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Choice Communication Canada Limited, an affiliate of Choice Communication International Limited in Hong Kong, offers a full range of communication services, with strengths in corporate and marketing communications to companies in Vancouver, Hong Kong and China.

**January 2023**



### Who We Are

Founded in 1996, Choice Communication is a boutique **public relations agency** in Vancouver, B.C., which specializes in bridging language and cultural barriers. We offer our clients communication services tailor-made to their specific needs.



### Identity

Whether it is for Canadian companies that want to tap into the **Chinese-speaking market** or the Chinese companies reaching out to the **English-speaking market**, we speak the language and understand each culture and its nuances.



### Specialty

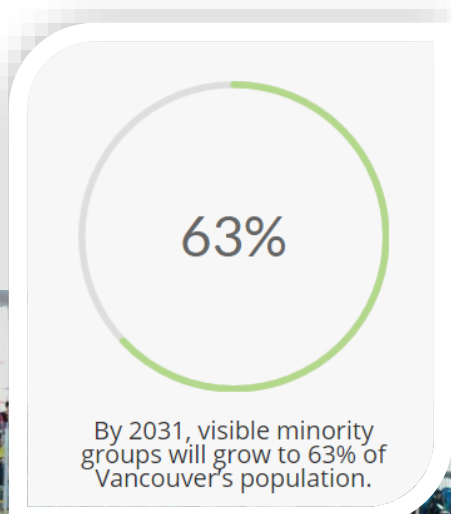
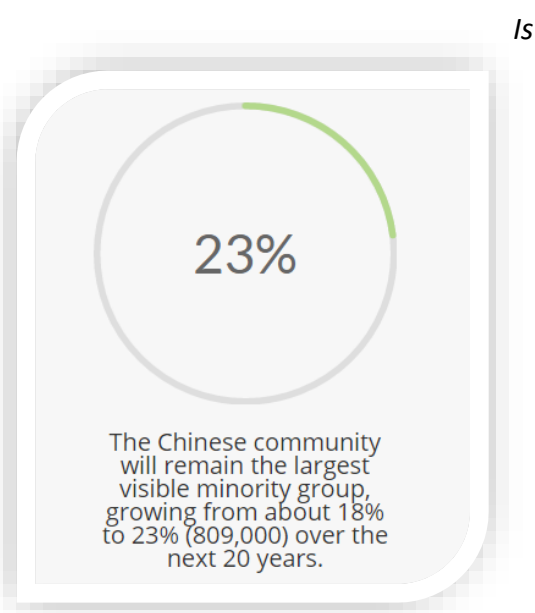
With a focus on **multicultural public and media relations** and a specialty in **Chinese-language marketing**, we have carved a niche by providing communications support in both the public and private sectors.



**Communication** is the key to reaching the multicultural community in Vancouver.

With Vancouver being the **gateway to the Pacific**, more and more communications and business activities are being carried out in **Beijing, Shanghai and Hong Kong** – some of the most affluent cities in the world. As the community evolves here on the West Coast, so should your communications strategy.

*Is translating your messages or media releases into Chinese enough?*



*Does what you are saying coming across clearly in a multicultural ad or a commercial?*

At Choice, we show and help you reach all communities with effective and culturally-sensitive messages in the language of choice.



## Marketing Communications

Unique products and services require unique promotions. Using a range of marketing tools, we develop plans that are designed in the best interests of the product and the client.

- ✓ Coordinate all aspects of major marketing events, such as fun fairs, festivals, parties, sponsorship programs and charity drives
- ✓ Sponsorship recruiting, planning and liaising
- ✓ Plan and organize trade and consumer communication programs
- ✓ Plan and organize product launches and promotion campaigns
- ✓ Prepare marketing literature, such as brochures, product leaflets and catalogues

## Event Management

From staging a media round-table discussion to developing large-scale local and national events, we have the experience to design and customize effective and memorable events.

- ✓ Organize press conferences, product launches and VIP events
- ✓ Coordinate with partners, media, clients and guests
- ✓ Follow-up and debrief post-event
- ✓ Work within the budget to develop all aspects of event, from start to finish.
- ✓ Facilitate on-site during the event
- ✓ Media monitoring

## Public and Media Relations



Your message is important. So is building your brand. That's why we will tailor a communications strategy or PR campaign to your needs in order to share your story and information in the most impactful of ways.

