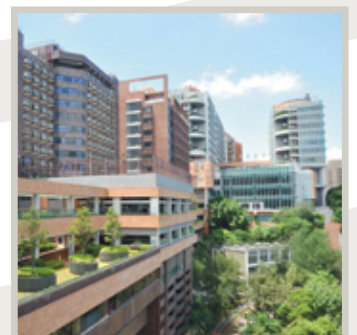
香港大學

THE UNIVERSITY OF HONG KONG

The University of **HONG KONG**

The University of Hong Kong (HKU) is the first and oldest institution of higher learning in Hong Kong — it was founded in 1911, incorporating the Hong Kong College of Medicine (est.1887). For over a century, the University has dedicated itself to creating knowledge, providing education, and serving society. It has grown with Hong Kong, and generations of its graduates have helped shape the city from which the University takes its name.

Today, HKU has an established worldwide reputation for being a research-led comprehensive University with ten faculties and a strong commitment to intellectual freedom, liberty, and diversity. The University has, to date, over 188,600 alumni. HKU strives to attract and nurture outstanding scholars from around the world through excellence and innovation in its teaching and learning, research, and knowledge exchange activities. HKU's research areas and themes reflect issues of local, regional, and global concern, and bring together experts from diverse disciplines. The University has academic partnerships with over 300 universities and research institutes around the world. Through these endeavours, the University will continue to contribute – in this globalised, knowledge-based 21st century – to the development of leaders and to the advancement of society locally, regionally, and internationally.



THURSDAY 14 APRIL 2016

20.00	SYMPHONY OF LIGHTS DISPLAY
20.30	DINNER AT PEKING GARDEN RESTAURANT

FRIDAY 15 APRIL 2016 | THE CONVOCATION ROOM, HKU

9.00 ▶ 9.30	REGISTRATION & MORNING COFFEE
9.30 ▶ 9.50	WELCOME & OVERVIEW MARK SUDBURY , Director of Communications and Marketing, UCL DOUGLAS SO , Vice-President and Pro-Vice-Chancellor (Institutional Advancement), The University of Hong Kong
9.50 ▶ 10.05	THE W100 & THE UNIVERSITY OF HONG KONG KATHERINE MA , Director of Communications, The University of Hong Kong
10.05 ▶ 10.20	EVENTS & NETWORKING LARA MCKAY , Executive Director, Marketing and Communications, The University of Melbourne
10.20 ▶ 10.35	W100 RESEARCH TANIA RHODES-TAYLOR , Director of Communications and Marketing, Queen Mary University of London
10.35 ▶ 10.45	FUTURE PROJECTS LOUISE SIMPSON , Director, The W100 Network
10.45 ▶ 11.00	Q&A
11.00 ▶ 11.30	BREAK
11.30 ▶ 12.00	WHEN YOUR STUDENTS CONSTANTLY HIT THE POLITICAL NEWS HEADLINES TRINNI CHOY , Assistant Director (Media), The University of Hong Kong
12.00 ▶ 12.15	IMAGE CONSTRUCTION AND REPUTATION ENHANCEMENT: CHALLENGES AND OPPORTUNITIES FOR THE CHINESE UNIVERSITY OF HONG KONG SUK-YING WONG , Chinese University of Hong Kong
12.15 ▶ 12.45	Q&A
12.45 ▶ 13.45	LUNCH
13.45 ▶ 14.45	THE 'R' WORD: STRATEGIES AND TACTICS FOR EFFECTIVE RESEARCH COMMUNICATIONS LOUISE SIMPSON , Director, The World 100 Reputation Network LISA BOULD , Research Manager, The World 100 Reputation Network
14.45 ▶ 15.00	BREAK
15.00 ▶ 15.45	THE 'R' WORD: PARTICIPANT FEEDBACK
15.45 ▶ 16.00	W100 ANNUAL CONFERENCE 2016: PREVIEW EILIS O'BRIEN , Director of Communication, University College Dublin (UCD)
16.00 ▶ 16.15	SUMMARY & CLOSE MARK SUDBURY , Director of Marketing & Communications, UCL
16.30 ▶ 18.00	HKU CAMPUS TOUR

