

Professor Sylvia Chang Ai-chia – Renowned artist and filmmaker, accomplished in acting, screenwriting, and directing. She has received multiple Best Actress and Best Screenplay awards at the Hong Kong Film Awards and the Golden Horse Awards, and has received Best Director awards from the Hong Kong Film Critics Society and the Hong Kong Directors' Guild. She specialises in film directing, visual storytelling, cross-media creation, and strategic communication.

Professor Cai Jin – Co-Chief Executive Officer and an Executive Director of Sing Tao News Corporation Limited and a director of various subsidiaries of the corporation. He has more than 15 years of experience in media, finance, marketing, strategic communication, new media and technology.

Professor Shirley Chong – Director of Communications and Institutional Research at CityUHK and a Visiting Fellow at Lucy Cavendish College, University of Cambridge. She has professional knowledge and extensive experience in the international competitiveness of higher education. Her expertise includes marketing strategy, strategic communication, public relations, branding and internationalisation promotion.

Professor George Chen – Managing Director (Head of the Hong Kong and Taiwan Offices) and Co-Chair of Digital Practice at The Asia Group. He has more than 20 years of experience in media, technology and public policy, with expertise encompassing editorial work, digital media, strategic communication and social media management.

Professor Dorian Ho Kwok-ching – Founder of the Asian New Generation Creativity Design Association (CDA-Asia) and CEO and Creative Director of Doriano International Limited. He has extensive experience in the fashion industry and has specialised in marketing, strategic communication, brand management and creativity.