

Centennial Celebrations for
the Oldest Higher Education
Institution in Hong Kong

THE
UNIVERSITY
OF
HONG KONG



Helping HKU to Celebrate a Century of Learning

The University of Hong Kong is internationally respected and Hong Kong's oldest institution of higher education. In celebrating its 100th anniversary, the university asked Base Creative to create and manage a large-scale gala dinner for its students and stakeholders.

Business Strategy

Brand Strategy

Event Creative Theme

Design and Touchpoints

PR Event Management
Invitation Card Design
Souvenir Design
Live Performance
Press Release
Venue Decoration
Videoshooting

Digital & Social Media

The University of Hong Kong 100th Anniversary Gala Dinner

Celebrating a Century of Educational Excellence



Under the theme "knowledge, heritage, service", we helped HKU to design a new identity for the venue, and to stage a successful celebration of this major milestone in its history.

Scope of Work

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