

## Webinars Shed Light on Challenges Posed by Pandemic

The COVID-19 pandemic has presented unprecedented challenges to the mental health of individuals and the sustainable development of various industries. In view of this, SPEED organised the following large-scale webinars which gathered local and international experts to analyse the impacts of the pandemic and propose solutions.

### Hospitality and Tourism Trends and Challenges under COVID-19

The Industry Professional Series Hong Kong 2021, with the theme of “Hong Kong Destination Challenge: Hospitality and Tourism – Trend and Development during the Pandemic Era”, was co-organised by the ECD-WIE Office and the Discipline of Hospitality and Tourism Management of SPEED online on 22 February 2021 for international academics and industry experts to exchange their views.

The guest speakers of this webinar included Prof. Dimitrios Buhalis (Bournemouth University, the UK), Dr Ulrike Gretzel (University of Southern California, the US), Prof. Sam Huang (Edith Cowan University, Australia), Prof. Bob McKercher (International Academy for the Study of Tourism), and Ms Sindy Wong (Invest Hong Kong), who shared their insights into different topics such as “The mainland China-Hong Kong tourism relations and market development prospects” and “Smart and ambient intelligence tourism in the post COVID era”.



Academic staff members from the Division of Business and Hospitality Management exchange views with local and international experts on hospitality and tourism issues.

工商及款待業管理學部教員與本地和國際專家討論款待和旅遊業議題。

## 網上研討會剖析疫情帶來的挑戰

新冠肺炎疫情對個人身心健康以至各行各業的可持續發展帶來前所未有的挑戰。SPEED 舉辦以下三個大型網上研討會，邀請本地及國際專家分析疫情造成的衝擊及建議應對方法。

### 疫情下款待和旅遊業的趨勢與挑戰

SPEED 轄下的專業職能就業辦事處與款待業及旅遊業管理學科於 2021 年 2 月 22 日合辦主題為「香港景點挑戰：款待及旅遊業—疫情時期的趨勢和發展」的「香港業界專業系列 2021」網上研討會，邀請國際學者與行業專家交流意見。

演講嘉賓包括英國伯恩茅斯大學的 Dimitrios Buhalis 教授、美國南加州大學的 Ulrike Gretzel 博士、澳洲伊迪斯科文大學的 Sam Huang 教授、International Academy for the Study of Tourism 的 Bob McKercher 教授，以及投資推廣署的黃思敏女士。各人就「中港旅遊業關係和市場發展前景」及「後疫情時期的智慧與環境智能旅遊」等議題發表見解。



CPCE academic staff members participate in the webinar.

CPCE 教學人員參與是次網上研討會。

## Mental Health and Psychosocial Support in Post-Pandemic Era

The “idea Generation - Social Enterprise Forum” with the theme of “Navigating the New Normal: Mental Health and Psychosocial Support (MHPSS) in the Post-Pandemic Era”, organised by the ECD-WIE Office of SPEED, was held in hybrid mode at Kerry Hotel Hong Kong and via Microsoft Teams on 20 November 2020.

Guests of Honour, Dr Lam Ching-choi, Member of the Executive Council and Chief Executive Officer of Haven of Hope Christian Service; Dr David Lam, Chairman of Medical Conscience; Dr Thomas Tsang, President of Hong Kong College of Community Medicine; Ms Connie Cheung, Project Manager of St. James' Settlement; Ms Cecilia Yiu, Coolminds Project Manager of Mind HK; Prof. Peter Yuen, Dean of CPCE; Dr Ben Fong, Associate Division Head of the Division of Science, Engineering and Health Studies and Professor of Practice (Health Studies) of CPCE; and Dr Simon Cheung, Head of Continuing Education and Senior Lecturer of CPCE, shared their insights into three discussion topics respectively, namely “MHPSS for Students and its Transformation”, “Impact and Challenges Brought by COVID-19”, and “MHPSS and Students' Mental Health in Hong Kong”.

About 70 SPEED and HKCC students participated in the online discussions.

## Emerging Big Data Trends and Challenges in Business Digitalisation

An online symposium entitled “Emerging Big Data Trends and Challenges in Business Digitalisation” was jointly held by SPEED and four other self-financing tertiary institutions on 28 August 2020. Mr Arthur Chan, Chief Operating Officer of Vpon Big Data Group, was invited to be the speaker to share his insights into big data and business digitalisation with over 50 lecturers from the self-financing tertiary institutions.

The symposium focused on discussing how COVID-19 accelerated the obsolescence of traditional digital marketing and how to adopt a new approach to leveraging data to develop a holistic and audience-centric marketing strategy.

## 後疫情時代的精神健康和社會心理支持

SPEED 轄下的專業職能就業辦事處於 2020 年 11 月 20 日首次以混合模式在香港嘉里酒店及 Microsoft Teams 舉辦主題為「走過新常态：後疫情時代的精神健康和社會心理支持」的「意念創作—社會企業論壇」。

主禮嘉賓行政會議成員及基督教靈實協會行政總裁林正財醫生、醫護誠信同行主席林哲玄醫生、香港社會醫學學院院長曾浩輝醫生、聖雅各福群會項目經理張美虹女士、Mind HK 旗下的 Coolminds 項目經理 Cecilia Yiu 女士、CPCE 院長阮博文教授、CPCE 科技、工程及健康學部副主任及實務教授（健康學）方玉輝醫生、CPCE 持續教育總監及高級講師張晉元博士分別就三個討論題目：「不同界別應對學生面臨的精神困擾作出的回應和轉變」、「新冠肺炎帶來的影響及挑戰」及「香港學生的精神衛生以及社會心理支持」發表灼見，讓學生及大眾了解新冠肺炎疫情下，精神健康和社會心理支持的重要性。

約 70 名 SPEED 及 HKCC 同學以線上形式參與討論。



Experts and scholars discuss mental health support for students under the pandemic.  
專家和學者討論疫情期間對學生的精神健康支援。

## 新興的大數據趨勢和業務數碼化的挑戰

SPEED 與四間本地自資專上院校於 2020 年 8 月 28 日合辦主題為「新興的大數據趨勢和業務數碼化的挑戰」的網上研討會，主講嘉賓戚朋大數據集團營運總監陳明發先生分享了對大數據及企業數碼化的見解，吸引逾 50 位自資專上界別的講師參加。

研討會集中討論新冠肺炎疫情如何加速淘汰傳統數碼營銷，以及如何利用新方法運用數據來制定以客戶為主的全面營銷策略。



Mr Arthur Chan (right) discusses how data can be used flexibly by businesses to tackle different issues.  
陳明發先生（右）探討企業如何靈活使用數據去解決問題。