

Name: Emily Oi Yee Leung
University: The University of Hong Kong
Course Studying: Bachelor of Arts (Hons) in English Studies and French
Year Level: Undergraduate - 3



Fascinated with the Public Relations industry, I was so excited when I found out about the Asia Pacific PR Student of the Year 2006 in Media Magazine. Without hesitation, I filled in the entry form and started brainstorming about what I could contribute to the "Go" brand. I wrote my proposal which was based on an "East meets West" idea which would ultimately arouse public awareness of the brand all over the world. I hoped to gain more knowledge about the PR industry; what a valuable opportunity! Researching for days and nights, I was more than happy to submit my long awaited proposal.

"Am I dreaming?" I asked myself in late September. I was so thrilled when I was selected to be one of the top five finalists; I thought that I was the luckiest person in the world. I would now be able to put my idea into practice and present it to some of the most renowned PR professionals in the region. I told my colleagues, friends and family immediately and everyone was so excited for me.

I went to the Weber Shandwick office in Hong Kong and presented my idea to the judges via teleconference. I was so touched by the hospitality extended to me. On November 16, it was great to be able to visit the office again for a great afternoon with all the other finalists. Not only did I learn about the PR profession, but also the company's culture as one of the most caring companies in the world. The office was cozy and lively with much room for people to think creatively and independently. After the visit, I considered Weber Shandwick to be my first choice of workplace in my pending career.

The award presentation ceremony was the biggest event I've ever experienced in my life. This was not only an award presentation ceremony but also a networking experience where PR professionals from all over the region gather together and exchange perspectives. I was so happy that I could learn from them and hear their success stories and philosophy. I was also inspired by the creative and innovative strategies of the winning campaigns. What's more, the friendships that I have gained from meeting the other finalists from Singapore and Australia are truly special. We can learn from each other's cultures and PR practices respective to each country.

Thanks to Weber Shandwick and Media Magazine, the contest was a real success. It has been an unforgettable moment in my life and I will endeavour to participate in the future.

