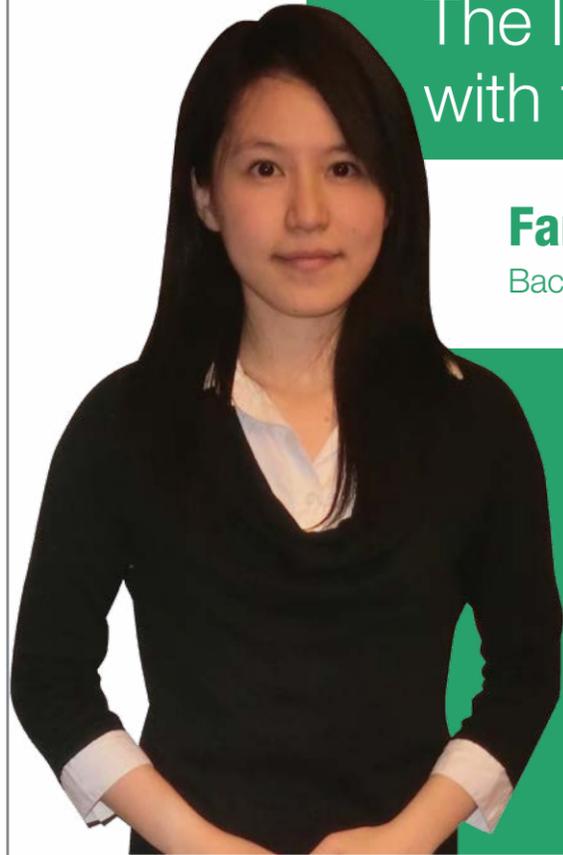


# Irish working holiday – The longest journey begins with the first step



## Fanny Chong Ching-fan

Bachelor of Arts in Marketing and Public Relations

Having a global perspective has become increasingly important nowadays. Fanny Chong Ching-fan, who graduated from PolyU SPEED with a Bachelor of Arts in Marketing and Public Relations in 2013, seized the opportunity to join the International Summer School Programme offered by the School for cultural exchange at a renowned university in the United States (US), paving the way for her subsequent academic and personal journeys abroad.

### In love with multiculturalism

Fanny said that her study at PolyU SPEED was fruitful. “The small-class teaching model facilitates interaction between students and lecturers, and creates an effective study atmosphere. Apart from my terrific fellow classmates, I was fortunate to learn from a group of caring and passionate lecturers who were also the mentors of our academic as well as our personal issues.”

Fanny fondly recalled being awarded a sponsorship by PolyU SPEED to join an exchange programme at the University of California, Berkeley (UCB) in the US. “Through this cultural exchange, I learned how to solve problems independently. This precious opportunity not only broadened my horizons, but also inspired my passion for cultural diversity,” Fanny said.

After completing her Bachelor’s degree programme at PolyU SPEED, Fanny worked for a marketing company, applying what she had learned to the real world. At the same time, she applied for a master’s degree programme in the United Kingdom (UK), and was later admitted to University College London, allowing her to further experience western lifestyle and culture while still young.

### Applying knowledge on a working holiday

Out of her passion for travel and adventure, Fanny decided to spend a working holiday in Ireland before beginning her postgraduate studies in the UK. “My exchange experience at UCB has greatly aroused my interest in multiculturalism. Therefore, I chose to spend a year experiencing and learning different cultures through the scheme,” she explained.

“Be confident and cherish the opportunity. Brave the challenge and realise your dreams.”

As part of the agenda of her holiday, Fanny is now working in a restaurant in Ireland. Apart from greeting customers, she also provides input for the restaurant’s online promotional campaigns. “The restaurant owner knows that I have a Bachelor’s degree in marketing and public relations. Therefore, I became involved in promoting the restaurant through its website and Facebook page, enabling me to apply my knowledge of digital marketing,” she said.

Fanny encourages her fellow students at PolyU SPEED to seize the opportunity to realise their dreams.



Fanny (fourth from right) made many new friends during her exchange programme at the University of California, Berkeley (UCB), in the US.