

SPONSORSHIP PROSPECTUS 2020-21

The Hong Kong Medical Society of the United Kingdom



OVERVIEW

The Hong Kong Medical Society of the United Kingdom (**HKMSUK**) is a non-profit organisation aiming to support HK medical students studying in the UK. We are a nationwide society spanning hundreds of members across dozens of medical universities in the UK. Run by a committee of medical students, we endeavor to improve our society with new ideas and events each year. As an independent non-profit organisation, we depend entirely on external organisations who find our mission worth supporting. In return, we offer companies advertising and promotion to our pool of medical students, doctors and aspiring high school students. We have a variety of popular sponsorship packages as well as custom packages designed to fit your needs. We would love to hear from you if this interests you and your company.

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INTRODUCTION

The Hong Kong Medical Society of the United Kingdom (HKMSUK) is a non-profit organisation founded in 2016. We represent the interests of the medical students and doctors in the United Kingdom who have previously lived in Hong Kong or are intending to work in Hong Kong.

SOCIETY MEMBERS

As of June 2020, the society has established an extensive network of over **400 members** from 34 of the 38 medical schools in the United Kingdom. Our events are hosted across the country - depending on the scale,

We are always looking to recruit new members and develop our community; in light of our rate of growth over the past 4 years and our aggressive expansion policies through multiple collaborations with other established societies and emphasis on our social media platforms, we expect the society to continue its growth substantially over the coming years.

In addition, the society has created the position of **Alumni Officer** this academic year to direct our newly formed **Alumni Branch**, in recognition of growing interest from HKMSUK alumni and current Hong Kong affiliated doctors to meet and connect with their peers. The role will be held by a doctor in the United Kingdom, who will oversee the formation of a community of Hong Kong doctors for networking and socialising. More information to be found in the Alumni Branch section of the prospectus.

MEMBERS

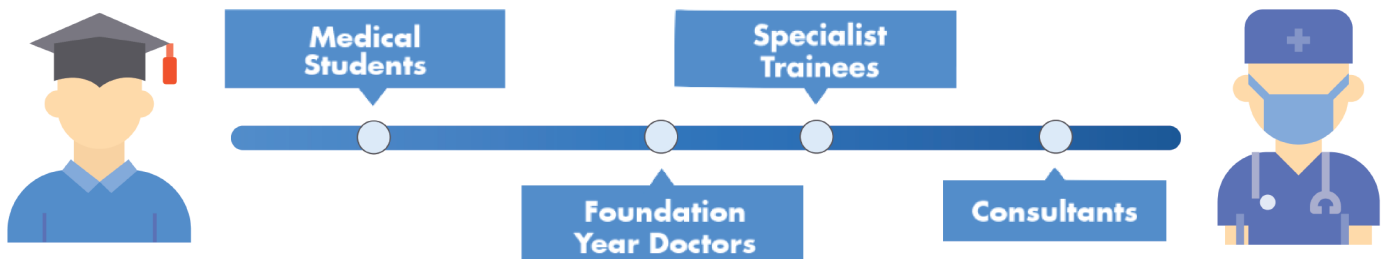


Members across the UK



We are proud to be able to reach out to so many students from different medical schools and doctors across the UK, and we are ambitious to expand our network and connections further in the coming years.

Members from every level of training



1

We are the only society working for the welfare of HK medical students



~400

We have ~400 members all around the UK



34

We have connected with 34 out of the 38 UK medical schools

OUR VISION FOR 2020-21



Changes to Society & Partnerships

With the ever increasing number of participants in our nationwide society, our workload has warranted reorganisation of our committee structure. To manage our growing society, we have introduced the new roles of Internal and External Vice Presidents in place of a sole Vice President. The rationale behind this decision is to ensure even division of responsibilities and maintain standards in our ventures in face of expansion. Furthermore, we have altered the advisory board from all committee members of the previous year to the previous 3 terms of presidents. Since the purpose of the advisory board is to provide their perspective concerning the direction and operation of the society, the new structure encourages more use of the board.

