CREATE AWARENESS, INSPIRE ACTION

AWARENESS CAMPAIGN ON MSF SUPPORTERS INITIATED FUNDRAISING EVENT

Our Social Mission:
To encourage the public to organize innovative activities to raise fund for MSF to provide assistance to the populations in distress, victims of armed conflict and natural or man-made disasters, irrespective of race, religion, creed and political convictions.

Student Learning:
Students will learn about the global humanitarian issues, medical relief works of MSF and the method to roll out a successful marketing campaign.

Project Opportunities:
- Be responsible for various relevant tasks including idea generation, innovative proposal making, presentation, production of creative videos, digital marketing, organizing and launching a campaign (fundraising or non-fundraising).

PROJECT LOCATION
HKU campus & various locations, Hong Kong

COMMUNITY PARTNER
Médecins Sans Frontières (MSF)

KEY AREAS
Marketing Campaign, Social Media, Public Awareness, Global Humanitarian Issues, Medical Relief Works

Interested faculty members are welcome to contact Dr. Dennis Cheung, Lecturer of GHELC
Phone: 2219 4828
Email: denniskk@hku.hk
Website: http://ghelc.hku.hk

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