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**Bio & Policy Statement from  
A Nominee for Associate Member Governor  
Board of Governors 2020-2021**



**Genavieve ALEXANDER**

**Affiliation: Genavieve Co. Ltd**

**Bio:** *My Journey West to East...*

British born and educated with a BA Hons in Public Relations my passion is working with brands of great history and legacy. With 20 years in PR & Communications, I spent a decade at LVMH delivering under the motto of my silent mentor Madame Clicquot (1847) who said of her champagne: “one quality only the finest”. Prior to that I worked in the corporate press office at Marks & Spencer during its rise and fall, instrumental in the crisis communications strategy before moving to the consumer side of the business. Other experience has included radio production and presenting and writing for my local newspaper in London.

A now permanent resident, I landed in Hong Kong in 2011 consulting to Berry Brothers & Rudd, whilst single handedly establishing HK’s premier PR Brand Genavieve.Co, to launch brands from West-East / East-West.

I am enthused to continue to share this network and communications expertise with the club.

**Statement:** I love this city of juxtapositions and for me the FCC is at its core. A world-class press club, devoted to freedom of speech, the FCC embodies a talented and eclectic mix of members I am proud to know and support. A club of conversations – it’s a unique community of its own! Day-to-day, more than ever in these personally and professionally challenging times; it’s the friendships, loyalty and kindness to one and other and the long standing staff that hold it all (and often us!) together.

During the past two years I have been proud to serve on the board. It is fair to say both years have been extremely challenging, each in their own ways. Yet hugely progressive to the merit of the club, it’s members, staff and board and for its future standing. I’ve long admired the robust and generous committee and board members who freely give up their time to act in the clubs best interests, and attracting new profiles is key in the clubs evolution. I believe I’ve played a broad and consistent part in upholding the values and DNA of the club - representing the members best interests, whilst pushing forward an agenda for evolving the image and future growth of the club as we near the lease renewal. I’m happy to continue my part as an associate governor helping the club navigate the elements and challenges ahead, enhance day-to-day enjoyment, and convert the opportunities along the way.

Since joining the board in 2018, I have co-convoked both the Communications and the F&B Committee’s. Contributing new energy, ideas and revenue results for the club with member’s value for money and quality experiences my top priority. As a Communications and PR specialist I’m passionate to share what makes this club great, attract topical and varied speakers, inject more lifestyle balance

into the “what’s on” and increase female topics and members. As an entrepreneur and businesswoman, I am passionate to grow our brand partnerships, attract associates many of which have businesses of their own, and encourage and support young aspiring journalists in the region, an industry where my career began.

**Highlights (& in progress) of 2019/20 & in consideration of the HK situation:**

- **PR’ing The FCC** - balancing & curating communications in the run up to the lease renewal
- **FCC Branding & Identity** – website re-design, member comm’s + guiding on social media platforms for greater following & exposure, improving user experience
- **FCC Go’s Green** - new initiatives & products
- **FCC Branded Merchandise Items** – for 2020 keen to develop our own blend of FCC tea!
- **F&B:** concepts, variety & promotion (*more healthy options, explore local producers #madeinhk brands where financially viable, establish food donation process etc...*)
- **Increase Female Members** - adding further balance & variety
- **Growing Member Benefits** - internally & externally: including reciprocal clubs (almost at 100 now)
- **Launch “Press Pause”** - a set of broadly appealing wellbeing events
- **FCC Podcast** - “FCC In Conversation with xxx” (*enhanced online value add’s for members*)
- **FCC Book Club** - establishing a ‘global shelf of stories’ with an honesty library

I will continue to add to the thirst and gastronomy of the club instilling great value and variety. Promote the club to attract new members, speakers and opportunities and help equip us towards the all important lease renewal.

Raising a toast to GM Didier Saugy and his team for all they have achieved in the spirit and service of the club during these immensely unsettling times and to President, Jodi Schneider for her courageous steering of the ship through troubled waters. As members we have some great chapters ahead to share in – so lets continue to play our part and embrace the adventures ahead. Toasting to all. Stay well, Genavieve