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FACULTY OF ARTS
ANTHROPOLOGY DEPARTMENT

SUMMER INTERNSHIP REPORT
IN
HONG KONG MARITIME MUSEUM
(PERIOD: 12 JUNE 2017 – 21 JULY 2017)

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Acknowledgements

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I would like to take this opportunity to express my heartfelt gratitude to the Education team staffs for all the exemplary guidance, support and constant encouragement throughout the course of this internship. Special thank should go to Mr. Tom Cheng, the Education Officer, for his efforts taken to manage the whole internship programme, and his kind supports which has strengthened my confidence in managing various education programmes. I should thankful to Ms. Crystal Tong, the Assistant Education Officer and Ms. Leung Pik Ki, the Head of Education and Public Programmes for the friendly environment provided, and their kindly suggestions to make my project success. The help and guidance given by them shall able me to acclimatize myself to the new working environment soon.

I should also grateful to the Marketing and Fundraising team for their cordial supports, valuable information and guidance. I am extremely thankful to Ms. Hui, the Fundraising Manager, for her dedication to make sure every intern was getting a good training establishment, organizing museum presentations, and being a source of inspiration. Her continual constructive criticism and suggestions benefited me a lot. I should thankful to Ms. Virginia Choy, the Marketing Officer for her help given to solve issues I came up with and coordination with the pitched companies, and also giving me the guidance on formal marketing documents writing

and presentation, which helped me a lot in completing the task through various stages.

I am grateful to my fellow interns, including Mandy, Eva, Yumi and Vincy for their contribution and good corporation during the period of my internship.

With great pleasure, I would like to extend my sincere gratitude and thanks to all staff for their care and support, with the valuable guidance provided in their respective fields from the beginning to the completion of internship period, making this period a fruitful learning experience for my life.

Museum Overview

Hong Kong Maritime Museum (HKMM) is a non-profit registered charity founded in 2003 by members of the Hong Kong Shipowners Association. The Museum opened in September 2005 at Murray House in Stanley and relocated in 2013 to Central, Pier 8. It dedicated to preserve, collect and display various objects that tell the story about trade and maritime in Hong Kong and the Pearl River Delta. A message of “We are more than a museum” is conveyed, which comprises of exhibitions, education programmes, researches, preservations, gift shop, and café.

As an independent cultural institution, it relies on thousands of donors from shipping and marine industry for financial support, which enhanced our fundraising and development capacity and expanded resources responsible for direct outreach and programme management.

Concerning the structure of museum management, there are various departments in view of Events, Marketing, Fundraising, Curatorial, Education, Finance, Security.

Position and Description of Duties

Within this 6-week internship, I was assigned to assist with daily operations for Education team in the first 3 weeks, and the Marketing and Fundraising team in the remaining 3 weeks.

Working hours are generally Monday to Friday from 09:30 am to 17:30 pm. However, there were occasions when working outside of those hours is needed, for example, on Saturdays or Sundays for special museum events.

A. Education department

- Prepare and run education programs

I have to follow the Education Officer, Mr. Tom Cheng, to prepare for the upcoming workshop, helped clear out the glass showcase, and put the exhibits back into a cabinet.

Also, I need to set up the tables and chairs in the family craft corner.



Fig.1 Set up for events

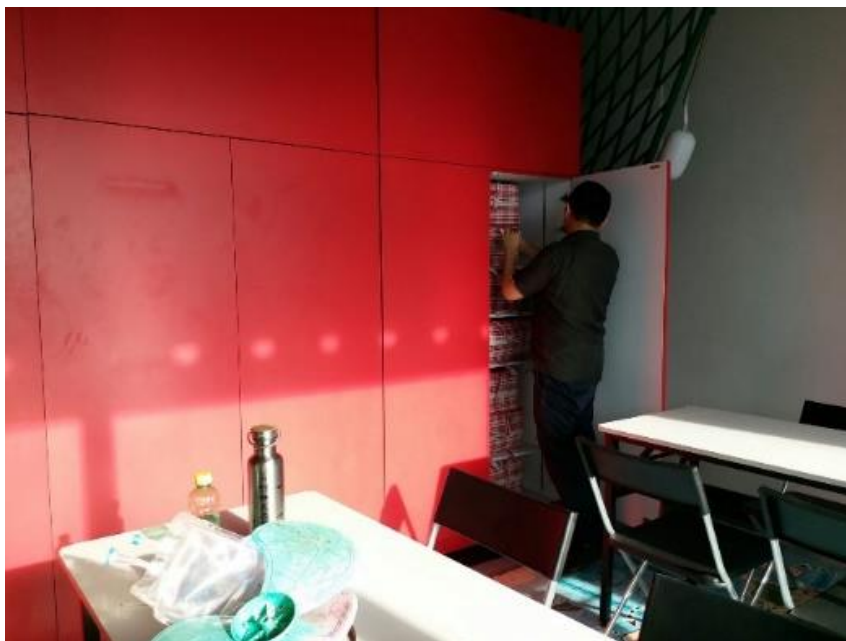


Fig.2 Clear up showcase and reorganize the exhibits

Besides, I was in charge of various programmes, including guided tour, Object Handling Sessions, and family craft workshops. I was responsible to design the content of the workshop, write proposal, do mock up and request for material quotation. I have to run the workshop as well.

