

SELLING AMERICAN POPULAR CULTURE IN CHINA: MANAGING THE PUBLIC IMAGE OF DISNEYLAND HONG KONG

Mr. Bing-chung (BC) Lo

Vice President, Public Affairs
Hong Kong Disneyland

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4:30 pm - 5:30 pm

CPD-2.16,

Centennial Campus



After opening its doors in September of 2005 Disneyland Hong Kong experienced significant headwind. As the number of visitors missed the targets during its first two years of operation, the theme park was subjected to criticism from Hong Kong lawmakers and its public image suffered. In this talk, Mr. BC Lo, Vice President of Public Affairs, will revisit the circumstances of the crisis and the subsequent management of Disneyland's public image, which eventually led to the turnaround of park attendance. Drawing on his extensive management experience for both Disneyland Hong Kong and the Coca Cola Company, Mr. Lo will explore the challenges as well as opportunities of "selling" American popular culture to the Chinese public.

In his current role as Vice President of Public Affairs, Mr. Lo oversees government relations, external relations, community relations, media relations and internal communications. Prior to joining Hong Kong Disneyland Resort in 2006, BC was a Corporate Communications Consultant for the Hong Kong Jockey Club and ran his own agency providing services for some of the world's leading international brands. Previously Mr. Lo, also held the position of Vice President for External Affairs in Greater China with the Coca-Cola Company for 8 years.