

South China Morning Post – Celebrating Hong Kong

South China Morning Post's 110th Anniversary initiative



CELEBRATING
HONG KONG



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THE **REDEFINING** HONG KONG DEBATES



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Background and objectives

South China Morning Post set ourselves a target to secure significant event revenue growth during 2013, but it was also important to nurture our brand and brand values, and reader engagement, by ensuring the reader felt there was relevance and reason for our events.

Therefore, as part of the South China Morning Post's Celebrating Hong Kong initiative, we set out to create an event series that was at once editorially and brand enhancing, revenue generating, reader-engaging and contributed to making a difference in our community.

Nurturing senior level debate on important Hong Kong issues:

The Redefining Hong Kong Debates series are lunchtime discussion panels hosted before a 150 person by-registration-or invitation-only audience of readers, CEOs, business leaders and senior executives, policy advisers, NGO leaders and other influencers in the community.

Using our voice to make a difference to our city:

Six topics were chosen for their current affairs relevance and their importance in the future of Hong Kong, covering the economy, policy, business, and issues around environment and poverty.

Results

The Redefining Hong Kong Debate Series outperformed our expectations!

Setting the editorial agenda and connecting to our readers

The debates opened up key issues to the public, and supported pre and post event by strong editorial coverage and analysis, thereby setting the editorial agenda, opening up the debate to readers and raising the profile of important topics of discussion. It created a lot of social debate on our website and strong feedback and dialogue during the sessions.

Revenue source and building a database

We secured HK\$2million of sponsorship, enabling the debates to be profitable, and were able to get additional revenue through delegate registrations. In addition to this we are building a strong database of event participants.

Setting up a future revenue source and event

The series has already garnered a very strong reputation for providing a quality debate platform featuring not only the top speakers but also a highly respectable audience of influential individuals. We have received all the Consul generals of Hong Kong, many leading CEOs and top government officials, and it has been a strong platform to invite our key advertisers to impress.

Results – key metrics

1025 attendees to six events

Over half attendees are C-suite or Director/General Manager level

Over 50 pages of editorial print coverage plus marketing content support

Extensive online write up and videos

Results

Every seat taken in each debate: **events sold out!**

Coverage on seven TV stations and 50 overall news media for our 4th debate on universal suffrage.

Overwhelming positive response from audience on the quality of the event, speakers, moderators and subject matter.

Planning now for seven more 2014 debates.

New franchise and the city's most respected executive level current affairs debates series built.



The six debates of 2013

The Evolution of Qianhai:
How Can Hong Kong Benefit?

The Role of Hong Kong
as the Ever-Evolving Gateway
To and For China

Towards A Green Metropolis -
Vision of Asia's
Most Liveable City

Passage to 2017 - The Next
Milestone of One Country,
Two Systems

Hong Kong: The Luxury
Capital of the World?

Narrowing the Gap: Helping
the Hardest Hit in Hong Kong

Debate 1:

The Evolution of Qianhai: How Can Hong Kong Benefit?

Hailed as the prospective Manhattan of the East, China's experimental financial hub, Qianhai poses some big unknowns, threats and opportunities for Hong Kong's future.

The South China Morning Post invites senior government and finance industry professionals from both sides of the border to deep dive into a thought provoking debate on Hong Kong's future strength as a financial and business centre as Qianhai evolves.

Editorial Highlights:

<http://www.scmp.com/business/economy/article/1286561/hong-kong-must-leverage-global-reach-take-qianhai-challenge-experts>



Speakers



Nick Edwards (Moderator)
Business Editor, SCMP



Anita Fung
CEO, Hong Kong, HSBC



Nicholas Kwan
Research Director, Hong Kong Trade Development Council



Sally Wong
CEO, Hong Kong Investment Funds Association



Thomas Lee
Chairman The Hong Kong Federation of Insurers
& Chief Marketing Officer, AIA Hong Kong

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Debate 2:

The Role of Hong Kong as the Ever-Evolving Gateway To and For China

Multinational corporations have traditionally chosen Hong Kong to be their first port of entry to China, thanks to the city's world-class legal system and quality talent pool. On the flip side, Mainland companies find Hong Kong a convenient and trustworthy port to attract foreign investments for products ranging from priceless works of art to global funds. In this seminar we examine how and whether Hong Kong can prosper despite the growing competition from China's own increasingly international cities.

Editorial Highlights:

<http://www.scmp.com/news/hong-kong/article/1297330/hong-kong-must-prepare-china-fully-open-world>



Speakers



George Chen (Moderator)
Financial Services Editor and
Mr. Shangkong Columnist, SCMP



Albert Ng
Regional Managing Partner,
EY Greater China



Benjamin Hung, JP
Executive Director and Chief Executive Officer of
Standard Chartered Bank (Hong Kong) Limited



John R Slosar
Chief Executive, Cathay Pacific Airways



Professor K.C. Chan, GBS, JP
Secretary for Financial Services and
the Treasury, HKSAR



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Secretary for Financial Services and
the Treasury, HKSAR

Debate 3:

A Green Metropolis - Vision of Asia's Most Liveable City

With our challenges such as urban density and overcrowding, pollution, traffic, dramatic increases in visitors and demands on our limited land natural resources, how can we achieve and sustain desirable living standards? This forum aims to address the kind of city Hong Kong must strive to be in order to retain and attract companies and talent, and how we should manage the urban and environmental planning challenges of a growing population.