Our Goals for 2020-2021

This year, we aim to tackle social distancing by moving the majority of our planned events to various online platforms. Despite ongoing issues, we will continue to carry out our 2020 events to the best of our abilities, such as “Aspiring Medics” and our upcoming collaboration with the Hong Kong Medical Society of Australia (HKMSA).

- Move majority of events to online platforms until social distancing guidance is updated.
- Carry on with 2020 events - HKMSA Collaboration, Doctors Speciality Talk.
- Increase membership count and expand to more medical schools.
- Establish membership retainment schemes.
- Introduce new sponsorship features for sponsors as an adjustment due to COVID-19.

Our Society Objective/Mission

- Disseminate information about medical careers in Hong Kong and the United Kingdom;
- Deliver guidance and advice to Hong Kong secondary school students who wish to pursue a medical degree in the United Kingdom;
- Provide our members and alumni with a platform full of networking opportunities;
- Form a supportive community for our members through social events.
- Promote and inform medical students about elective opportunities in Hong Kong through our University Ambassador scheme.

OUR COMMITTEE



COMMITTEE STRUCTURE

Our committee consists of 9 members.

The **President** oversees HKMSUK and makes major decisions affecting the direction of the society, serving a crucial role in maintaining the day to day operation of the committee.

The **External Vice President** helps manage treasurer and secretary related tasks, keep the society organised and reach out to new members.

The **Internal Vice President** assists the events and liaison officers in planning and preserving relationships with other organisations.

Our **Treasurer** is responsible for discussion and liaising with external partnerships, working closely to supervise sponsorship matters.

Our **Events Officer** brainstorms and oversees execution of events across the year, recording and improving the satisfaction of attendees for future events.

The **Liaison Officer** serves as the intermediary between the committee and the society, managing our University Ambassadors (pg.9) and ensuring clear communication between our board and our members.

The **Publicity Officer** ensures all design and public promotional material are of exceptional quality, keeping a simultaneous eye on our social media presence as a society.

Our **Secretary** maintains clarity within our nationwide society, remaining informed on all ongoing activities in order to assist various ongoing projects.

Lastly, our society is advised by a **Doctor's Representative**, helping connect graduates with our society and advise development of post graduate events.

OUR COMMITTEE



How we organise

As a nationwide society, we carry great pride in our organisation. We strive to improve our society every year, selecting through panel interviews new society members that will best further our mission to provide the best support to our student members. Through clarity and transparency in our work, we plan large scale events and secure notable speakers to enrich our events for all participants. Each committee member plays a vital role in operating our society, with clear responsibilities listed. We have regular meetings to establish objectives and update other members on progress.

Commitment to our Sponsors

We take our partnerships with utmost commitment and professionalism, carefully surveying and selecting appropriate companies we believe would benefit from the partnerships as much as our society. We work hard to ensure each and every sponsor receives the full benefits of our packages and strive to improve our sponsorship services through constructive criticism and feedback from previous sponsors.

HKMSUK Committee 2020-2021



EXTERNAL VICE PRESIDENT
Quentin Mak
King's College London



PRESIDENT
Elizabeth Wong
*Brighton and Sussex
Medical School*



INTERNAL VICE PRESIDENT
Joe Cheung
*Barts and the London
School of Medicine and Dentistry*



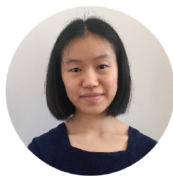
SECRETARY
Janita Lit
University of Southampton



TREASURER
Hayes Fan
Imperial College London



EVENTS OFFICER
Thomas Yau
*Barts and the London
School of Medicine and Dentistry*



PUBLICITY OFFICER
Victoria Ngai
University College London



LIAISON OFFICER
Liza Chong
University of Edinburgh



DOCTOR'S REPRESENTATIVE
Chon Meng Lam
*University College London '19
Wales Foundation School*

UPCOMING EVENTS & PROGRAMMES

2020-21



NEW FORTHCOMING EVENTS

1) HKMSUK X HKMSA X ISN: Practicing Around the Globe

Our first collaboration with the Hong Kong Medical Society of Australia and the International Student's Network of the Australia Medical Student's Association. The webinar will explore the processes of application to work in Australia, Canada, the United Kingdom and Singapore as an International Medical Graduate. Invited speakers are current medical students and doctors from the aforementioned societies.