Reach out to and liaise with media for story pitches and events

- ✓ Plan and organize media publicity for client products and services
- ✓ Produce corporate brochures, videos, magazines and employee newsletters
- ✓ Organize exhibitions and road shows
- ✓ Handle projects from early concept design stage to copy writing, editing, proofreading and final production
- ✓ Write and edit marketing literature

- ✓ Create PowerPoint presentations and multimedia presentations and programs



## Social Media

Utilizing social networks, such as Facebook, Twitter, and Instagram, among others, to reach a wider audience and promote your brand is important for many businesses. While we help in managing these platforms to effectively reach the English-speaking market, we also provide management services in **WeChat** and **Weibo** —targeted to the Chinese market.

- ✓ Develop an effective social media strategy
- ✓ Translation from English to Chinese, and vice versa
- ✓ Curate relevant content to your brand
- ✓ Connect with online influencers and your community
- ✓ Register, set-up and manage accounts
- ✓ Enforce brand consistency (keeping the same voice across multiple channels)



## **Other Services**

No project is too big or too small. At Choice, we provide a wide variety and diversity of services that will thoroughly meet your communications needs.

### **Copywriting**

Provide professional editing and writing for speeches, marketing materials, website and blog content, brochures, and editorials.

### **Media Monitoring**

Coordinate and implement multimedia monitoring for client's corporate exposure or competitors' activities.

### **Media Training**

Design and organize multi-language training sessions for company executives on techniques to work with the media. The training also focuses on the expectations of the different media.

### **Chinese Media & Community Relations**

Pitch stories about products and services to the Chinese, mainstream and ethnic media to ensure news coverage.

## **Advertising and Advertorials**

Design and place advertisements and advertorials; Prepare advertising copy and write-ups; Select the best medium for placement.

### **Translation**

Translate printed materials to target the Cantonese or Mandarin speaking communities with a focus on the delicate distinction on the two languages.

### **Exhibitions**

Organize seminars and exhibitions;

Design and construct display booths and panels;

Handle publicity and media relations for seminars and exhibitions.

### **Sponsorship Programs**

Plan and implement corporate contributions programs;

Identify suitable sponsorship opportunities for clients.



At Choice Communication, providing *personal attention* and *culturally sensitive* advice are our core values.

**We salute the multicultural spirit of Canada where we celebrate diversity and share each other's background.**

In broad terms, consultation is charged in two major areas:

### **Consultancy Fees**

Choice charges for professional services rendered in counselling, strategic planning, developing, managing and implementing clients' programs. Clients can choose to work with Choice on a monthly retainer or an hourly basis.

### **Out-of-pocket expenses**

For expenses incurred on behalf of clients for items such as photocopying, photography, videography, costs associated with events (such as venue rental, catering etc.), printing, long distance calls, postage/courier, artwork, press clippings, translation etc. These are billed with a 15% mark-up.

## Ongoing and Completed Projects

*This is a partial list, in chronological order.  
For more info, please visit [www.choicecommunication.ca](http://www.choicecommunication.ca).*

### Vancouver Chinatown Foundation

Provide ongoing Chinese public relations support to the Foundation to revitalize Vancouver Chinatown based on the three pillars of principles – physical, commercial, and cultural.

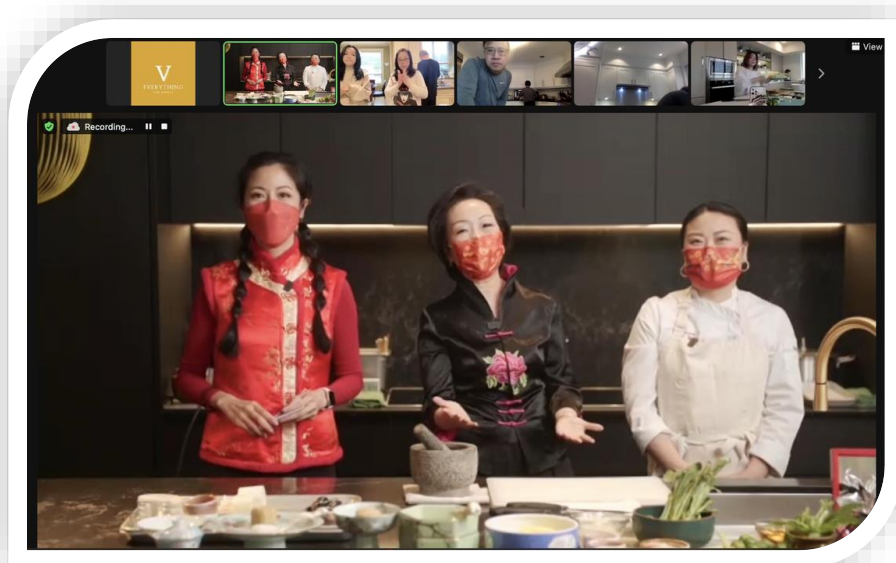
Provide media relations and event management.