1. Run guided tours

As one of the event partners of Muse Fest HK 2017, Hong Kong Maritime Museum has organized a gallery tour “Pirate guided tour in 20 minutes” to the visitors who take the free shuttle bus service provided by government. The tour observes a local pirate figure Cheung Po Tsai, in relation to the Hong Kong pirates special exhibition and collections in the gallery. I was assigned to write a script and lead the guided tour. In order to prepare for the tour, I have participated various school tours lead

by volunteers and staffs from Education department, in turn observe the route, gesture and tone of speaking. Also, I have to do in-depth research on the pirates in Hong Kong.

2. Hold Object Handling Sessions

Object Handling Sessions is a kind of hands-on workshop that visitors have a chance to handle authentic object, which are usually displayed behind glasses. I was assigned to hold the session themed Canton Porcelain, and prepare for the brochure content introducing porcelain. Mr. Tom Cheng has provided many background information and suggestions for the session.



Fig.3 Object Handling Session with secondary school students

3. Family Workshops

I have to design the workshops, including buying materials, mock up. And run the designed workshop by myself.



Fig.4 Buy materials for events

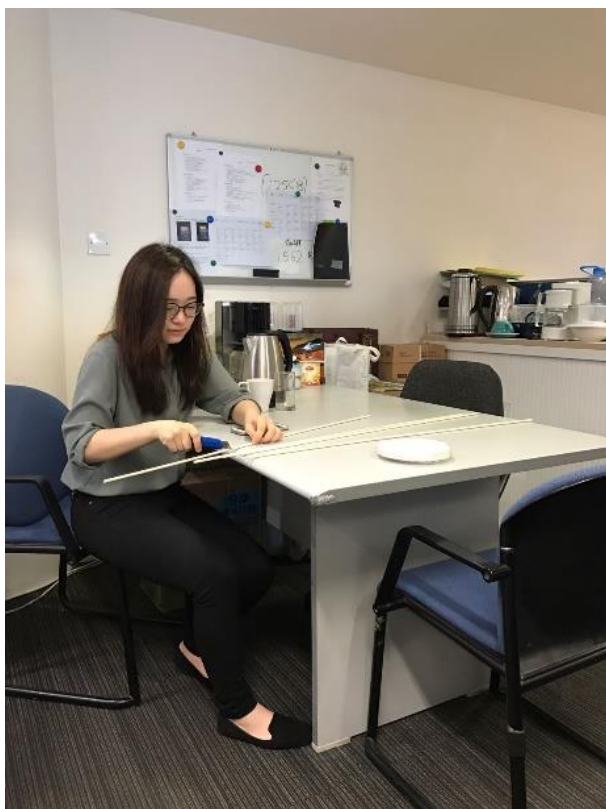


Fig.5 Mock up



Fig.6 Run family craft programme, “Pirate Training Course”



Fig.7 Run family craft programme, “Sharks Origami”

- Assist daily operation of Education department

1. Develop data base

For outreaching purpose, I helped type in the information of primary and secondary school in Hong Kong.

2. Asist for school visit

Guided tours for schools are usually conducted by the staffs from Education team, or trained volunteers. Sometimes the students arrived at HKMM earlier than planned, while the staff was still busy for their work, or the volunteer was not yet arrived, I would then help to host the school visit, by introducing the museum and reminded the students of the rules of the visit, hosting until the staff or volunteer arrived.



Fig.8 Host primary school visit

B. Marketing and Fundraising Department

- Assist daily operation of Education department

1. Join regular meeting

On every Monday, there is regular meeting scheduled by marketing and fundraising department, discussing the progress of various projects, and planning for future events, with Museum Director. I have to attend those meetings, and report what I have researched or have done for the project assigned. There are also frequent meetings discussing specific one to two projects, to catch up with progress and giving feedbacks.

