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**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2021-2022**

Genavieve ALEXANDER

Affiliation: Genavieve Co. Ltd



Bio: *My Journey West to East...* British born and educated with a BA Honours in Public Relations I have a passion for working with brands of great history and legacy. With 20 years in PR and Communications my career spans a decade at LVMH and prior to that as a press officer at Marks & Spencer during its rise and fall as part of the crisis communications team. Other experiences have 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 establishing PR Brand designed to launch brands from West to East. I am committed to continue sharing my network, creativity and communications expertise with the club and play my part again on the board.

Statement: Hong Kong is eclectic and vibrant and for me the FCC sits at its core as a world-class press club devoted to freedom of speech. As a club of conversations it stands as a unique community of its own embodying a talented mix of members that I am proud to know. In such changing and challenging times its the friendships and kindness to one and other and the long standing staff that hold it all (and often us!) together. My aim is to continue making this the club of the now and the future.

During the past three years I have been proud to serve on the board. I've admired the resilient and generous committee and board members who freely give up their time to act in the clubs best interests and see the club evolve despite constraints. I feel I've played a broad and consistent part in upholding the identity and values of the club – modernizing and improving aspects including the communication tools (website, magazine...) and acting in the member's best interests to enhance atmosphere and experience, whilst guiding on PR for the clubs future.

Since joining the board in 2018, I have co-convened both the Communications and the F&B & House Committee's. Contributing new energy, ideas and revenue for the club with members value for money and quality experiences a top priority. I am also part of the Wine Group tasting team and help select the clubs list and grow the quality of our take-away offerings and dining experiences. I'm passionate to share what makes this club great, attract topical and varied speakers, inject more lifestyle events and further enrich our impressive list of worldwide reciprocal clubs. As a female entrepreneur I'm committed to increase female topics and members, grow our support for the local community and encourage young aspiring journalists in the region to join. I will continue to encourage and nurture change where it's necessary and opportune and listen to the ideas of our members who make our club a club from home.

Highlights of Initiatives & Contributions:

- **PR The FCC** – *communications council, seek opportunities to communicate the FCC to maintain it's standing & attract new members & revenue.*
- **FCC Identity** – *guiding on modernizing the FCC identity & member experience: website re-design, app introduction, merchandise, member newsletter, The Correspondent re-design & distribution and strengthening of social media platforms & tools for greater following, exposure and recruitment.*
- **A Greener FCC** – *continue to grow our green footprint in the community with new initiatives, products & partnerships.*
- **FCC Wine Club** – *explore the potential for a member only wine course for our budding wine lovers! Continuing to grow the value and variety of our in club & takeaway wines & sell out wine speaker events. Introduced a regular Wine Column in The Correspondent Magazine.*
- **FCC Around the World in Flavours** – *continue this FCC promotion, which I helped launch last year, bringing tastes of the world to the FCC with chef & winemaker participation.*
- **Increase Female Members & Topics** – *help bring further balance, variety & networking occasions E.G. Breakfast Club/ Afternoon Tea on the Verandah.*
- **Grow Member Perks** - *internally & externally, including reciprocal clubs.*
- **Launch 'FCC Press Pause'** – *a new column in The Correspondent & in time a series of broadly appealing wellbeing events at the club.*
- **FCC Podcast** – *'FCC In Conversation with xxx' for members to catch our club conversations and play them back at any time (part of the member app/ & a way to document the clubs content for archive).*

I look forward to our adventures ahead with a glass of the finest Correspondents' wine of the month in hand! Thank you for your vote of support, Genavieve