### VGH + UBC Foundation

Provide ongoing support on strategies and postings on WeChat account to enhance the Foundation's presence in the Chinese-language social media platform.

### Culture Tastic virtual cooking – January to June 2022

- The series featured five cooking classes including Lunar New Year, Baking with Kids, Taste of Japan, West Coast with Wine Pairing, and Indigenous Cuisine.
- It brought much hype and enjoyment alike –  
<https://www.everythinggoesvirtual.com/in-the-media.html>



## **Two events to support Ukraine – March 2022**

- In response to the shocking humanitarian crisis happening in Ukraine, Choice Communication helped two high school students and a team of volunteers to put together a bake sale at Lansdowne Centre within a few days. The support was overwhelming.
- The second episode in the Culture Tastic series “Baking with Kids” featured Chef Betty Hung of Beaucoup Bakery & Café saw an oversold class. All proceeds were donated to the Canadian Red Cross Ukraine Humanitarian Crisis Appeal, graciously agreed by our charity partner, Richmond Cares, Richmond Gives.

## **Lansdowne Centre Year of the Tiger celebration – January/February 2022**

- The month-long celebration started with the launch of the Tiger guessing game supported by the politicians, community, and media.
- Lansdowne Centre T&T Supermarket was invited to donate packaged food to fill the gigantic cloth tiger (especially handmade in China). All food items inside the tiger are slated to be donated to the Richmond Food Bank.
- At a small donation, the public can guess the weight of the tiger and have a chance to win \$388 in gift card. Lansdowne Centre graciously matched the donation, up to \$5,000.
- A peach orchard was also brought to live and offered many Instagram-able moments.

## **Grand Opening of the Chinatown Storytelling Centre – November 2021**

- Four years in the making, Chinese communications work, including media preview, featured interviews, and TV documentaries, were planned for the grand opening of unique exhibition space.
- Media relations work with the traditional media (TV, radio, print) and digital/social media resulted in extensive coverage before, during and four months after the centre was opened.

## **Mid-Autumn Festival celebrate at Lansdowne Centre – October 2021**

- To celebrate this traditional festival, Chef Denice Wei demonstrated the making of mooncakes from scratch at Lansdowne Centre. Participants tuned in on Zoom to learn and interact with the chef and fellow bakers. It also attracted shoppers to crowd around to take in the festivities.

## City of Richmond, Single Use Plastics Ban Chinese Virtual Workshops – August/September 2021 (Phase 2)

- Provided language and cultural support in all aspects of communication (Cantonese and Mandarin) for this extremely important topic.
- Delivered four workshops to Richmond businesses virtually reaching out to diverse sectors of businesses that will be affected by Bylaw 10000 (updates and timeline).

## Canada Day Drumming Celebration – July 1<sup>st</sup>, 2021

- Due to the pandemic, planning and organizing of the 5<sup>th</sup> annual nationwide drumming event remained online.
- Achieved the **GUINNESS WORLD RECORDS™** title for “Most people performing a drum roll online simultaneously” with a record of 581 qualified drummers. This is the 2<sup>nd</sup> GWR that was achieved for the Society.
- This year, we went global and achieved overwhelming support from drummers from 175 cities (13 countries, 26 international cities, and 149 Canadian cities) around the world - <http://canadadaydrumming.com/participate/event-details/>.
- Unlike other pre-recorded events, we insisted on the interactive components which makes this hybrid event more challenging and rewarding.



## Oriental Voice Online Concert – May 2021

- Despite the pandemic, Poly Culture North America continues to promote intercultural understanding through virtual music and art sharing.
- To tie in with Asian Heritage Month, Oriental Voice brought musicians and performers from both sides of the Pacific. We introduced a creative concept of offering a luxurious “East Meets West” light dinner box delivered to select media and influencers resulting in valuable impressions across many platforms of traditional and social media.

