



Joint College Environmental Innovation Alliance 聯校環境創新協會

02 February 2019

Dear Sir/Madam,

Invitation to General Participants for JCEIA Annual Conference 2019: Sustainable Events: Green Is the New Classy on 23rd February 2018

Joint College Environmental Innovation Alliance (JCEIA) is an alliance of graduates and students from environmental degree programmes across various universities in Hong Kong. We are committed to serving as a platform for intellectual exchange on environmental issues, educating and engaging the public, as well as fostering interaction between stakeholders.

Event Overview:

Our ever-growing wish to create joyous memories, maximize corporate impact and generate synergies has spurred the expansion of the multimillion-dollar events industry. Behind the gleam and glamour of sumptuous occasions, however, are horrendous carbon footprints whose impact is borne by no one.

Gathering speakers ranging from sustainability heavyweights to ordinary citizens who takes the extra step for the environment, this seminar aims to shed light on the philosophy of sustainable events – a trend that is gathering steam among hospitality giants and events locations around the world – and stimulate discussions on ways to effectively put it into practice, both on the corporate and individual levels. As one shall see, the achievement of **event marketing goals** does not necessarily preclude eco-friendliness – with more thoughts put into sourcing suppliers and managing resource use, the humility of the ordinary and modest could be equally photogenic and impactful to reach desired audiences on publicity platforms.

Details of the conference:

- Date: 23 February 2019
- Time: 2:00pm - 5:00pm (Registration opens at 1:30pm)
- Venue: Lecture Theatre ADC 204, HKU SPACE Admiralty Learning Centre, Admiralty Centre, 18 Harcourt Road, Hong Kong
- Language: English

Keynote Speaker:

- Ms. Ellen Chan - Environmental Campaign Committee, the Hong Kong SAR Government

Speakers:

- Ms. Sarah Choi - Business Environment Council
- Mr. Edwin Lau - The Green Earth
- Mr. Samson Tong - Echo Asia Communications

Joint College Environmental Innovation Alliance

We Care | We Learn | We Innovate

Website: <http://www.jceia.org>

Email: general@jceia.org



Joint College Environmental Innovation Alliance 聯校環境創新協會

Panel Discussion Facilitator:

- Dr. Jeanne Ng - Hong Kong Institute of Qualified Environmental Professionals

Detailed Schedule:

| Time | Schedule |
|--------|---|
| 1:30pm | Registration |
| 2:00pm | Group Photo |
| 2:15pm | Welcoming Speech Mr. Henry Ho, Chairman of JCEIA |
| 2:30pm | Keynote Speaker Ms. Ellen Chan, Environmental Campaign Committee, the Hong Kong SAR Government |
| 2:50pm | Ms. Sarah Choi Business Environment Council |
| 3:10pm | Break with light refreshments |
| 3:40pm | Mr. Edwin Lau, MH The Green Earth |
| 4:00pm | Mr. Samson Tong Eco Asia Communications |
| 4:20pm | Panel Discussion, Facilitated by: Dr. Jeanne Ng Hong Kong Institute of Qualified Environmental Professionals |
| 5:00pm | End of Conference |

It would be a pleasure to have you taking part in this conference, please circulate the registration link below with members of your organization/platform.

Joint College Environmental Innovation Alliance

We Care | We Learn | We Innovate

Website: <http://www.jceia.org>

Email: general@jceia.org



Joint College Environmental Innovation Alliance
聯校環境創新協會

Registration link: <https://goo.gl/forms/iZluClIwvW5hCPsq2>

Please fill in the above registration form on or before **20th of February, 2019 (Wed)**.

If you have further questions, please do not hesitate to contact me at 6102-9919 or our Ms. Tiffany Yung at 9806-3553. You can also email us at general@jceia.org.

Yours faithfully,

Edmond Lau
Honorary Advisor

Email: edmondsl.jceia@gmail.com

Webpage: <http://www.jceia.org>

Facebook: <http://www.facebook.com/JCEIAHK>

General Enquiries: general@jceia.org