





## About the programme

### Financial Public Relations (SCPD17071701)

#### Course outline

For the recent decades, financial public relations has become essential for listed companies and listed candidates, particularly in handling complex transactions, building relationships with international investors and financial analysts, as well as raising corporate profiles through both local and regional media coverage.

This seminar provides the key concept and value in financial communications (for investors and media) with a range of theories and case studies. Participants will learn more about financial public relations and daily operation of an industry player from the experienced speaker.

After joining this seminar, participants will gain knowledge about:

- The role and value of financial public relations
- The daily professional practice of investor relations and media relations
- The importance of financial communications in IPO projects

### Social Media and Crisis Management in Investor Relations (SCPD17091201)

#### Course outline

Social media is popular nowadays while information can be communicated and shared instantly via networks. Crisis may easily emerge when there is a widespread of negative news, especially through social media, and the resulting stock price volatility may bring adverse effect to listed companies. Crisis management often requires decisions to be made within a short time frame, and often after an event has already taken place, hence to reduce uncertainty.

This seminar provides up-to-date assessments and knowledge on issues that affect any organization, especially listed companies, as well as the management skills and strategies from the investor relations perspective. With a range of theories and case studies, participants will learn more about crisis management, particularly for crisis emerged among social media.

After joining this seminar, participants will:

- Identify different types of social media and potential crisis
- Understand the flow of crisis management
- Develop skills and strategies in handling crisis on social media

## About the speaker

**Ms. Tina Law**, Director, iPR Ogilvy & Mather

Ms. Law has over 17 years of experience in the financial public relations (PR) industry and is professional in PR strategies, media handling, investor relations and crisis management. She has contributed to the successful listing of over 50 GEM listed and main board listed companies and managed numbers of long-serving retainer clients throughout the years.

Ms. Law has prolific experience in the IPO projects of China-based entities across a wide spectrum of industries and has been responsible for a number of large-scale main board listing projects. She also maintains long-term relationships with client companies upon the completion of IPOs. Her clientele includes Yanzhou Coal Mining Company Limited, Fosun International Limited, Central China Real Estate Limited, Shanghai Prime Machinery Company Limited, Future Land Development Holdings Limited and The United Laboratories International Holdings Limited, etc.



**To confirm your CPD booking,  
 just log on to "My CPA" at  
<http://www.hkicpa.org.hk>**

**HKICPA Event Enrolment Form (For Support Programme)**

Finance & Operations Department,  
 Hong Kong Institute of CPAs,  
**37/F, Wu Chung House, 213 Queen's Road East, Hong Kong**

Payment & Enrolment Status Enquiry: 2287 7381  
 e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
 Fax : 2893 9853

Course Information Enquiry:  
 2287 7386 / 2287 7253  
 e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

**FOR OFFICE USE**

**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
<b>Total (HK\$)</b>							

I am unemployed and not working. I am planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_  
*Contact information is used solely for communication of this particular event, without update to your member profile.*

**Payment Method (Please tick the appropriate box)**

Cheque (no. \_\_\_\_\_) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(7)</sup>

BOC HKICPA VISA     BOC HKICPA UnionPay card     Other VISA / MasterCard

Card Number:																				Card Expiry Date (MM/YY):							
Cardholder's Name (block letters):														Cardholder's Signature:										Date:			

*Payment receipt will be sent to your email address provided above once the payment is confirmed.*

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified with full refund.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
  - Please issue SEPARATE CHEQUE for each event.
  - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - No unauthorized audio or video recording is allowed at CPD events.

**Personal Data:** Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

For non-member and firm payment by cheque, please fill-in your postal address for refund.

Name:	Name:
Address:	Address: