

## CLP Internship Programme 2022

## Project Focus – Sales &amp; Marketing (12-month)

<b>Project Code</b>	SM_SAND_01	
<b>Project Detail</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	Jun 2022 to May 2023
	<b>Preferred Discipline</b>	<b>First Preference:</b> Marketing <b>Other Preference:</b> Engineering
	<b>Project Name</b>	Power Connect
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>• Assist in the 1st and largest energy saving and care for society program for CLP residential customer</li> <li>• Plan and develop new programs to achieve energy saving / care for society mission</li> </ul>
	<b>Project Description</b>	<ul style="list-style-type: none"> <li>• Assist on the Power connect program and all related sub-programs</li> <li>• Execute Summer energy saving campaign, design program and offers to call for action</li> <li>• Conduct and plan events and roadshow for summer promotion</li> <li>• Assist in the IT development for the customer engagement tool and games, maintain and develop new features. Ensure smooth running and support daily operation</li> <li>• Participate and develop element on a new Low Carbon Tour</li> <li>• Assist in the project management and budgeting</li> <li>• Participate in the beneficiary program, including both internal and external management</li> <li>• Participate and develop new element for Social Enterprise program</li> <li>• New Web page and App development</li> <li>• New E-Service development and promotion</li> </ul>
	<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Marketing / Event management</li> <li>• Environmental / Engineering (optional)</li> </ul>