Editorial Highlights:

<http://www.scmp.com/news/hong-kong/article/1317012/experts-propose-ways-make-hong-kong-green-metropolis>



Speakers



Kenneth Howe (Moderator)
Deputy Editor, SCMP



Conrad Wong, BBS, JP
Vice Chairman, Yau Lee Holdings Limited &
Chairman, Hong Kong Green Building Council



Dr Hung Wing-tat
Associate Professor, Department of Civil and
Environmental Engineering, Hong Kong
Polytechnic University



Paul Zimmerman
Southern District Councillor & Chief Executive
Officer, Designing Hong Kong



Wong Kam-sing, JP
Secretary for the Environment, HKSAR

Debate 4:

Passage to 2017 - The Next Milestone of One Country, Two Systems

We take pride in our city's freedom of speech and our right to protest, and witness a growing willingness among Hong Kong people of all ages to take a more active role in shaping democracy. In this seminar, we examine and debate how Hong Kong can continue to use its freedoms to construct positive change and impact governance, as it nears 2017 and the introduction of universal suffrage.

Editorial Highlights:

<http://www.scmp.com/news/hong-kong/article/1343181/seeking-solutions-democratic-future>



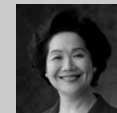
Speakers



The Hon Ronald Arculli, GBM, CVO, GBS, OBE, JP (Moderator)
Senior Partner of King & Wood Mallesons, Hong Kong Office



Alice Wu
SCMP Columnist



The Hon Mrs Anson Chan, GBM GCMG CBE, JP
Former Chief Secretary for Administration HKSAR



Sir David Tang, KBE, Chevalier de l'Ordre des Arts et Lettres



The Hon Jasper Tsang Yok-sing, GBS, JP
President of the Legislative Council, HKSAR

Debate 5:

Hong Kong: The Luxury Capital of the world?

Hong Kong has the highest per capita luxury goods consumption in the world, boosted by a growing property-rich local consumers and cash-laden mainland tourists. 30% of the world's total luxury consumption is by the Chinese. With a slowing Chinese economy, property market cooling measures and dramatic increases in overseas mainland tourism and property investments, how can Hong Kong sustain its crown as the luxury capital of the world?

Editorial Highlights:

<http://www.scmp.com/news/hong-kong/article/1359775/hong-kong-must-raise-standards-and-offer-more-luxury-forum-agrees>



Speakers



Winnie Chung (Moderator)
Chief Editor, Specialist Publications, SCMP



Adrian Cheng
Executive Director and Joint General Manager, New World Development & Executive Director, Chow Tai Fook Jewellery Group



Alain Li
Regional Chief Executive, Asia Pacific Richemont



Clement Kwok
Managing Director and Chief Executive Officer, The Hongkong and Shanghai Hotels, Limited



Sunny Wong
Group Managing Director, Trinity Limited

Debate 6:

Narrowing the Gap: Helping the Hardest Hit in Hong Kong

Now Hong Kong is home to more poverty than ever; with one in six households or 1.17 million living at or below the poverty line, and a growing population of 400,000 elderly poor. In this seminar, we examine whether enough is being done to tackle poverty for the long term and examine the efficacy of the measures in place.

Editorial Highlights:

<http://www.scmp.com/news/hong-kong/article/1380111/participants-scmp-poverty-debate-tell-government-focus-education>



Speakers



Shalini Mahtani, MBE (Moderator)
Founder & Board of Director of
Community Business



Leo Goodstadt
Author, *Poverty in the Midst of Affluence:*
How Hong Kong Mismanaged Its Prosperity



Fermi Wong
Founder and Executive Director,
Hong Kong Unison



Alex Lo
Columnist, SCMP



Prof. Francis Lui
Professor and Head, Department of Economics,
Business School, Hong Kong University of Science
and Technology

Editorial agenda setting



Key results statistics - attendance

Date	Seminar	Registered attendance	On-day attendance	% show-up
19 July 2013	Seminar 1	156	136	87.1
16 Aug 2013	Seminar 2	169	155	91.7
24 Sept 2013	Seminar 3	166	136	81.9
29 Oct 2013	Seminar 4	190	186	97.9
18 Nov 2013	Seminar 5	174	178	102
13 Dec 2013	Seminar 6	170	156	92

Key results statistics

Average moderator rating across six debates: 82.6% (average 4.13 out of 5)

Average panelist rating across six debates: 81.4% (average 4.07 out of 5)

Attendance profile:

22% C-Suite

27% Director or General Manager level

35% Management

7% Government

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Event images



Comments from feedback forms

“Topics have been well thought of and researched. Keep up the excellent work!”

“Well organised event! Staff were extremely efficient.”

“Very professional event.”

“Good composition of panelists to reflect on different, contrasting points of view.”

“Good moderator!”

“Interesting and excellent debate. Panels are well prepared and equipped with knowledge, background and statistics.”

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