

**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2022-2023**



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 where I was part of the crisis communications team during its rise and fall. Other experiences have included radio production and presenting and writing for my local newspaper in London. A permanent resident, I landed in Hong Kong in 2011 consulting to Berry Brothers & Rudd and freelancing in PR whilst establishing a PR Brand of my own - designed to launch brands from West to East and in time East to West.

Statement: I am committed to continue my part on the board for a fifth consecutive year during what no doubt will be another challenging year for the club. To continue to support on all vital communications aspects, invent member experiences that bring both value and variety for all and to share my network near and far to share the clubs legacy and attract new members, partners and supporters.

Hong Kong is eclectic and vibrant and for me the FCC sits at its core as a world-class press club.

As a *club of conversations* it stands as a unique community of its own and embodies a talented mix of members many of which 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 as best I can.

During the past four+ years I have been proud to serve on the board. I've admired the resilient and generous committee and board members who give up their time to act in the clubs best interests and help 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 etc...) and acted in the member's best interests to enhance atmosphere and experience, whilst guiding on PR. This past year has been particularly busy collating and preparing to showcase 40 years of the club on Lower Albert Road and 70 years established in Hong Kong. I'm sure you will have started to notice the coverage in the recent issue of The Correspondent. Furthermore, we have broadened the reach of this special edition, taking it to more eyes and ears than ever before at a crucial time for the club.

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 continue 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 & Ongoing Contributions:

- **PR The FCC** – *communications council, seek opportunities to communicate the FCC & PR its storied history (past/present & future).*
- **FCC Visibility** – *continue to guide on modernizing the FCC brand items, input into refining the website design, new member app, grow merchandise, evolve the reach and relevance of The Correspondent magazine and strengthen the reach, following and engagement of social media platforms – all helping drive exposure and recruitment of new members.*
- **A Greener FCC** – *continue to grow our green footprint in the community with new initiatives, products & partnerships.*
- **Grow Value & Variety** – *of experiences for all members. Continue FCC Around the World in Flavours which I set up in 2019.*
- **Increase Female Members & Topics** – *help bring further balance, variety & networking occasions E.G. Breakfast Club/ Afternoon Tea on the Verandah.*
- **Grow Member Perks** - *Including reciprocal clubs.*
- **FCC Podcast** – *June will see the launch of our very own Podcast: 'FCC In Conversation with xxx' for members, adding value to their club experience wherever they may be!*

Thank you for your vote of support, Genavieve