2) Comparing Specialities Event

The event is an online webinar led by doctors working in the United Kingdom and Hong Kong that will contrast the training pathways and training experiences in Hong Kong and the UK. It aims to shed light on differences and similarities between potential pathways medical students can choose upon graduation.

3) COVID Socials

A series of online events curated by our Events Officer for our members to participate in and enjoy during quarantine. An example would be our inaugural Quiz Night, where randomised teams must battle it out through multiple question rounds on Zoom to be crowned HKMSUK Champions!

UPCOMING EVENTS & PROGRAMMES

2020-21



RECURRING EVENTS

1) Aspiring Medics (100 participants)

Each year, Medical Students speak to HK high school students about their experience in applying to medical school in the UK.



2) HKMLE (100 participants)

An option every HK medical student studying in the UK considers is returning to work in HK. We regularly plan talks with doctors providing insight into their HKMLE experience.



3) Meet & Greet (130 participants)

As new members join our society every year, we plan introductory social events such as the meet and greet for new freshers and members to meet with each other and existing members. Last year, 8 gatherings took place across the UK, with participants from 16+ universities.



4) HikeMSUK (20 participants)

Our annual hiking trips vary on the time of year, sometimes in the UK and others in Hong Kong.



5) Chinese New Year Gathering (30 participants)

Another chance to network and meet new people, the CNY event celebrates festivities as a society.



6) Christmas Gathering (30 participants)

Similar to the CNY, a social is planned in December involving dinner and socialising. HKMSUK's celebration of festivities took place in the City of London last year!



ONGOING PROGRAMMES



UNIVERSITY AMBASSADORS SCHEME

The University Ambassadors scheme is a programme that we've run since our inception in 2016. The programme plays an integral role in the day-to-day operations of the society by acting as a local conduit for promotion and engagement. Every year, we host an application cycle for interested members to apply to become a University Ambassador for our organisation at their university. Application is generally competitive, so we have a rigorous, well-established system to appoint candidates that we believe are passionate about the society and would excel in the role. Primarily, University Ambassadors are expected to carry out these following duties:

- Recruit new members for HKMSUK.
- Act as point of contact and representative of the society.
- Assist in organising local gatherings and events.
- *Contribute to a Fresher's Guide for their university.*
- *Disseminate information and provide assistance in organising elective opportunities in Hong Kong.*

The responsibilities that have been italicised are new responsibilities that we have added this year to reflect the ambitions of our society and to better serve our members

So far, the scheme has been a great success. Over the span of 4 years, our society has grown from being very much a London-based organisation to an organisation with University Ambassadors in **20 medical schools** and members from **34 medical schools** in the United Kingdom that are actively engaged in society events both in the United Kingdom and in Hong Kong. We are extremely proud of the scheme, because it has enabled us to expand at an incredible rate whilst forming close relationships with our member base. We envision the scheme to continue contributing to the growth of our society, especially with the establishment of 5 new medical schools in the country.

ONGOING PROGRAMMES



ALUMNI PROGRAMME

To realise our dream to act as an overarching organisation that represents the interests of medical students and doctors with affiliations to Hong Kong, we have created an **Alumni Branch** this academic year to run alongside our **Student Branch**. This is in response to working doctors from Hong Kong who have expressed interest in creating a platform to network and socialise with their peers. Our vision for the branch is to nurture a community of Hong Kong affiliated doctors to remain connected after graduation, foster lifelong friendships and form supportive networks.

Our society recognises this is an ambitious venture, so we are taking baby steps to ensure viability and quality. Over the course of 2020-2021, the society will:

- Spread word of this exciting new initiative by contacting existing members who have graduated, word of mouth and advertising through social media.
- Create a closed Facebook group for members to facilitate networking and discussion as well as be updated on society news and events.
- Host events in London and Birmingham (*3 deaneries each*) in consideration of the locations of our member base, with the view of expanding to other cities in the following years.