2. Mailing

HKMM has loads of donor, and Friends of HKMM, who could receive updated museum news and publications. I have to make address labels using Mail Merge under the guidance of Marketing Assistant, Ms Alice Leung, and pack folders for every donors. After that, I have to bring all the folders to Post Office's Stamps and Registration counter for weighting and stamping.



Fig.9 Prepare for mailing

3. Research and brainstorm ideas on fundraising purpose

Fundraising team was eager to explore different Funds or sponsorship to enhance the fundraising and development capacity. In view of that, I help research on eligibility of HKMM to apply various sponsorships, writing my briefs and comments on the Funds to Ms Hui, the Fundraising Manager. Besides, the team wants to raise more unattached funds for long term fundraising development. I have then brainstormed numbers of ideas on raising unattached funds, with reference of other well-known museums, and presented to the Museum Director.

Furthermore, HKMM do not have audio guide service at this stage, while there was a purchase request from *Acoustiguide*, an audio guide service company. The Marketing Officer, Ms Virginia Choy, then assigned me to research and comment

on it. On top of that, I have generated a PowerPoint express my opinion on audio guide development in HKMM, with researches on other museums' audio guide services and suggestions for HKMM. I have presented to the Marketing team and Fundraising team about the entire research in the regular meeting.

4. Develop data base

There is no data base for Fundraising team, so I helped type in information of potential donors and organize the contact list.

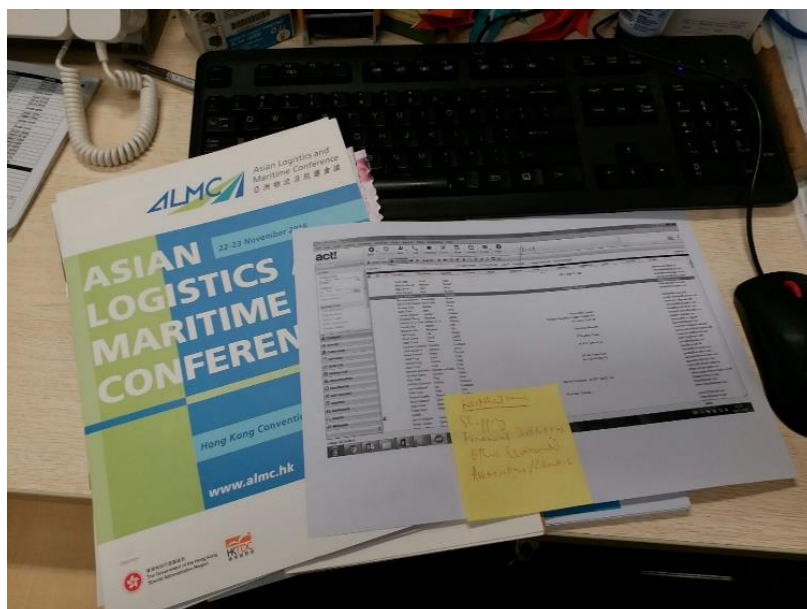


Fig.10 Search potential donors from various documents, such as Asian Logistics Maritime Conference brochure

- Event Marketing

I was working on HKMM's 15th Anniversary fundraising dinner and fundraising concert. To decide the venue, I was assigned to ask quotations from different hotels,

and form a comparison table. I also have to propose inspiring performers, enquiring number of musicians and performing groups for quotation, and organized meetings with them. After collecting the updated information of quotation and performers, I have to report to the Museum Director for further discussion.

- Collateral and publications

HKMM's official website is bilingual in tradition Chinese and English. My job is to see whether the language or information of the website is aligned or not. Besides, I have written various official documents and publications. Marketing team was going to renew the "Friends of HKMM" leaflet design, and I helped reorganize the text. Also, I have tried to write the Media Alert, with information of museum exhibition and upcoming workshops, and sent to numbers of marketing contacts. And I have written the brief on HKMM Advertising Video, sending it to various video making producers.

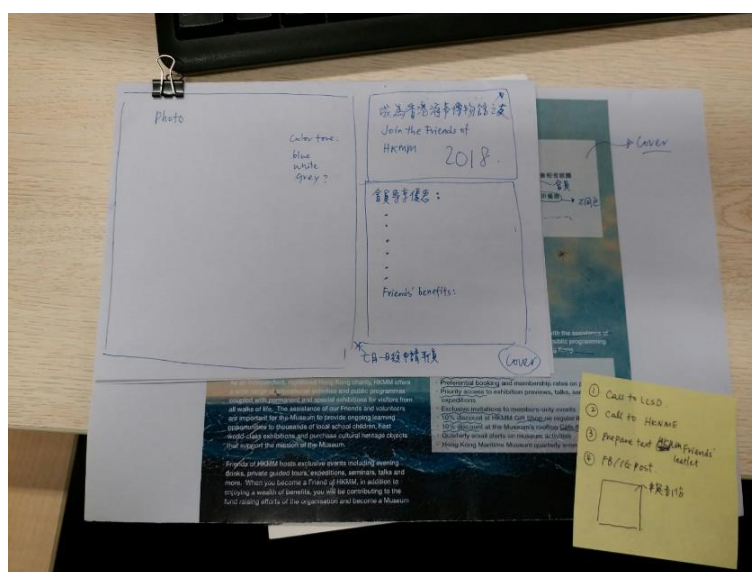


Fig.11 Redesign the leaflet, "Friends of HKMM"