## Virtual Charity Chinese New Year Cooking – January 2021

- In view of the pandemic, we recognize the need for human interaction and connection, hence we launched <https://www.everythinggoesvirtual.com/> to do just that.
- To usher in the Year of the Ox, we produced yet another hybrid event with Chef Denice



Wei demonstrating two traditional LNY dishes. 14 participants learned with Chef Denice on Zoom with interactive learning. Many more people and media watched via livestreaming on Facebook and YouTube live.

- The result surpassed all expectations in achieving extensive media coverage -

<https://www.everythinggoesvirtual.com/in-the-media.html>.

- The event raised funds for Richmond Cares, Richmond Gives.

## Canada Day Drumming Celebration – July 1<sup>st</sup>, 2020



- Due to the pandemic, planning and organizing of the 4<sup>th</sup> annual nationwide drumming event moved online. Unlike other pre-recorded events, we insisted on the interactive components which makes this hybrid event more challenging and rewarding.

- Overwhelming support poured in from other official Canada Day celebration sites, thus expanding the participation to 28 cities across six time zones.

- The event was also a fund-raiser for Frontline Fund in support of

frontline healthcare workers in supplies, support, and research against COVID-19.

## City of Richmond, Single Use Plastics Ban Chinese Workshops – Nov/Dec 2019 (Phase 1)

- Provided language and cultural support in all aspects of communication (Cantonese and Mandarin) for this extremely important topic.
- Delivered six workshops to Richmond businesses at Richmond City Hall, Lansdowne Centre, and Aberdeen Centre reaching out to diverse sectors of businesses that will be affected by Bylaw 10000.

## Canada Day Drumming Celebration – July 1<sup>st</sup>, 2019

- Attempted the **GUINNESS WORLD RECORDS™** of The Largest Group Drum Roll (multiple venues) to make this a truly national celebration. Plan and organize the 3<sup>rd</sup> annual nationwide drumming event expanding to 14 cities across five time zones.
- As national project manager of this challenging event, the responsibilities include overall concept, planning, events organizing and execution, government relations, media relations, and branding.
- Further developed the multi-cultural stage performances, sponsors and exhibitors booths, children's interactive activities and food trucks.



## BC Children's Hospital Foundation

- Handled the Chinese communication aspects for the Foundation.
- Built relationship with the media, especially the new media.
- Retained and expanded BCCHF brand awareness in the Chinese community.
- Handled existing Chinese-specific events and explored new ones.
- Continue to sit on the organizing committee.

## Canada Day Drumming Celebration – July 1<sup>st</sup>, 2018

- Successfully organized and achieved the **GUINNESS WORLD RECORDS™** of “Most Nationalities in a Drum Circle (single venue)”.
- Planned and organized the 2<sup>nd</sup> annual nationwide drumming event expanding to twelve cities and five time zones.
- As project manager of this challenging event, the responsibilities include overall concept, planning, events organizing and execution, government relations, media relations, and branding.
- Expand the event from half day to full day event by introducing more multicultural stage performances, sponsors and exhibitors booths, children’s interactive activities and food trucks.



## Canada 150 Atlantic to Pacific Celebration – July 1<sup>st</sup>, 2017

- Planned and organized the inaugural nationwide drumming event across eight cities and five time zones to celebrate the 150<sup>th</sup> Anniversary of Confederation.
- As project manager of this challenging event, the responsibilities include overall concept, planning, events organizing and execution, government relations, media relations, and branding.
- Through carefully-planned media conferences, interviews, events, website, social media.



## BC Children's Hospital Foundation "For Children We Care" gala

- Serve on the organizing committee since 2018 to continue to reach out to the Chinese-speaking audience and market
- Meet and exceed the fund-raising goal by achieving \$3.4 million
- Handle media relations



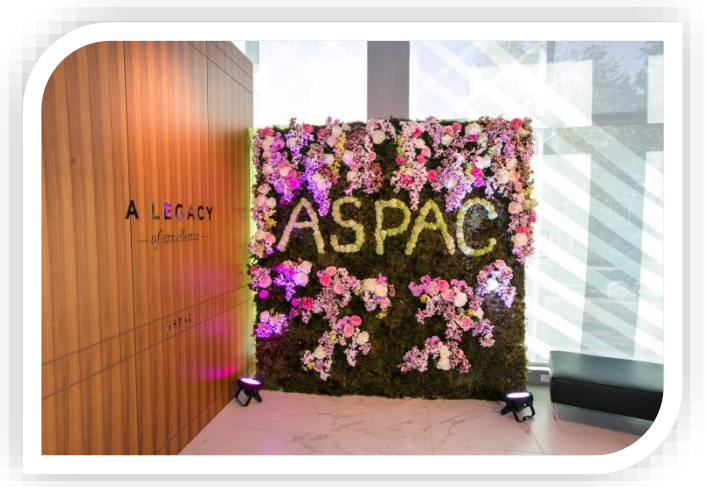
## China Intangible Cultural Heritage – Official Launch

