
CMA SHTM STUDENT CHAPTER

2021-2022 PLAN

AGENDA

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Vision & Mission

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Q & A

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Introduction

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Year Plan



PART 1

INTRODUCTION



TAK
KANCHANAWAT

ACADEMIC ADVISOR

THE TEAM MEMBERS



Esther Liu
President

Year 2
Tourism & Event
Management



Ashely Kim
Vice-President

Year 4
Tourism & Event
Management



Eve Wang
Secretary

Year 2
Hotel Management



Kyla Huang
Creative Manager

Year 2
Hotel Management

PART 2

VISION & MISSION

VISION

The Club Managers' Association SHTM Student Chapter aims to educate students about the private club industry, connect students with club professionals and encourage more students to join the private club industry.

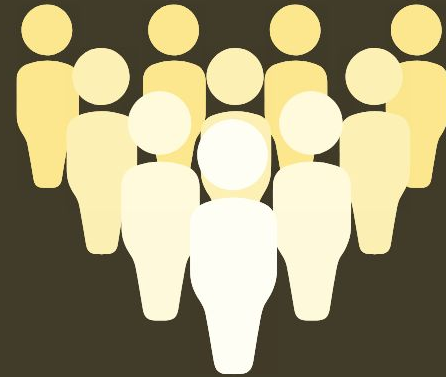
MISSION

The mission of our student chapter is to:

- To educate students about the HK private club industry
- To cultivate interest in the HK private club industry
- To build connections between the students and the industry
- To allow students to connect and mingle with club industry professionals in HK
- To encourage members to join the private club industry for their professional career
- To foster professional growth among the membership
- To create enriching opportunities for students to experience the private club industry



Online Membership



Full Membership

PART 3

YEAR PLAN

An aerial, high-angle photograph of a densely packed urban landscape, likely Hong Kong, featuring numerous high-rise buildings and a harbor area with mountains in the background. The image is in grayscale and serves as a background for the text.

EVENTS

SEPTEMBER

PROMOTION & RECRUITMENT

MEET AND GREET



The poster is yellow with black text and decorative elements. It features a central arched frame containing the CMA logo and the text 'Club Managers' Association SHTM Student Chapter'. Above the frame is 'Welcome to CMA' and below it is 'MEET & GREET'. The bottom section provides the date '20 SEP 2021', the location 'PolyU SHTM', and the event type 'Hybrid Event' (In Person + On Zoom). Decorative corner and scrollwork elements are present.

Welcome to CMA

CMA
Club Managers' Association
SHTM Student Chapter

MEET & GREET

20 SEP 2021 | **Hybrid Event**
PolyU SHTM | In Person + On Zoom

LUNCH WITH MANAGER

18 OCT 2021



CMA

OCTOBER

— FIRST 3 EVENTS

- CROWN WINE CELLAR
SITE VISIT
- LUNCH WITH MANAGER
- SHADOW THE LEADER

NOVEMBER

— 2 SITE VISITS

- HONG KONG GOLF & TENNIS ACADEMY SITE VISIT
- HONG KONG CRICKET CLUB SITE VISIT
- SHADOW THE LEADER EP.2

NOV 8

Hong Kong Golf and Tennis Academy



NOVEMBER 8



Come and Join our

CHRISTMAS PARTY

Friday, December 11th • 7 pm

Ladies Recreation Club

Attire: Black Tie



DECEMBER

CHRISTMAS PARTY

SEMESTER 2 (2022)

- *Foreign Correspondents Club Site Visit*
- *American Club Site Visit*
- *Mix & Mingle*
- *Career Showcase*
- *Panel Discussion (Esteemed Manager Series)check !*
- *Shadow the Leader*
- *Overseas Site Visit*

MARKETING

LOGO



Club Managers' Association
SHTM Student Chapter

WEBSITE



[About Us](#) [The Committee](#) [THE BUZZ](#) [The Club Industry](#) [Join Us](#)

ABOUT US

Learn about us and the wonderful benefits
of joining our CMA student chapter!



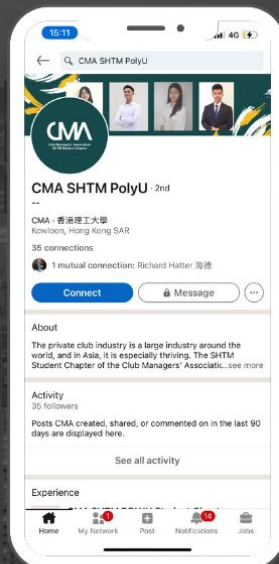
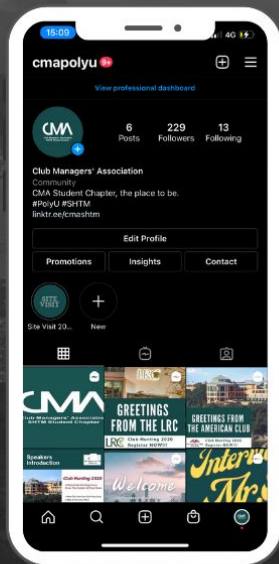
A SHORT INTRODUCTION

The Club Managers' Association SHTM Student Chapter was founded by a group of students interested in the private club industry in 2015. Since then, we have collaborated with the Club Managers' Association Hong Kong to create a strong connection between the students and the club industry. We are one of the most active student chapters in PolyU, proving a range of events.

The private club industry is a large industry over the world and in Asia, one of the most thriving hospitality industries. Just in Hong Kong alone, there are 50 different active clubs.



SOCIAL MEDIA



- Event promotion
- Club introduction series
- Alumni interview series

SCHOLARSHIP?

PART 4

Q & A