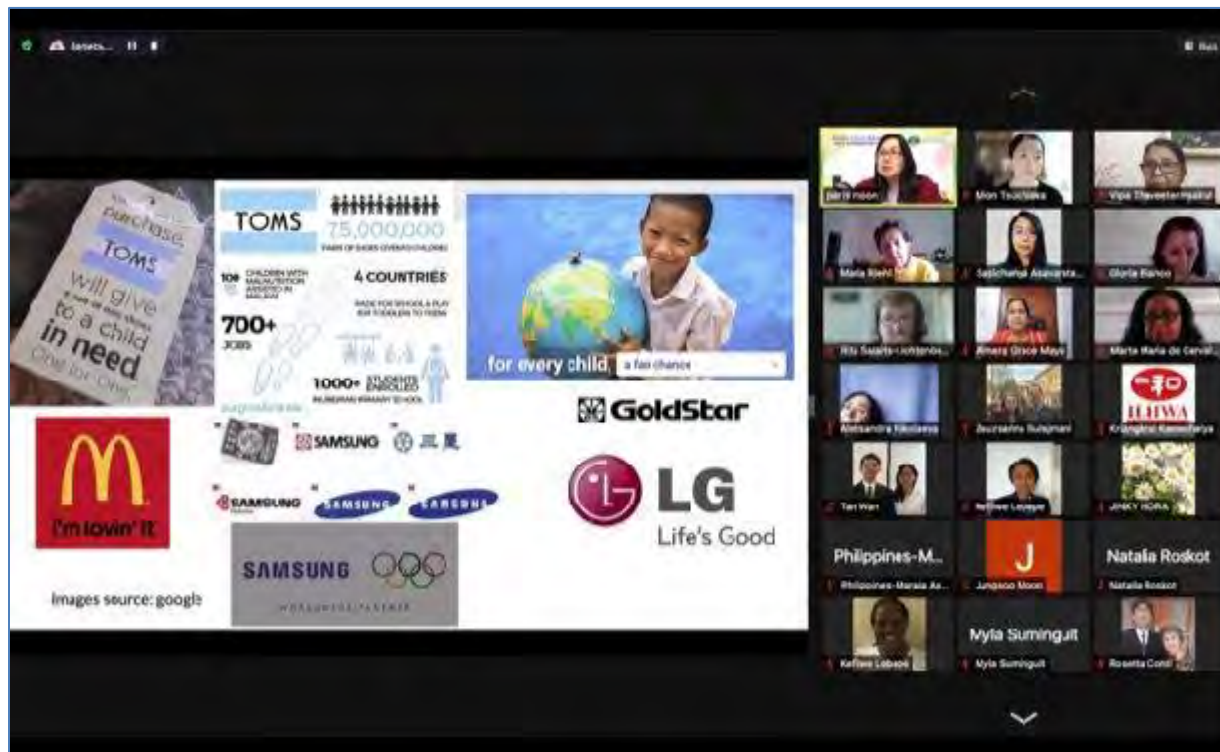


## WFWPI Hong Kong Educational Session NGO And Marketing With Paris Moon

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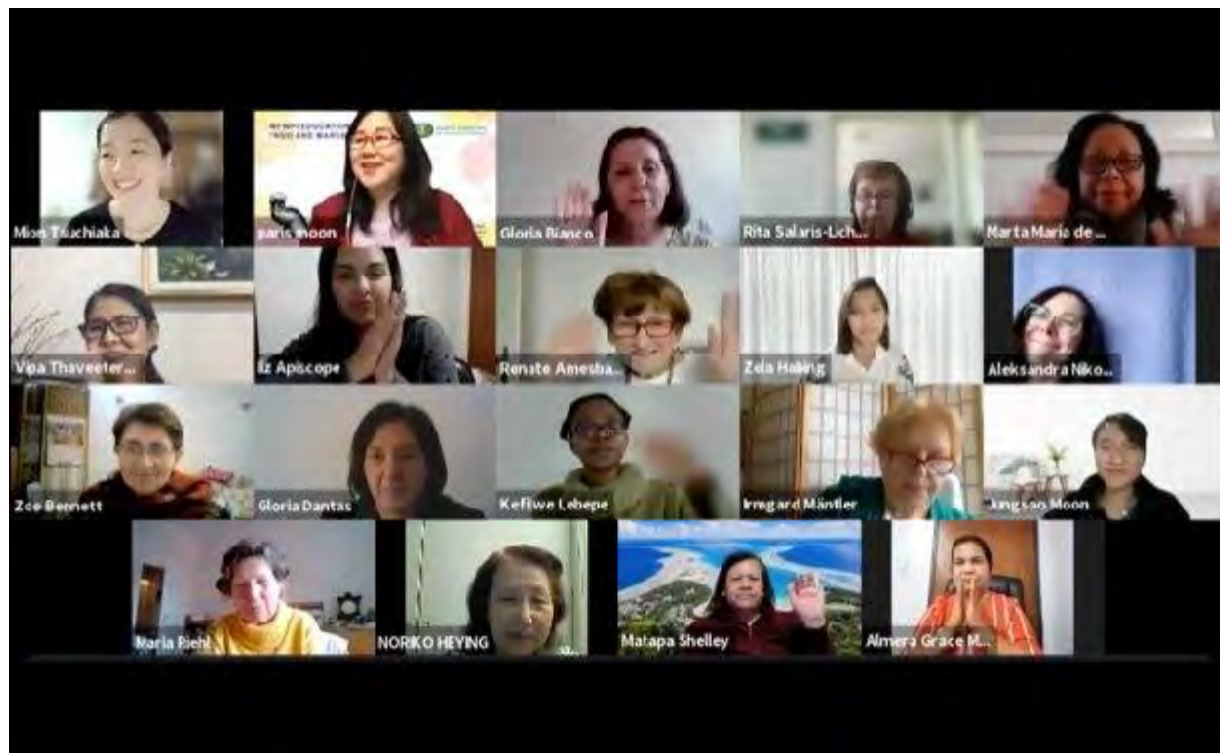
A good marketing plan can not only attract more funds and donations but also increase awareness and participation of civil society and beneficiaries. On November 19, 2021, the Women's Federation for World Peace International (WFWPI) conducted an online educational session on "NGOs and Marketing," attracting 50 participants from around the world who joined to learn the basics of NGO marketing and promotion to maximize a positive impact on a wider audience and create a unique brand for their organizations.



The panel moderator was Dr. Paris Moon, Secretary General of WFWPI HQ and President of WFWPI Hong Kong. She obtained her doctorate degree in Arts and Cultural Management from Middlesex University in the UK and has worked for international companies such as Price Waterhouse Coopers, Nortel Networks, Seiko Epson, and Microsoft. Her primary responsibilities included mergers and acquisitions, HR common benefits and strategic workforce planning. In cultural and public affairs, Dr. Moon has worked closely with the Ministry of Culture, Sports and Tourism in South Korea to promote Korean culture in Hong Kong since 2007 and has served as an external examiner for the Hong Kong Arts Development Council since 2011.

From 2019 to 2021, Dr. Moon served as President of the Korean Women's International Network in Hong Kong. She has received the "Best Outstanding Korean International Women Award" and the "Certificate of Appreciation" from the Minister of Gender Equality and Family of Korea.

Dr. Moon began the session with an explanation of the difference between NGO marketing and for-profit marketing and also touched upon how to create a successful marketing plan. She asked, "What is the difference between nonprofit and for-profit marketing?" As it turns out, the goal of both is the same in the end. "Whether you are selling a specific product or service or trying to attract donors for your cause, the goal is the same. To do that, you need an effective and memorable marketing strategy."



Dr. Moon also explained about SNS marketing and gave examples of good and bad promotional materials. She introduced some useful online tools and apps that can be used to create attractive promotional works.

Participants were able to ask questions directly to the instructor after the presentation. Some of the questions were about problem-solving and complaint handling. Dr. Moon advised, "Don't take things personally, speak factually, don't bring in your own opinions and treat people with respect." She also suggested that the organization establish a grievance procedure and a system to report problems to the social media manager.

Dr. Moon concluded with a quote from her favorite artist, Pablo Picasso: "I've had a lot of experiences where a lot of people just talk and do nothing. Action is the key to the foundation of all success." The session provided participants with a lot of good advice on marketing, but most importantly, it gave them the confidence to be able to take on new challenges.