

<b>Project Code</b>	SM_SAND_1	
<b>Project Details</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	June 2019 to June 2020
	<b>Preferred Disciplines</b>	<b>First Preference:</b> Communication Studies, Digital Marketing <b>Other Preference:</b> E-commerce, Information System
	<b>Project Name</b>	Media Communication
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>To offer University students a unique blend of media practice in association with communication technology to confidently face challenges and opportunities in the age of rapidly developing digital media and communication industry.</li> <li>To support the design across different online and offline visual media</li> <li>prints, promotional materials, event, corporate identities, videos etc</li> <li>To provide digital marketing insight to accelerate the growth of customer acquisition and increase customer retention.</li> </ul>
	<b>Project Descriptions</b>	<ul style="list-style-type: none"> <li>Work competently with the depth of communication knowledge and technological skills to help CLP on various media productions such as promotional videos, photos, prints and promotional materials.</li> <li>Develop a storyline by usage of techniques, skills and tools for the creation, production, editing and presentation of interactive media content.</li> <li>Assist to explore ideas and campaigns to increase traffic for social channels of the company.</li> <li>Coordinate with internal user on user request and Work with vendors on media production if necessary.</li> <li>Handle video production Work such as shooting and video editing.</li> </ul>
<b>Project Deliverables</b>	<ul style="list-style-type: none"> <li>Able to apply new media tools and methods to the writing, conveying and sharing of news and information content.</li> <li>Able to master the basic technologies of the interactive media, Internet communications and mobile platforms.</li> <li>Able to apply a variety of digital media production methods including sound, TV, video, desktop publishing, web media and micro-film.</li> </ul>	
<b>Required Skills</b>	<ul style="list-style-type: none"> <li>Multi-media knowledge and skills includes photo shootings, video editing etc.</li> </ul>	

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		<ul style="list-style-type: none"><li>• Ability to understand and communicate effectively with people internally or externally.</li><li>• Fluent in written and spoken English and Chinese</li></ul>
	<b>Learning</b>	<ul style="list-style-type: none"><li>• Real-time work experience in media production/communications</li><li>• Development of students' presentation and communications skills</li><li>• Teamwork and project management skills.</li></ul>

<b>Project Code</b>	SM_SAND_2	
<b>Project Details</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	June 2019 to August 2020
	<b>Preferred Disciplines</b>	<b>First Preference:</b>  <b>Other Preference:</b>
	<b>Project Name</b>	Digital Marketing & Social Media Engagement, Maintenance and Development
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>To deepen customer engagement via social media and digital channels</li> <li>Enhance brand presence at social media and other digital channels</li> </ul>
	<b>Project Descriptions</b>	<ul style="list-style-type: none"> <li>Explore new digital channels for marketing and brand building</li> <li>Deepen customer relationship and Enhance customer engagement</li> </ul>
	<b>Project Deliverables</b>	<ul style="list-style-type: none"> <li>Execute social media campaign</li> <li>Plan and draft Facebook fan page contents</li> <li>Generate social monitoring reports</li> <li>Conduct digital channel performance review</li> </ul>
	<b>Required Skills</b>	<ul style="list-style-type: none"> <li>Familiar with social media &amp; digital landscape in Hong Kong</li> <li>Embrace the latest technology and digital marketing</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>Get to know the operations of digital marketing</li> <li>Understand the thinking process on articulating business benefits from adapting latest technology in digital marketing</li> <li>Learn the best practices of social media</li> <li>Know the power of social monitoring</li> </ul>	

<b>Project Code</b>	SM_SAND_3	
<b>Project Details</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	June 2019 to June 2020
	<b>Preferred Disciplines</b>	<b>First Preference:</b> Communications <b>Other Preference:</b> Marketing
	<b>Project Name</b>	Marketing Communications Projects & Events
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>• Provide support in development and implementation of integrated communications campaigns to promote CLP's products, services and reinforce brand image.</li> </ul>
	<b>Project Descriptions</b>	<ul style="list-style-type: none"> <li>• Support Marcom Team in the following tasks:             <ul style="list-style-type: none"> <li>○ Assist in the production of marketing collaterals</li> <li>○ Support in event management and logistics</li> <li>○ Participate in Green Studio environmental education and community outreach activities</li> <li>○ Market research on need basis.</li> </ul> </li> </ul>
	<b>Project Deliverables</b>	<ul style="list-style-type: none"> <li>• Contribute as a team member for different marketing communications projects and events.</li> </ul>
	<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Excellent command of written and spoken English and Chinese.</li> <li>• Independent, highly motivated and detail oriented.</li> <li>• Good time management and capable of prioritising tasks.</li> <li>• A good team player and able to cultivate good relationship with internal colleague</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• Build up capabilities in marketing communications and promotions</li> <li>• Gain exposure in design and printing, video production, event management and digital marketing.</li> <li>• Develop project management and interpersonal skills.</li> <li>• Learn to be a good team player</li> </ul>	

