



Exclusive for HKIB Members

# Communicate With Stakeholders Effectively in Challenging Times

## Overview

Today's world is complicated by an ever-changing landscape locally and globally which provides both opportunities and challenges. Effective communication with employees and stakeholders is crucial now more than ever, to keep teams informed, engaged and productive, to mitigate risks and provide assurance. In this communications workshop, we will explore a framework for approaching difficult conversations, provide useful reminders about effective communication and discuss some basic lessons learned from engaging with media that can be applied to a broader range of scenarios.

### Agenda items

- Getting started: develop an effective communications checklist
- Fundamentals in handling difficult conversations with internal/external stakeholders
- Delivering key messages
- Basic media engagement and handling principles

### Who Should Attend?

- Experienced banking executives and team heads
- Relationship managers
- HR specialists

## Speakers

### Ms Helen LAM

Managing Director  
Paradigm Consulting

- Been Head of Communications for Hong Kong, HSBC
- Extensive experience in corporate and financial communications

### Mr Ralph LEE

Assistant Director, Media Relations  
Paradigm Consulting

- Over 10 years of experience in journalism

## Event Details

<b>Date</b>	4 December 2020 (Friday)
<b>Time</b>	Registration   2:30pm Webinar   3:00pm – 4:30pm
<b>Format</b>	Online seminar conducted via Zoom
<b>Fees</b>	FREE for HKIB Members HKD200@ for Non-Members
<b>Language</b>	Cantonese (presentation materials in English)
<b>CPD hours</b>	1.5 Hours HKIB CPD/ SFC CPT/ PWMA OPT
<b>Enrollment</b>	Fill in the registration form and email to <a href="mailto:meme@hkib.org">meme@hkib.org</a>
<b>Enquiry</b>	+852 2153 7800 <a href="mailto:meme@hkib.org">meme@hkib.org</a>

## Registration Form

“Communicate With Stakeholders Effectively in Challenging Times” Seminar

Enrolment: By Email to [meme@hkib.org](mailto:meme@hkib.org)

Bank Name	
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Full Name <small>(same as on HKID Card)</small>	Membership No.	Department	Position	Email <small>(*see Note 1)</small>	Contact No.
Mr/ Ms					
Mr/ Ms					
Mr/ Ms					
Mr/ Ms					
Mr/ Ms					

**\*Priority Enrolment for Professional Members**

Fees:

Non-Member enrolment (HKD200)    Hard-copy of CPD Certificate (HKD30) \*see Note 5

Mailing Address: \_\_\_\_\_

Total Amount (HKD): \_\_\_\_\_

Payment Method:

Cheque/ e-cheque: made payable to “The Hong Kong Institute of Bankers” (Cheque no. : \_\_\_\_\_)\*

Faster Payment System (FPS)\* Account: [account@hkib.org](mailto:account@hkib.org)

Credit Card:    VISA       Master

Cardholder’s Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Card No: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

*\*For e-Cheque / FPS, please state your full name and programme code (HM-PDGM-202012) under “remarks” (e-cheque) or ‘Message to Payee/Recipient’ (FPS) and email together with the completed enrolment form to [meme@hkib.org](mailto:meme@hkib.org) .*

**Note for Special Membership Events**

- Confirmation will be sent to participants by email within 7 days prior to the event date.
- Priority of enrolment will be given to Professional Members and on a ‘first-come-first-serve’ basis.
- We reserve the right to reject an enrolment at any time.
- We reserve the right to cancel, modify and/or postpone the course due to unforeseen circumstances.
- You will receive an e-CPD Certificate issued by HKIB if you have complied with the [“HKIB Attendance Policy”](#). Should you wish to apply for a hard-copy of HKIB CPD Certificate, please download the [“Application for Certificate of Attendance”](#) and return to HKIB by email to [meme@hkib.org](mailto:meme@hkib.org). **HKD30** administration fees will be charged.
- The information given and personal data collected will be used for the purpose of administration and communication by the Institute.
- For the Typhoon or Rainstorm arrangement, please refer to the confirmation email or HKIB’s website ([www.hkib.org](http://www.hkib.org)).



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