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**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2023-2024**

Genavieve ALEXANDER

Affiliation: Genavieve Co. Ltd



Bio: *My Journey West to East...* British born and educated with a BA Hons in Public Relations I work with brands of great history and legacy handling all aspects of their Brand Strategy, PR & Communications. With two decades of experience (East/West) most notably held at LVMH & Marks & Spencer, in both corporate and consumer PR, I have also enjoyed producing and presenting radio and coaching professionals with media training and profile PR. A permanent resident, I landed in Hong Kong in 2011 consulting to Berry Brothers & Rudd in Singapore and Hong Kong before establishing a PR Brand of my own, designed to launch brands from West to East/ East to West.

Statement: I am committed to continue my part on the board for a six consecutive year following a busy and challenging few years with no doubt more adventures up ahead! I'll continue to act as a brand guardian supporting all communications aspects, invent new member experiences to bring value and variety for all, enhance the diversity of the membership and share my network near and far so to communicate the club's legacy so to attract new members and brand partners.

Hong Kong is eclectic and vibrant and for me the FCC sits at its core as a world-class press club. My aim is to continue to evolve the club for the now and the future. 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. Through our ever changing and challenging times it's the friendships and kindness to one and other and the long-standing staff that hold it all together.

During the past five+ 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've played a broad and consistent part in upholding the identity and values of the club from modernizing and improving our communication tools (website, magazine, podcast etc...) and acted in the member's best interests to enhance atmosphere and experience, whilst guiding on PR and communications through tricky times.

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 (we are now 100+!). 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 nurture change where it's necessary and opportune and listen to the ideas of our members who make our club a club from home.

Some Initiatives & Ongoing Contributions:

- **PR The FCC** – *consistent 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 and image. From website design, new member app, merchandise etc, evolve the reach and relevance of The Correspondent Magazine & strengthen following and engagement of social media platforms – all helping drive exposure of the club 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.*
- **Increase Female Members & Topics Cultivate Diversity** – *help bring further balance, variety & networking occasions*
- **Grow Member Perks** - *Including reciprocal clubs/sharing & support members talents*
- **FCC Podcast** – *July 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