Initially, we expect the makeup of the Alumni Branch to primarily be composed of junior doctors due to the society's current audience and reach. While this is the case, we are confident that the member base will eventually include doctors from every stage of training.

PAST ACHIEVEMENTS



AT THE CROSSROADS CONFERENCE (LONDON, 2019)

On November 9th, HKMSUK held our first ever medical conference, in conjunction with SMSUK (Singaporean Medical Society of UK) and MMI (Malaysian medics international). The day included lectures, a panel of speakers for a Q&A, a poster presentation and held several workshops that included topics on: Suturing, O+G, CMT/CST talks, Nephrology, CV building, AFP, A+E, Breast Surgery and Paediatrics.



HOMECOMING: WORKING AND TRAINING OPPORTUNITIES IN HK (HONG KONG, 2019)

HKMSUK welcomed a panel of foreign-trained doctors working under the limited registration scheme to speak about their careers under the scheme. Dr. Sharon Wong detailed the Hospital Authority's scheme while Dr. Michael Wong, Dr. Anthony Chan, Dr. Howard Chan, and Dr. Kelvin Choi spoke about post-medical school and living as specialists under this scheme. Furthermore, they spoke about their experiences with the HKMLE (Hong Kong Medical Licentiate Exam).

THE FUTURE OF HEALTHCARE SYSTEM IN HK (HONG KONG, 2018)

Over 90 medical students and doctors attended a talk given by Professor Sophia Chan, the Secretary of Food and Health of Hong Kong. It was followed by a presentation by Dr Sharon Wong and Dr Edmund Fung from the HA and DH respectively. They both explored pathways through which foreign trained doctors may return to work in the HK health system.



HOSPITAL AUTHORITY & HKETO CAREERS AND RECRUITMENT TALK (LONDON 2018)

The Hong Kong Economic and Trade Office (HKETO) held their talk “Opportunities for Overseas Doctors in Hong Kong” featuring speakers Mr Matthew Cheung Kin-Chung, Chief Secretary for Administration, Dr Sharon Wong, from the Department of Health, and Professor Leong, Chairman of the Hospital Authority.



ELECTIVES IN HONG KONG (LONDON 2018)

At the Institute of Education, Dr Jeremy Chan and Dr Lawrence Nip spoke about their experience of undertaking medical electives in Hong Kong. Dr. Chan also gave a brief presentation on audits and quality improvement projects, highlighting their importance in applications for specialty training posts in the UK. The event finished with a social dinner.



DOCTORS ACROSS BORDERS (HONG KONG 2017)

In August, we were fortunate enough to have Dr. Andrew Kuk, Dr. Kenneth Wong and Dr. Nicole Tsim from Doctors Across Borders to share their experiences of working in Hong Kong, in the UK and other countries. We ended the event with a social dinner.



CALL ME DR. - HOW TO PREPARE FOR FY TRAINING (LONDON 2017)

“Call Me Doctor - How to Prepare for Foundation Year Training”, saw three inspiring speakers, Dr. Clara Lai, Dr. Katherine Law, and Dr. Ernest Lim, who each shared their unique experiences of the Foundation programme after medical school.



A SHARING FROM DR. GARY LAU (LONDON 2016)

On 19th November, we held our first talk from an external speaker, Dr. Gary Lau, sharing his clinical and research experiences both in Hong Kong and UK as well as providing useful advice on how to maximise our career opportunities.



SPONSORS & PARTNERS



We will focus on expanding and strengthening our member base this year through holding a wide variety of online events, both academic and social. There will be multiple opportunities for members to interact with sponsors over the years, in the hope that both our sponsors and members can mutually benefit.