WORLD 100 MEMBERS

- R Aarhus University, Denmark
- R University of Aberdeen, UK
- R University of Adelaide, Australia
- R University of Alberta, Canada
- D University of St Andrews, UK
- D Australian National University, Australia
- R Universitat Autònoma de Barcelona, Spain
- R University of Cambridge, UK
- D University of Cape Town, South Africa
- R Cardiff University, UK
- R University of Copenhagen, Denmark
- R University College Dublin (UCD), Ireland
- R The University of Edinburgh, UK
- R University of Glasgow, UK
- R University of Groningen, The Netherlands
- R University of Helsinki, Finland
- D City University of Hong Kong, Hong Kong
- D The University of Hong Kong, Hong Kong
- R Keio University, Japan
- D King's College London, UK
- R Korea University, Korea
- R Kyushu University, Japan
- R London School of Economic and Political Science (LSE), UK
- D Lund University, Sweden
- D Universidad Autónoma de Madrid, Spain
- R University of Malaya, Malaysia
- R The University of Manchester, UK
- R McMaster University, Canada
- R The University of Melbourne, Australia
- R University of Michigan, USA
- A University of Navarra, Spain
- D University of New South Wales, Australia
- R University of Padova, Italy
- D Pohang University of Science and Technology, Korea
- D Pompeu Fabra University, Spain
- R Queen Mary University of London, UK
- R University of Sheffield, UK
- R University of Southampton, UK
- D The University of Sydney, Australia
- D University of Toronto, Canada
- R UCL, UK
- R Utrecht University, The Netherlands
- R The University of Warwick, UK
- D University of Western Australia, Australia
- D University of Western Ontario, Canada
- R University of York, UK

R = Research Level Member

D = Discover Member

A = Associate Member

BIOGRAPHIES



MARK SUDBURY

Director of Communications and Marketing

UCL

Mark Sudbury is responsible for developing the profile and reputation of one of the world's leading universities. He runs an integrated team covering media relations, web / social media, corporate events, student recruitment marketing, and international recruitment.

Mark joined UCL in 2007 from the UK Government, where he led communications for major legislation that introduced a ban on smoking in public places. He was previously Head of Public Affairs at the Football Association, the governing body for football in England, and started his career at the University of Sussex.



DOUGLAS SO

Vice-President and Pro-Vice-Chancellor
(Institutional Advancement)

The University of Hong Kong

Douglas is a law graduate of HKU, and is now a solicitor in Hong Kong as well as England and Wales. In 2000, Douglas became Legal Counsel of The Hong Kong Jockey Club and has also acted as Head of Legal Services and the Company Secretary.

Douglas also serves on several boards including UNICEF HK, HK Cyberport Management Company Limited, HK Philharmonic Society Limited, and is a member of the Hospital Governing Committee of the Duchess of Kent Children's Hospital.



KATHERINE MA

Director of Communications

The University of Hong Kong

As Director of Communications at the University of Hong Kong, Katherine is in charge of the University's communication strategies and stakeholder relationship management. She also holds the custodianship of the University's reputation and brand.

Managing a team of 26 people in the Communications and Public Affairs Office, Katherine acts as a counsel to the Management in strategic communications. Her office is responsible for the University's international and local media relations, public affairs, ceremonies and events, the university website, social media, online and print publications, editorial services, and productions. The office also lends support to the communication activities of the 10 faculties and 100+ departments and centres of the University.



LARA MCKAY
**Executive Director, Marketing
 and Communications**
The University of Melbourne

Lara McKay is the Executive Director, Marketing and Communications at the University of Melbourne and oversees a team responsible for the development of university-wide strategies and policies to successfully market and communicate the University's brand and manage its reputation. In this role, Lara works in partnership with key internal and external stakeholders to ensure a collaborative and multi-disciplined approach in the areas of marketing, brand management, advertising, digital engagement, insights and market research, communications, and media and issues management.



TRINNI CHOY
Assistant Director (Media)
The University of Hong Kong

Trinni Choy joined The University of Hong Kong as Assistant Director (Media) of the Communications and Public Affairs in 2009. During her seven years at HKU, she has established closer ties and set up collaboration projects with journalists, significantly enhancing the presence of the University in the media. Before joining the University, Trinni worked in the news industry for 23 years, first as a reporter and then as News Editor at several newsrooms. Besides reporting, she was also a news anchor and host of several radio and TV talk shows.



SUK-YING WONG
**Associate Vice-President & Professor,
 Department of Sociology**
The Chinese University of Hong Kong

Professor Suk-Ying Wong's primary research interests involve the sociology of education organisations and higher education. She was a member of the teaching faculty at several higher education institutions in the United States and Japan before joining The Chinese University of Hong Kong in 1997.

