Growth insights from Hilda Chan at Hong Kong Science Park

Description

Hilda Chan, the new top marketer for Hong Kong Science and Technology Parks Corporation (HKSTP), is changing how people view marketing. She believes marketing should drive business growth, not just be a cost. With experience in advertising and leading Hong Kong brands, Chan now focuses on promoting Hong Kong as a hub for innovation and technology. She thinks marketing should be seen as a key business function, not just a support role. Chan also emphasizes the importance of using data and creativity to engage customers and achieve business goals. She suggests that marketers should set clear targets and show the value they bring. Chan believes that the future of marketing lies in integrating different disciplines like social media, branding, and design. She advises aspiring marketers to take risks, shape their careers, and make a positive impact on society through their work. This article originally appeared in the South China Morning Post.

Vocabulary List:

1. **Innovation** /ˌɪnəˈveɪʃən/ (noun): The process of making changes in something established especially by introducing new methods ideas or products.
2. **Promoting** /prəˈmoʊtɪŋ/ (verb): The act of supporting or actively encouraging a cause venture or message.
3. **Creativity** /kriː.eɪˈtɪv.ɪ.ti/ (noun): The use of imagination or original ideas to create something; inventiveness.
4. **Integrating** /ˈɪntɪgreɪtɪŋ/ (verb): Combining one thing with another so that they become a whole.
5. **Engage** /ɪnˈgeɪdʒ/ (verb): To participate or become involved in.
6. **Impact** /ˈɪm.pækt/ (noun): The effect or influence of one person thing or action on another.

Comprehension Questions

Multiple Choice

1. What is Hilda Chan's role at Hong Kong Science and Technology Parks Corporation (HKSTP)?

Option: Chief Financial Officer
Option: Top Marketer
Option: Chief Technology Officer
Option: Human Resources Manager

2. What does Hilda Chan believe marketing should drive?

   Option: Cost reduction

   Option: Business growth

   Option: Employee satisfaction

   Option: Product development

3. What is Hilda Chan's focus in promoting Hong Kong?

   Option: Tourism

   Option: Entertainment

   Option: Innovation and technology

   Option: Manufacturing

4. According to Hilda Chan what should marketing be seen as?

   Option: Support role only

   Option: Key business function

   Option: Administrative function

   Option: Non-essential function

5. What does Hilda Chan emphasize the importance of using to engage customers?

   Option: Traditional marketing methods

   Option: Intuition and guesswork

   Option: Data and creativity

   Option: Promotional gifts

6. According to Hilda Chan what should marketers do to show value?

   Option: Set arbitrary goals

   Option: Avoid showing value

   Option: Set clear targets

   Option: Hide achievements

Answer

Multiple Choice: 1. Top Marketer 2. Business growth 3. Innovation and technology 4. Key business function 5. Data and creativity 6. Set clear targets

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term refers to the process of creating something new or introducing new ideas or methods?

   Option: Engage
   Option: Helium-3
   Option: Corruption
   Option: Innovation

2. What is the term used to describe the application of scientific knowledge for practical purposes?

   Option: Develop
   Option: Artificial
   Option: Technology
   Option: Skepticism

3. Who are advocates for the protection of the environment and sustainable practices?

   Option: Campaign
   Option: Promoting
   Option: Environmentalists
   Option: Prototype

4. Which term means to observe supervise or regulate a process or activity?

   Option: Nuclear Fusion
   Option: Monitor
   Option: Rotating
   Option: Concerns

5. What form of energy is produced from the movement of electrons?

   Option: Ineffective
   Option: Electricity
   Option: Commitment
   Option: Integrating

6. What term describes the state of being unable to concentrate or focus?

   Option: Allegations
   Option: Engage
   Option: Distracted
   Option: Monitoring

7. Which term denotes dedication and loyalty to a cause or relationship?

   Option: Prioritize
   Option: Artificial
   Option: System

Option: Commitment

8. What word describes the effect or influence that an event or action has?

Option: Skepticism
Option: Impact
Option: Prototype
Option: Manipulated

9. Which term refers to dishonest or fraudulent conduct by those in power?

Option: Develop
Option: Corruption
Option: Promoting
Option: Campaign

10. What is the term for arranging tasks or goals in order of importance?

Option: Organic
Option: Prioritize
Option: Innovation
Option: Navigating

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ new technologies into existing systems can enhance efficiency.

12. There is a lot of _____ surrounding the new government policy.

13. The engineers are working on a new _____ of the device.

14. The political party launched a new advertising _____ .

15. It takes time to _____ a good relationship with clients.

16. Some argue that intelligence from machines is _____ and lacks creativity.

17. The data was _____ to show favorable results.

18. The Earth's _____ movement causes day and night.

19. Many people prefer to buy _____ produce for its health benefits.

20. To _____ customers companies often use social media platforms.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. is a potential fuel for future nuclear fusion reactors.
22. is a process that powers the sun and stars.
23. Regular is essential to ensure the system functions properly.
24. Addressing environmental requires global cooperation.
25. The company faces serious of employee mistreatment.
26. Before mass production companies often create a product for testing.
27. The outdated equipment proved in the new manufacturing process.
28. Companies use various strategies for their products to a wider audience.
29. In unfamiliar territories a compass can help you your way.
30. A well-designed operating can streamline business processes.

Answer

Multiple Choice: 1. Innovation 2. Technology 3. Environmentalists 4. Monitor 5. Electricity 6. Distracted 7. Commitment 8. Impact 9. Corruption 10. Prioritize
Gap-Fill: 11. Integrating 12. Skepticism 13. Prototype 14. Campaign 15. Develop 16. Artificial 17. Manipulated 18. Rotating 19. Organic 20. Engage
Matching sentence: 1. Helium-3 2. Nuclear Fusion 3. Monitoring 4. Concerns 5. Allegations 6. Prototype 7. Ineffective 8. Promoting 9. Navigate 10. System

CATEGORY

1. Sci/Tech - LEVEL1

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