Through sponsoring us, we can provide your company with benefits including but not limited to:

- Reaching an audience of over 400 medical students and doctors;
- Promoting engagement between your company and our members via social media and events;
- Long term acknowledgement of your company on our website and social media.
- Exclusive promotions at events

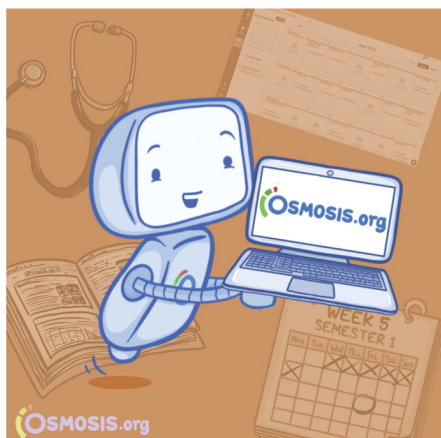
As we are a non-profit organisation and do not charge for membership, your sponsorship is integral to the day to day operations of our society.

Please contact us at contact@hkmsuk.com if any questions arise. If you would like to speak to us in real time, please email us and we will schedule a call.

SOCIAL MEDIA

Our website (www.hkmsuk.com) contains general information about our society as well as event specific details. Additionally, we have a Facebook page (www.facebook.com/HKMSUK) and Instagram page (www.instagram.com/hkmsuk/) through which we promote and update our members on forthcoming events.

OUR PAST PARTNERSHIPS



The Unofficial Guide to Medicine

Pastes⁺

Lecturio

Howse Williams Bowers



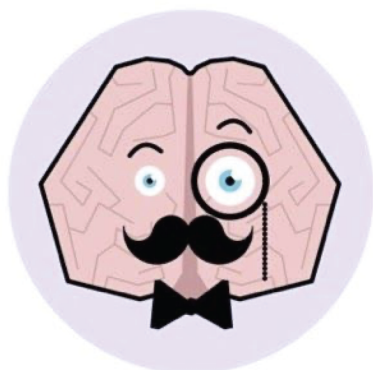
CRC Press
Taylor & Francis Group



ONE2ONE
MEDICINE



Hong Kong Economic and Trade Office, London



QUESMED.COM



醫院管理局

HOSPITAL
AUTHORITY

SPONSORSHIP PACKAGES

Rates include 20% VAT

Packages	GOLD	SILVER	BRONZE
EVENTS			
Company name listed on event publicity material	✓	✓	
Pre-event and post-event mailing and report	✓	✓	
Dedicated Webinar Segment Advertisement	✓	✓	
Hold event (tailored to your needs)	✓		
PUBLICITY			
Website	✓	✓	✓
Facebook page recognition	✓	✓	✓
Specific post on our Facebook page	✓	✓ *	✓ *
Newsletter Promotion (One time)	✓	✓	✓
Newsletter Promotion (Repeated)	✓	✓	
Merchandise Opportunities at our Events	✓		
Individual email (sent on your behalf)	✓		
MISCELLANEOUS			
Logo on our merchandise (e.g. hoodies)	✓	✓	
Value	£500 per annum	£300 per annum	£200 per annum

* £50 per post after first 2 posts

Payment can be made to the following account:
Acc. name: **The Hong Kong Medical Society of the United Kingdom**
Sort code: **50-00-00**
Account number: **26956284**



We will add you to our list of sponsors and publicize for you once the sponsorship payment has been received. Once again, thank you very much for sponsoring HKMSUK this year 2020-2021.

Sponsorship Form

Organisation: _____

Address: _____

Name (of Contact) : _____

Title: _____ Department: _____

Phone number (Mobile): _____ (Office): _____

Email address: _____

Our organisation would like to support HKMSUK for the academic year of 2020-2021 as a:

☐ Bronze Sponsor (£200)

☐ Silver Sponsor (£300)

☐ Gold Sponsor (£500)

☐ Sponsorship of £_____ for a specific event: _____

☐ Additional Sponsorship (£100)

☐ General Donation of £_____

☐ Others *(Please get in touch to customise sponsorship arrangements)*

Total payment: £_____

Authorised signature and company stamp:

Date: _____

CONTACT US

Treasurer: Hayes Fan

President: Elizabeth Wong

Email: contact@hkmsuk.com

www.facebook.com/HKMSUK

www.hkmsuk.com

Disclaimer: The sponsorship prospectus contains current data up to June 2020 and is valid for the academic year of 2020-2021 only. If viewing at a later date, please note that some information may have changed. Please contact us for an updated version.