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



Sunshine FARZAN

Affiliation: Tricor Group

Policy Statement

I am honored to be nominated as an associate member of the Board of Governors of the Foreign Correspondents' Club of Hong Kong, one of the world's premier press clubs.

The FCC embodies the soul of Hong Kong: an iconic institution that has played an important role since its inception as the city transformed into a leading hub for global commerce. As a board member, I would bring my integrated marketing and communications expertise to the FCC – an asset for bringing in and engaging new members.

I have 20 years of experience in the field, heading the marketing, digital, and communications functions of various financial firms like Tricor Group (current), MetLife and American Express. My work has been recognized by industry associations, including Campaign Asia ("40 Under 40" and a "Woman to Watch"), the Stevie Awards ("Female Executive of the Year in Asia"), and Unruly (recognizing top 20 social media campaigns globally).

Hong Kong is changing, and the FCC must change with it. If elected, I would propose that the Club focus on the foundational development activities of attracting new members and developing fundraising campaigns to advance the Club's strategic initiatives. I would use my branding expertise to elevate the Club's profile to cultivate membership engagement and drive fundraising efforts.

In order to do this, I would pursue the following:

- Launch new membership and fundraising campaigns to reactivate lapsed members, attract new members and re-energize support for Club's key priorities.
- Bolster professional development by introducing mentorship programs and networking opportunities to improve member engagement and experience.
- Create a continuous member feedback loop through proactive member research: capture feedback through online surveys, focus groups and interviews to identify improvement opportunities and unmet member needs
- Conduct a diversity and inclusion audit to identify engagement opportunities that would bring the club's activities and committees a wider breadth of perspectives.

I believe that pursuing these areas of focus will strengthen the club's foundation and future-proof it to thrive amid a fast-evolving landscape in the years ahead.