

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF SOCIAL SCIENCES**  
**HKU-HKJC ExCEL3**

**Workshop on Crisis Management and Media Handling for NGOs**

Date: Friday, December 7, 2012  
Time: 9:30am – 1:00pm  
Venue: Social Sciences Chamber, 11/F, The Jockey Club Tower  
The University of Hong Kong

TIME	PROGRAMME
9:30am	Welcoming Address by Professor Cecilia Chan, Director, ExCEL3
9:35am	Principles of Crisis Management and Media Handling by Mr. Fung Shing-cheung, former Executive Chief Editor, Ming Pao Daily News
10:10am	Case Study from Government: Handling of the SARS Crisis by Miss Yvonne Choi Ying-pik, former Director, Information Services Department, the Hong Kong SAR Government
10:40am	Q & A Session
11:10am	Coffee Break
11:25am	Case Study from NGO: Fu Hong Society by Ms. Leung Siu-kum, former Executive Director, Fu Hong Society
11:45am	Group Discussion and Group Report
12:30pm	Open Discussion Moderator: Professor Cecilia Chan, Director, ExCEL3
12:55pm	Souvenir Presentation by Professor Cecilia Chan, Director, ExCEL3
1:00pm	End of the Workshop

November 19, 2012

## **Biographies**

### **Speakers**

#### **Mr. Fung Shing-cheung**

Mr. Fung Shing-cheung was the former Executive Chief Editor of Ming Pao Daily News (1997-2011) and retired in August 2011. He was graduated from the University of Hong Kong in 1978 (major in Psychology and minor in Statistics). He started his 32-year journalism career in 1979 as a reporter of the Radio Television Hong Kong. Since then, he has worked in various newspaper organizations including the Oriental Daily News and the Ming Pao Daily News. He received his a mid-career training in 2001 as a Reuters Fellow in the Green College of the University of Oxford where he spent seven months researching the future of online journalism and finished a thesis titled “Dotcoms in crisis—the future of online journalism”.

After his retirement, he has been appointed by the Council of the University of Hong Kong to serve as a representative of the alumni in the Review Panel On the Centenary Ceremony held on August 18 (2011). At present, he is studying Quantitative Finance in the Centre of Finance and Management Studies of the University of London.

#### **Miss CHOI Ying-pik, Yvonne**

Miss CHOI Ying-pik, Yvonne, was former Permanent Secretary for Commerce and Economic Development, responsible for the policy areas of commerce, industry and tourism, before she retired from the Hong Kong SAR Government in December 2010. Miss Choi graduated from the University of Hong Kong with an Honours degree in B.A. She joined the Government in 1973 and had worked in various posts, including the then Economic Services Branch responsible for the setting up of the Hong Kong Airport Authority, the then Economic and Trade Offices in Washington D.C and Geneva, as well as the Information Services Department. She was Director of Information Services from Jan 2002 to March 2006. Besides working in the Government, she also worked as a consultant in the UNCTAD in the early eighties.

#### **Ms LEUNG, Siu Kum**

LEUNG, Siu Kum, BA, MSW, MSocSc (Counselling), RSW, was in management post for 25 years in various settings including children and youth, elderly and rehabilitation service. Her last employment was Executive Director of Fu Hong Society leading over 1000 staff and 50 service units.

Ms Leung has been members of the various committees of Hong Kong Council of Social Service. She is currently Vice-President of Hong Kong Social Workers Association and member of the Advisory Committee, of both of the Social Work and Social Administration Department of HKU and Caritas Institute of Higher Education.