<b>Project Code</b>	SM_SAND_4	
<b>Project Details</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	July 2019 to June 2020
	<b>Preferred Disciplines</b>	<b>First Preference:</b> Marketing / Business Administration <b>Other Preference:</b> Communication / Journalism
	<b>Project Name</b>	CLP Culture Programmes, Staff Recognition and Innovative Customer Experience
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>• To cultivate innovation and customer service culture in CLP</li> <li>• To recognise, reward and reinforce staff performance on customer centricity, innovation and safety</li> <li>• To promote CLP's orchestrating role to support HK as a Smart City</li> </ul>
	<b>Project Descriptions</b>	<ul style="list-style-type: none"> <li>• Innovation &amp; Customer Service Culture Innovation and customer service are two important culture values in CLP. A series of marketing campaigns, communications and innovative staff engagement activities will be organised to inspire colleagues' innovative thinking and customer-centricity</li> <li>• Staff Recognition Programme It is the company-wide staff performance recognition programme of CLP. A series of communication materials and promotion activities will be needed. Also, there will be big recognition event</li> <li>• Innovative Customer Experience It is a new experience centre which will showcase latest products or technology for visitors.</li> </ul>
	<b>Project Deliverables</b>	<ul style="list-style-type: none"> <li>• Idea Generation Online Platform Events, e.g. inspiring seminars and tours</li> <li>• Promotion and communication materials, e.g. posters, newsletters, videos</li> <li>• Big scale event</li> <li>• Recognition mechanism design and implementation</li> <li>• Multimedia production</li> </ul>
<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Proactive, creative, self motivated</li> <li>• Good organisational skills and detailed-oriented</li> <li>• Excellent team player, outgoing and eager to Learn</li> <li>• Excellent command of written and spoken Chinese and English</li> <li>• Proficiency in Word, Excel, PowerPoint and Chinese Word processing</li> </ul>	

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		<ul style="list-style-type: none"><li>• Photoshop or video editing is an advantage</li></ul>
	<b>Learning</b>	<ul style="list-style-type: none"><li>• Integrated marketing communications, including Online and offline</li><li>• Innovative Idea Generation</li><li>• Event planning, preparation and set up</li><li>• Project management</li><li>• Interpersonal skills with people in different Work streams</li></ul>

<b>Project Code</b>	SM_SAND_5	
<b>Project Details</b>	<b>Internship Category</b>	Sandwich
	<b>Internship Period</b>	June 2019 to August 2020
	<b>Preferred Disciplines</b>	<b>First Preference:</b> Marketing <b>Other Preference:</b> Engineering
	<b>Project Name</b>	Power Connect / Feed-in-Tariff (FIT) / Renewable Energy Certificate
	<b>Business Objective(s)</b>	<ul style="list-style-type: none"> <li>• Promote energy saving to domestic sector</li> <li>• Educate market on EE&amp;C concept</li> <li>• Execute CSR program (help needies through connection with NGOs)</li> </ul>
	<b>Project Descriptions</b>	<ul style="list-style-type: none"> <li>• Assist the 2nd year of the largest energy program in HK</li> <li>• Power Connect-in all aspect, including project management and execution. Plan and execute public promotion on energy saving action and arranging the application and donation to the needy.</li> <li>• Assist the exploration on solar energy development in HK, develop marketing plan and co-ordinate with the market players on join promotion approach</li> <li>• Explore and develop new EE&amp;C service that can enhance customers' experience</li> <li>• Participate on project improvement including IT or on other areas</li> </ul>
	<b>Project Deliverables</b>	<ul style="list-style-type: none"> <li>• Design and execute the largest energy saving program in Hong Kong</li> <li>• Work with all the NGOs in HK to identify needies from the society, help these needies and provide platform to connect the energy saving program and needies</li> <li>• Promote and execute the Renewable Energy application on domestic sector in HK</li> <li>• Develop all necessary advertising, sub-program, marketing &amp; IT to support all-round promotion</li> </ul>
	<b>Required Skills</b>	<ul style="list-style-type: none"> <li>• Marketing and analytic skill</li> <li>• Positive and willing to learn</li> </ul>
<b>Learning</b>	<ul style="list-style-type: none"> <li>• All aspect on marketing, including planning, execution and analysis</li> <li>• Energy development in HK</li> </ul>	