

SPRG Webinar

“2020 Legco Election Impacts on Our Livelihood and Business”

(Hong Kong, 24 July 2020) - **Strategic Public Relations Group** (“SPRG” or “the Group”) has organised another webinar in just after a week. The second webinar themed “2020 Legco Election Impacts on Our Livelihood and Business” was a timely response to the Legislative Council Election to be held in September this year. The webinar was hosted by Heidi Cheng, Managing Director of AsiaNet Communications Limited (“AsiaNet”), a wholly-owned member company of SPRG. K C Chan, AsiaNet’s Chief Strategist and a veteran journalist, served as guest speaker.

A great number of participants from the business sector and other organisations have joined the webinar, reflecting their keen interest in the Legco Election this year. Topics discussed in the webinar spanned across various aspects including the electoral mechanism and potential variables affecting the election results. It is of the Group’s fervent desire that the webinar can provide diverging perspectives for the participants and a practical point of reference for the companies to devise their action plans in view of the election.

AsiaNet specialised in providing strategic PR consultancy services in public affairs and government relations, was founded by Heidi Cheng in 2007 and joined SPRG in 2016, which enables SPRG to offer an even more comprehensive communications services, in addition to financial communications and corporate/marketing communications.



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About Strategic Public Relations Group (“SPRG”)

SPRG is one of the largest public relations networks in Asia Pacific and the largest public relations consultancy in Hong Kong.

It has more than 290 professionals working from 15 wholly-owned offices, as well as an associate company in Australia, all providing clients with integrated communication services. With affiliates around the world and PROI Worldwide partners, SPRG can help clients access 140 cities globally.

Since its founding in 1995, SPRG has proved to be an investor relations and financial communications specialist. It has also become a leader in IPO communications in Hong Kong, having completed over 460 new listing campaigns to date. Furthermore, SPRG has more than 170 listed company retainer clients and maintains a highly diversified portfolio of multinational and local financial institution clients. Indicative of SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, corporate and marketing communications, issues and crisis communication management, event management and digital marketing, as well as provides media and presentation skills training, design and content creation, and editorial support.

SPRG has garnered over 380 prominent awards in the client campaign and agency categories, including “Network/Agency of the Year” titles from The Holmes Report, Campaign/PRWeek, Marketing magazine, The Stevie® and Communication Director; all serve as testament to SPRG’s dedication to excellence.

For more information on SPRG and its services visit: www.sprg.asia

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