

13. Mr Shannon Au Yeung – Marketing and Public Relations – Marketing Director

It is very interesting

Compared with other industries

Marketing is a relatively special one

Why would I say that

It is because some people might study marketing as their major

But many people can actually join this industry without studying it

I think in terms of marketing sense

If you have such a knowledge

Or if you keep learning while working

You can actually handle the job

And I am the lucky one

Since I studied this subject

And my boss was willing to hire me when I first started working

So I entered this industry

Since I started my own company

Our job is related to both marketing consultancy

and business consultancy

So our working hours are quite long

In peak seasons

Sometimes we would be particularly busy

During year end or some big festivals

There are no specific working hours

It is not like working from nine to five

It depends on clients' needs

Or the need of their events

The working hours are more flexible

Actually for this industry

You need marketing sense

You do not need to study marketing stream for undergraduate studies

If you have marketing sense and learn while working

The need of this industry is constantly changing

Because this industry requires a lot of knowledge and the industry is changing very quickly

From the era of printed advertisements

To now that everything is done electronically

As well as off-line business mode etc.

Even AI and VR

These are all learnt while working

What I learnt and used ten years ago are absolutely not applicable anymore

So we need to think what kind of information or knowledge is needed

Through work, knowledge of the market

And future vision

This is the only way you can sustain in the industry

I think the most challenging part is time

And money

I think every industry is the same

Why would I say that

Because in terms of time, there are many timelines to catch up

And for money, we have to consider the clients' budget

Or resources that the company can invest

We have to maximise the outcome with limited resources

Actually, we get more exposure to new things in the industry

They can give us different ideas

And make us broaden our horizons

Every time when we complete a marketing event

We can always help the clients to satisfy their needs

I think this is a great motivation for us
I believe every industry has its pressure
The difference is how much, how long, and when it is
When we are facing pressure, we would usually think about the source of pressure
See if they can be solved or not
If it can be solved, then we would find the solution
If there is really no solution
I believe it is better to inquire our friends or people who are more experienced
Perhaps there are some solutions that are yet to be discovered
It requires the power of persistence to solve the problem
For marketing
As I have said before, the development is so rapid
There are always new things happening at every second
I think this industry will never be in the slump since it has been existing for many years
But how to continue
I think it is about combining new elements continuously
Giving new ideas and looking at them from new perspectives
Then present to our target clients
They would realise that some information can be used in this way
They would be interested
And would find the information appropriate
They will be willing to look at the information we provide to them
Most of the time people who are working in marketing would recommend people not to get into the industry
But I found it interesting
If young people are really interested in this industry
They need to have general knowledge
Even this subject is not particularly professional
It requires some professional skills

But I think general knowledge matters the most

Of course general knowledge in this generation is not the basic knowledge

So I think you should have a basic understanding of the market first

And knowledge about building social network

I think these will be very helpful

These can't be learnt only from textbook

But relying on accumulating experience and knowledge in daily life