- Planned and organized the official launch of CICH in North America.
  - Official launch of the inaugural Asia Pacific Cultural Festival includes media conference introducing masters in paper-cutting, silk figurines, batik art, leather art, and clay figurines; fund-raising gala dinner benefitting the Institute of Asian Art of the Vancouver Art Gallery; two days of Masters' workshop in the community; and a visit to the BC Children's Hospital sharing ancient art with young patients.
  - Inter-government and media relations



### **Aspac Club celebration**

- Conceived event to celebrate the second anniversary of the Aspac Club with Partners, Members and invited guests
- Co-ordinated an interactive evening for Partners to showcase their goods and service



### **Richmond Olympic Experience**

- Liaised with Richmond Olympic Oval for Aspac Developments to become an Elite Partner
- Conceived community event as the launch of the partnership
- Co-ordinated members from Boys & Girls Club and Richmond Cares, Richmond Gives to enjoy the ROX experience

### **Miss Chinese Vancouver Pageant Gala 2015 - BC Women's Hospital Foundation**

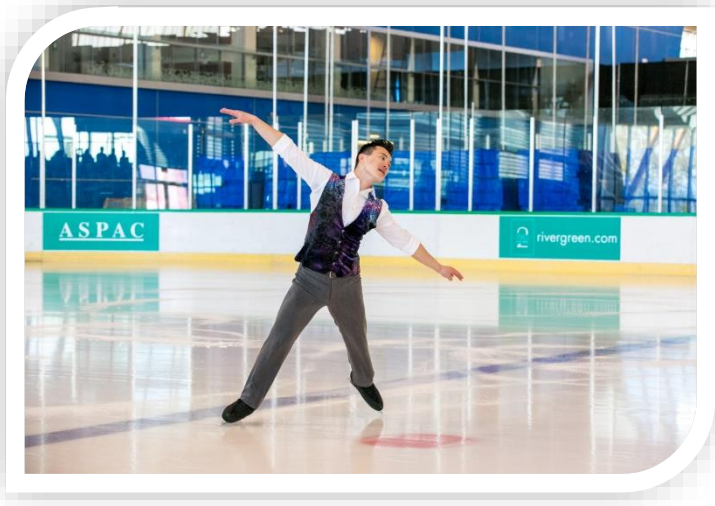
- Worked alongside the BCWHF team to handle their first-ever event in the Chinese community
- Organized two media conferences resulted in high exposure in the mainstream and Chinese media
- Managed the overall aspects of the gala including sponsorship, live & silent auctions, raffle, fund-a-need, and all components associated with the rundown of the gala evening
- Created media and community awareness for BC Women's Hospital through various media channels

### **Vancouver Art Gallery – Institute of Asian Art Youth Leadership program**

- Conceived first-ever Youth Leadership program allowing VAG IAA to be close to the Chinese community
- Created platform whereby youth can have an active voice in the formation of VAG IAA
- Organized, from time to time, pertinent, exclusive events to fund-raise for VAG IAA
- Planned and executed public events to create awareness for VAG IAA

## 2 River Green ground-breaking & Patrick Chan performance

- Conceived, organized and executed an exclusive event to celebrate the ground-breaking of the 2 River Green development
- Organized free skating for students from three local elementary schools
- Co-ordinated with two figure skating clubs to perform jointly with three-time World Champion and two-time Olympic Silver Medallist Patrick Chan to 500 invited audience (including students and new immigrants), his first-ever performance at the Richmond Olympic Oval
- Organized and executed Meet & Greet event for 200 Aspac Club members and guests



## VGH + UBC Hospital Foundation inaugural Time to Shine gala

- Served on the organizing committee to conceive and steer the direction of this inaugural and bold initiative to tap into the Asia Pacific market
- Met and exceeded the fund-raising goal by achieving \$1.3 million for a brand new event
- Handled media relations



