

**影片分享字幕 – 行業與職業(市場推廣及公關)**  
**Script of Video Sharing - Industry (Marketing and Public Relations)**

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職業: 市場推廣及公關- 商業及管理顧問  
 Job: Marketing and Public Relations – Business and Management Consultant

片長: 3 mins 13 secs

**行業與職業影片簡介 / Description of videos for Industries and Jobs**

英文/ English	Royce Yuen is a business and management consultant. He shared with us the reasons why he entered advertising industry and challenges he faced at work, as well as whether it was difficult to strike a balance between work and life.
繁體中文	袁文俊博士是一名商業及管理顧問。他分享了他加入廣告行業的原因和工作上遇到的挑戰，以及工作和生活之間是否如此難以取得平衡。
简体中文	袁文俊博士是一名商业及管理顾问。他分享了他加入广告行业的原因和工作上遇到的挑战，以及工作和生活之间是否如此难以取得平衡。

**字幕 / Script**

英文/ English	繁體中文	简体中文
I am Royce Yuen I am now engaging in business consulting services I used to spend most of my time in the advertising industry I am the former Chairman of the HK4As (The Association of Accredited Advertising Agencies of Hong Kong) And the Chairman of Ogilvy Hong Kong and Southern China  <b>1. Why did you choose this career? How did you get started in the first place?</b>  Since I was young, I have had a lot of strange	我是袁文俊 現在從事商業諮詢服務 我以前大部分時間都是投身於廣告行業 我是前香港廣告商會主席 以及奧美廣告集團香港及南中國區的主席  <b>1.為何當初選擇此職業？最初是怎樣入行？</b>  我從小就喜歡構思一些古靈精怪的念頭	我是袁文俊 现在从事商业咨询服务 我以前大部分时间都是投身于广告行业 我是前香港广告商会主席 以及奥美广告集团香港及南中国区的主席  <b>1.为何当初选择此职业？最初是怎样入行？</b>  我从小就喜欢构思一些古灵精怪的念头

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<p>ideas I spent much time on daydreaming When I grew up, I found out that there was a programme in advertising management in the university I learned a lot of professional knowledge about advertising in the programme That was when I started to think that advertising was an interesting and playable industry That allowed me to develop my career path The position of my first job was a summer intern I worked in an advertising company for three months I was very hardworking and dedicated So they invited me to work as a part-time staff In the last year of my university life I went to work in their company after school I had become the chairman of the group before I left the company</p>	<p>經常發白日夢 長大後發現大學有一門廣告管理的課程在課程裡 我學到了很多關於廣告的專業知識 我認為廣告是有趣及可玩性高的行業 可以讓自己去發展 我第一份工作是暑期工 在一間廣告公司裡任職了三個月 當時我很努力及投入 所以他們便邀請我當兼職 在最後一年的大學生活 我放學後便到他們公司打工 直到離開公司時 我已經成為了集團主席</p>	<p>经常发白日梦 长大后发现大学有一门广告管理的课程在课程里 我学到了很多关于广告的专业知识 我认为广告是有趣及可玩性高的行业 可以让自己去发展 我第一份工作是暑期工 在一间广告公司里任职了三个月 当时我很努力及投入 所以他们便邀请我当兼职 在最后一年的大学生活 我放学后便到他们公司打工 直到离开公司时 我已经成为了集团主席</p>
<p><b>2. Have you encountered any challenges or difficulties and how did you overcome them during work?</b></p> <p>The biggest challenge and pressure I ever faced Was the financial crisis in 2008 The whole market atmosphere was almost the same as that of Hong Kong now (2022) The unemployment rate was high</p>	<p><b>2. 工作期間有沒有面臨哪些挑戰或困難?你如何應對?</b></p> <p>我曾面對過最大的挑戰及壓力 是在 2008 年的金融海嘯 整個市場氣氛與現在(2022 年)的香港相差無幾 失業率高，很多人覺得徬徨 我們廣告業需要面對的是開源節流</p>	<p><b>2. 工作期间有没有面临哪些挑战或困难?你如何应对?</b></p> <p>我曾面对过最大的挑战及压力 是在 2008 年的金融海啸 整个市场气氛与现在(2022 年)的香港相差无几 失业率高，很多人觉得彷徨 我们广告业需要面对的是开源节流 另外要教育客户不应盲目取消推广</p>

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<p>And many people felt helpless            What we needed in the advertising industry            Was to increase revenue and reduce expenditure            In addition, we must educate our customers not to cancel the promotion blindly            What was needed was how to use advertising investment wisely            Because doing things in this world is not just about "using a lot of money"            But about "using money in a smart way"            So we spent a lot of time thinking about            How to help our customers            How to seize the opportunities to rebound            When the market was at its lowest point</p>	<p>另外要教育客戶不應盲目取消推廣            而是怎樣聰明地去利用廣告投資            因為這個世界做事並不是鬥「用錢多」            而是鬥「用得聰明」            所以我們用了很多時間去思考            如何幫助到客戶            在市場最低谷的時候            如何爭取機會反彈上來</p>	<p>而是怎样聪明地去利用广告投资            因为这个世界做事并不是斗「用钱多」            而是斗「用得聪明」            所以我们用了很多时间去思考            如何帮助到客户            在市场最低谷的时候            如何争取机会反弹上来</p>
<p><b>3. Could you achieve work-life balance in this career?</b></p>	<p><b>3. 你能否從此職業中得到工作與生活間的平衡?</b></p>	<p><b>3. 你能否从此职业中得到工作与生活间的平衡?</b></p>
<p>Many people in this industry say that            Our working hours are long            And we turn night into day            To a certain extent, indeed            For example, except for the working hours from 9 am to 6 pm            Because this is a professional service industry            If a customer has encountered any problems or emergencies            We can't refuse to offer help because we are off from work            We need to help customers solve the problems first            When you are focused at work</p>	<p>此行業很多人都說工時很長、日夜顛倒            某程度上的確是            例如：除了朝九晚六的工作時間之外            因為我們是專業服務行業            如果客戶出現問題或突發事件            我們不能因為要下班就拒絕幫忙            我們需要先去幫助客戶解決問題            當你在工作時專注            與家人相處時也要專注去享受家庭生活            比如我在女兒還小的時候            我會跟她說我未必每晚都能準時回家跟她吃晚飯</p>	<p>此行业很多人都说工时很长、日夜颠倒            某程度上的确是            例如：除了朝九晚六的工作时间之外            因为我们是专业服务行业            如果客户出现问题或突发事件            我们不能因为要下班就拒绝帮忙            我们需要先去帮助客户解决问题            当你在工作时专注            与家人相处时也专注去享受家庭生活            比如我在女儿还小的时候            我会跟她说我未必每晚都能准时回家跟她吃晚饭</p>

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<p>You should also be focused on enjoying family life  When you get along with your family  For example, when my daughter was young I would tell her that I may not go home on time every night to have dinner with her  But I would drive her to school every morning  I had accompanied them to school since they were young  Because the time in the morning was easier for me to manage  Looking back now  I think I was able to achieve a work-life balance</p>	<p>但我每天早上一定會送她去上學  所以她們從小就是我陪伴著她們一起上學  因為早上的時間較容易管理  我現在回想起來  我是能取得工作與生活的平衡</p>	<p>但我每天早上一定会载她去上学  所以她们从小就是我陪伴着她们一起上学  因为早上的时间较容易管理  我现在回想起来  我是能取得工作与生活的平衡</p>