

Seminar: What do the engineers need to know about the media?

By Mark W H LEUNG

On 15 March 2013, a seminar on “What do the engineers need to know about the media?” was organised by the IMechE HKB and supported by HKIE- EG Div, EV Div and MMNC Div, ASME-HKS and Mechanical Department of Hong Kong PolyU with over 100 attendants.

Ms. Sandra MAK, CEO of A-World Consulting, with over 20 years of experience in the communication industry in both the public and private sectors, was invited to be the speaker of the seminar. Sandra had been worked in the ICAC’s as Chief Staff Officer and was director of a number of CLP subsidiaries. Sandra sits at several government advisory councils/tribunal and charities local and international. She is also a member of the Council of the Open University.

During the seminar, Sandra shared her valuable experience and DOs and DON’Ts when dealing with the media. Interactive discussion was also conducted during the question-and-answer session and all the participants enjoyed the seminar.

On behalf of IMechE HKB and all other supporting organisations, we would like to express our sincere thanks to Sandra for her interesting presentation.