In addition to her notable achievements in research and teaching, Suk-Ying possesses extensive experience in university professional services. Formerly, she was the Associate Dean of Student Affairs at CUHK, Dean of Students of C.W. Chu College, and before that, the Director of Admissions and Financial Aid. She is also actively involved in community services. Some of her varied roles include acting as Chair of the Committee on Operation (CJO) and Joint University Programmes Admissions System (JUPAS) in Hong Kong, as well as membership of the Joint Committee on Student Finance, and Working Family and Student Financial Assistance Agency, in Hong Kong.



TANIA RHODES-TAYLOR
Director of Marketing and Communications
Queen Mary University of London

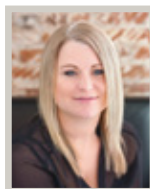
Tania is a marketing and communications professional with over 25 years' experience in these areas. She joined Queen Mary University of London in 2012 to take on the newly created position of Director of Marketing and Communications, and has overall responsibility for the strategic development and implementation of the marketing and communications activities at QMUL. Most of Tania's earlier career was in the private sector with large multi-nationals, including experience of living and working in and across Asia and the United States.



LOUISE SIMPSON
Director
The W100 Network

Louise is an expert in education reputation management with a focus on research-intensive universities. In 2007, she created The World 100 Reputation Network. She consults widely on reputation for universities in the UK and further afield in Europe. She has recently completed an MPhil at Manchester Business School on measuring reputation and the impact of rankings on reputation in higher education.

Before consultancy beckoned, Louise was Director of Communications for the University of Cambridge, advising on public relations and public affairs across the university and colleges.



LISA BOULD
Research Manager
The World 100 Network

Lisa joined The Knowledge Partnership in 2005 as the company's first market research professional and went on to help develop and manage the in-house team of researchers that they have today.

She has undertaken many major research projects for universities and colleges internationally, including portfolio review and evaluation, marketing reviews, primary and secondary research into student markets, alumni engagement, web and prospectus reviews, overseas market analysis, course viability analysis, and more.

She has a Bachelor of Science degree in Psychology and a Master's degree in Services Marketing, as well as certification from the Market Research Society.



SOCIAL ACTIVITIES

Discover delegates will have the opportunity to connect before the event at social activities planned for the evening of **Thursday 14 April**. Please note, those wishing to participate in these activities **must have registered in advance**.

GETTING TO THE EVENT

The W100 will operate a free shuttle service from Peking Garden Restaurant to the Courtyard by Marriot on Thursday 14 April, and between the Courtyard by Marriot and The University of Hong Kong on **Friday 15 April**.

THURSDAY 14 APRIL

SYMPHONY OF LIGHTS DISPLAY

Please gather at the Clock Tower, located near the Star Ferry Pier on the southern shore of Tsim Sha Tsui, Kowloon, at 19.50, where you will be met by HKU representatives.

19.50 You will experience the Hong Kong skyline lit up by a dazzling display of lasers and lights during the Symphony of Lights Display, named the 'World's Largest Permanent Light and Sound Show' by Guinness World Records. This will be followed by a Chinese banquet set against the dramatic backdrop of Hong Kong Harbour.

DELEGATE DINNER PEKING GARDEN RESTAURANT

20.30 *3/F, Star House, 3 Salisbury Road, Tsim Sha Tsui, Kowloon*
Following the Symphony of Lights display, delegates will be accompanied to the restaurant by representatives from HKU.

SHUTTLE TIMES

THURSDAY 14 APRIL

22.30 Shuttle departs from Peking Garden Restaurant for The Courtyard by Marriot

FRIDAY 15 APRIL

8.40 Shuttle departs from The Courtyard by Marriot for HKU

18.00 Shuttle departs from the Main Building at HKU for The Courtyard by Marriot

If you are staying elsewhere, you can travel to The University of Hong Kong via:

MTR (TRAIN)

Please get off at "HKU Station" and exit from A1, take the lift to Pokfulam Road on G/F level, turn right and continue walking for about 3 minutes to the Main Building. The meeting room (i.e. Convocation Room) is located on the second floor of the building.

TAXI

Taxis are plentiful and relatively cheap throughout Hong Kong and can be hailed on the street. Please ask the taxi driver to enter through the West Gate entrance of HKU along Pokfulam Road, which has most direct access to the Main Building. The meeting room (i.e. Convocation Room) is located on the second floor of the building.