## **Aspac Club – Patrick Chan event**

- Welcomed three-time World Champion and two-time Olympic Silver Medallist Patrick Chan to Vancouver for the first time since the 2014 Sochi Winter Olympic Games
- Organized fund-raising initiative for Richmond Hospital Foundation
- Conducted other Aspac Club related activities

## **Aspac Club**

- Brought the concept of the Aspac Club to reality within six months
- Recruited eight prestigious Founding Lifestyle Partners
- Lined up Olympic medallist and world champion figure skater Patrick Chan as honorary member No. 1 of the Aspac Club
- Increased the number of Aspac Club Lifestyle Partners to 15

## **Holborn Properties – Little Mountain redevelopment, public consultation**

- Provided media relations at open houses & advisory group meetings
- Renewed website, create newsletter and social media feed, Facebook & Twitter
- Media and community relations support for the company and CEO
- Planned and executed community sponsorship and charitable events



## **Rick Hansen Foundation (Overseas event)**

- Provided media relations, plan media activities and work with local NGO to bring awareness and media coverage of the Hong Kong leg of the Rick Hansen 25<sup>th</sup> Anniversary World Tour

## **Aspac BC Experience in Beijing (Overseas event)**

- Invited and worked with renowned fashion designer Eva Chen to showcase her design at an exclusive event in Beijing

### **Aspac Developments Ltd. (Overseas event)**

- Explored, planned and executed Aspac's sponsorship of Richmond Day at the Canada Pavilion, World Expo 2010, Shanghai, China – Sept 2010
- Explored, planned and executed 4 seminars and 2 receptions at the Canada Pavilion, World Expo 2010, Shanghai, China – June 2010

### **River Green Story Centre, Aspac Developments Ltd.**

- Handled debut private reception at River Green Story Centre
- Handled private opening of the River Green Story Centre
- Invited Vancouver 2010 Long Track Speedskating Team Pursuit gold medalists to dignitaries to officiate the opening
- Handled different sponsorship opportunities, charitable and community events



### **Speed Skating Canada / Richmond Spirit of BC Community Tour**

- Managed and executed a community tour, sponsored by Aspac Developments, for the period December 2008 to February 2010 in conjunction with the official opening of the Richmond Olympic Oval
- The purpose of the 2-year long exercise was to create a legacy for Aspac and to reach out to the community, to educate students and the general public on the sport of short and long track speed skating and maybe one day to nurture an Olympic champion



### **Aspac Developments Ltd. (Overseas event)**

- Managed and executed the lead sponsorship of the “Water” Element at the BC Canada Pavilion in Beijing for the period May to September 2008
- Showcased Aspac’s products and build branding to the world during this premier event of the 2008 Beijing Summer Games

### **Canada Deposit Insurance Corporation (CDIC)**

- Organized and executed the first Annual Public Meeting in Western Canada. Manage, on behalf of CDIC a federal agency from Ottawa, and host a 500-people luncheon to educate the Chinese community the protection provided by CDIC

### **Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)**

- Handled media relations to send out correct messages to the Chinese community
- Executde the “Protecting the Olympic Brand” brochure (Chinese version)
- On-going advisory and translation services for publications to be given out at the Press Centre at the Torino Games, Italy



### **One Harbour Green, Aspac Developments**

- Handled public and media relations for a luxurious, exclusive residential development on the last piece of waterfront Coal Harbour land
- Handled harbour cruise from concept, planning to execution
- Handled innovative skydiving performance onto Harbour Green Park

### **Vancouver 2010 Winter Olympics Bid**

- Handled public and media relations program (ethnic media) for the Vancouver 2010 Bid Corporation leading to a bid for host city for the 2010 Olympic Winter Games and Winter Paralympic Games
- Form an integral part of the publicity team during the visit of the International Olympic Committee to Vancouver and Whistler



### **International**

With particular strength in corporate and marketing communications, Choice serves clients in Vancouver, Hong Kong and China.

### **Culturally Sensitive**

Our extensive experience helps clients avoid frustrations, or even embarrassment, when dealing in foreign and multicultural markets.



### **Forward Thinking**

As the multicultural community evolves here in Canada, so too should your communications strategy. We do not build on empty promises, we live by our slogan!

### **Proven**

We have extensive and proven experience — over 20 years — in assisting our clients to achieve their goals efficiently and effectively. Our new clients are referrals from satisfied customers.

