

# THE **ignite** SEMINAR SERIES

## **Transform your ANNUAL REPORT and Elevate your Message**

### ► **Why Attend?**

In this seminar, you will

- Learn what makes an impactful annual report that speaks for your organization
- Practice how to tell story visually with data
- Gain insights about the ways to use your annual report as a strategic marketing tool

### ► **Speakers & NGO Panelists**

- **Ben Evetts** - Executive Director, Tech & B2B, Golin Hong Kong
- **Patrick Eastwood** - Partner, MerchantCantos
- **Julie Sims** - Senior Director of Marketing and Communications, Room to Read
- **Staci Atkinson** - Deputy Director of Strategic Partnerships, International Care Ministries
- **Victoria Street** - Chief Operating Officer, PathFinders Hong Kong

**11 June 2018  
Monday 9am – 1pm**

**Rm 201, Pico Tower, 66 Gloucester Rd,  
Wan Chai, Hong Kong ([Map](#))**

**Registration starts at 8:45am**

Language: English

Dress Code: Business Casual

Coffee and light lunch will be served

Please bring:

- ☘ Your **coffee mug** to save the environment
- 📖 The **latest annual report** of your organization for breakout activity reference (if available)

THANKS! See you soon!