

Hi, all DiD supporters,

Since our first meeting on 19 September at HKCSS, thanks to the good response and assistance of many old and new friends, the project has been moving on smoothly. To keep everyone informed, I would like to put out a newsletter at least once a month if not more frequent.

Due to the obstacle to find a suitable venue at affordable pricing, we decided reluctantly to postpone launching the temporary exhibition as the first event for DiD in Hong Kong. Given the more open community here in Hong Kong and the support from SE community, we choose to start DiD HK Ltd in the form of Executive Training Workshop. We are delighted to have HKSEF and HKCSS as our co-organizers. With the support of these two reputable organizations, this will make the selling and marketing task a lot easier. DiD HK Ltd will remain as a legal entity which provides the funding for organizing the workshop, absorb any loss if there is any, and take up the legal liability of the event. DiD HK Ltd also decide to donate all profit of this 10 days workshop to a dedicated social venture capital fund to be managed by HKSEF.

### Milestones

The preparation of the workshop is divided into four key areas: Social Marketing, Marketing & Sales, Operation and Finance.

The **Social Marketing Group** is the first group to work out the promotional plan for DiD. After brain storming on several promotional designs, we are near to finalizing our beautiful brochure. The printed brochure is targeted to be ready by 1 November to allow early start of sales call. Media plan for the whole event was drafted and endorsed. The team is now working on a press conference to be held around end of November. We are still targeting at holding this special press conference in total darkness. However a lot of details need to be worked out before we could deliver the impact to participants without spending too much.

The **Marketing & Sales Group** is working on using our existing social network to ensure the maximum exposure of the DiD workshop program. Meetings with various organizations like HK Women Professionals & Entrepreneurs Association, Crossroads, Hong Kong Institute of Marketing, HK Economic Journal, Community Business Ltd...are ongoing every day. All our contacts so far show keen interest to the event and promise to support us in promoting and recruiting participants.

On the **Operation** side, we have finalized our negotiation with various venues. We have decided to use two venues to suit the different profile of participants. From 5 to 8 Jan. 2009, the workshop will be hosted at Room 201 of HKCSS Duke of Windsor Social Service Building in Wanchai. From 12 to 16 Jan.2009, the workshop will be held at The Dynasty Club in Wanchi. KK Tse and I will travel to London from 21 to 23 Oct to personally participate in Dialogue in the Dark

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workshop organized for Young President Organization there. This exposure will help us in ensuring the quality of the workshop.

Chanyau already started working on recruitment of the blind guides. Interview will be set up by CK Tse's team to ensure the facilitators are sophisticated enough to impress our participants. Training of blind guides will happen towards late December.

On the Legal and **Finance** side, DiD HK Ltd successfully completed all registration and formally obtains our business license. Connie Tse is our voluntary Finance Manager. Her e-mail address is tsekangun@yahoo.com.hk. All expenses should be sent to Idy for review and pass to the appropriate person for approval. Then Connie will arrange the reimbursement.

### **Friends and Thank you**

Time really went by very fast last month. From our decision to move ahead to host the management workshop, we certainly make a big step forward with the help from the whole voluntary team. Having the chance to personally experience the open arm help from everyone that we contacted is a wonderful experience. In business, everyone closes door on you. In social enterprise, everyone tries to share their experience and social network with no hesitation.

I want to take this opportunity to thank all our volunteers, especially our team leaders who have devoted so much time and effort. VIP friends such as Christina Fang, Shalini Mahtani, Ada Wong, Marina Wong, Chanyau, KM Yim and many others who spare the time from their very busy schedule to advise us. Our success depends on all your support.

### **Coming Event**

The next meeting for all DiD supporters will be held on 4 Nov again at the 5/F of HKCSS building at 19:00. We should be able to inform you more details about the workshop as well as to distribute the printed brochures. I hope I could see everyone there.

We will need a lot of volunteers to help calling or visiting various interested parties, explaining the concept of Dialogue in the Dark workshop. Please do not hesitate to send me an e-mail if you think any of your friends will enjoy reading our newsletter.

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