

# Leveraging Networks to Serve as a Vital Bridge Between Schools and the Business Community

## Enterprise Advisor – Daphen Chan

Daphne Chan, the Deputy Director of Public Affairs at high-tech PR consultancy The Hoffman Agency, fully utilized her extensive network while serving as the school Enterprise Advisor (EA) at Po Leung Kuk Laws Foundation College. She arranged for students to visit the well-known food delivery platform FoodPanda, where they not only met with the CEO but also presented their research results to company employees. This high level of interaction and exchange of ideas bridged the gap between the business realm and the school, preparing students for their ideal careers while allowing businesses to understand the expectations and needs of the next generation.



## Deepening Learning Experiences

In planning career development activities, Daphne focused on enhancing the learning experience and creating opportunities for students to apply what they have learned. To this end, she organized a series of interconnected learning sessions: first, she introduced students to the public relations industry and the skills required, providing them with a preliminary understanding of the industry's operational models and future development trends, while also showcasing the VASK needed for various positions. Additionally, Daphne held marketing training using FoodPanda as a case study, asking students to design a marketing campaign centered on sustainability, allowing them to deepen their understanding of the business context

while combining theory with practice. Finally, Daphne taught pitching skills, requiring students to condense their marketing campaigns into a 60-second "Elevator Pitch," simulating real-world work scenario



## Carefully Planned Company Visits to Facilitate Interaction and Exchange



Daphne's efforts aimed to ensure that students could take the knowledge and skills they acquired beyond the classroom. With her valuable connections, she arranged a visit for students to the Hong Kong headquarters of FoodPanda.

During this company visit, students not only had the opportunity to meet the CEO but also delivered their elevator pitches on-site, receiving genuine feedback from company employees.

This interactive exchange not only elevated student engagement in the visit but also allowed them to examine their ideas and plans from a business perspective. On the other hand, businesses could gain insight into the needs and expectations of the new generation.

Such remarkable workplace visits provided students with the chance to understand specific professions and job roles in align with the present business environment, gaining a deeper understanding of a company's standard operating procedure and obtaining first-hand industry information. The successful case of Po Leung Kuk Laws Foundation College demonstrates how schools and businesses can effectively collaborate to bridge the gap between the academic and business worlds. This not only helps students gain workforce experience but also brings potential future talent to businesses.