- Build Social Media Calendar

One of my main duties was to design the social media calendar on Facebook and Instagram, with bilingual captions and photos. On top of that, I provide some suggestions on future social media development, such as the style and content of captions, and finding potential Key Opinion Leaders for promotions.

- Media visit

I have a chance to participant and assist in media visit, observing how media filmed the exhibition, and how the marketing team get in touch with them. There were some blockages around the exhibits, to avoid people touching the fragile exhibit, and I helped remove the blockages for the media's sake.

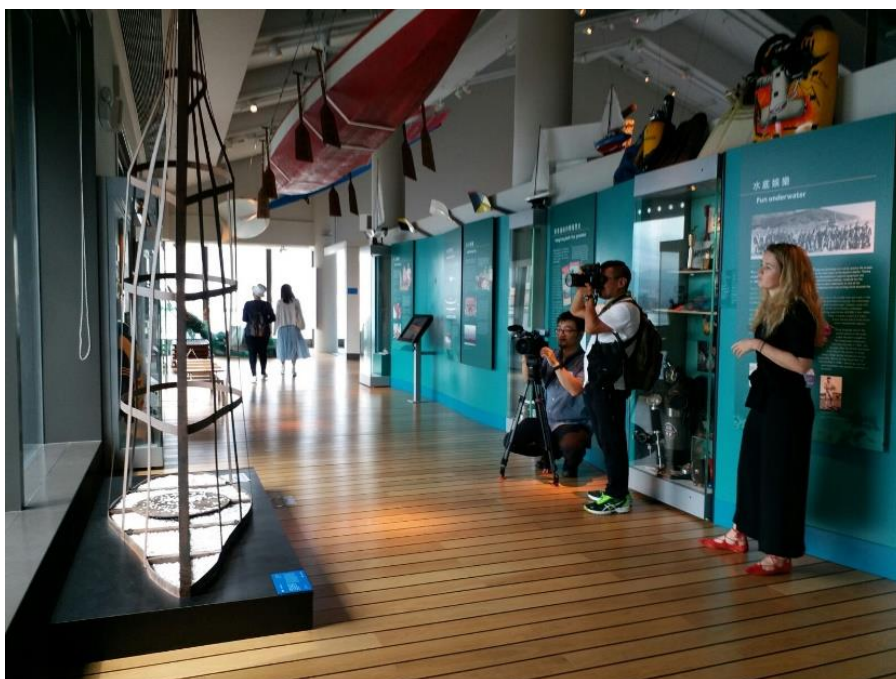


Fig.12 Media visit, CNN

C. Others

- Join regular staff meeting

HKMM holds its general meeting in the conference room every Monday morning, with staffs of all departments reporting their works. Although I did not have to report my duties on the meeting, I still have to attend and listen to others' reporting, in order to know what was going on in the museum.

- Answer enquiries

Every visitor who would like to enter the Museum office, or with any enquiry should ring the doorbell and speak to the microphone. An Administrative Assistant was responsible to answer the enquiries. However, the assistant was on holiday and meanwhile I was sitting next to the phone. I therefore helped receive the calls and opened the door for visitors. Most of the inquiries made are asking for the passwords of private toilet next to the office, or delivering letters by postman.

- Organize collections of books in the Resource Centre

The CSSC Maritime Heritage Resource Centre is a central repository for publications and archival documents about maritime heritage, culture and history of Southern China.

The Resource Centre is located on the ground level of the museum, next to the office. Interns under curatorial department were responsible to organize the books from bookshelf. Since I finished my assigned tasks, I used my spare time in helping them

move the books and organize in order.



Fig.13 Reorganize books in the Research Centre

- Assist special events

During my internship period, the museum has to manage an opening for special Sharks exhibition. Due to the lack of manpower, interns were asked to help assist the event.

We have to pack the hoodies bags, and to test the balloons used for decoration. I have volunteered in other special events as well.



Fig.14 Packing hoodies bags for special exhibition opening



Fig.15 Testing balloons in Education Room

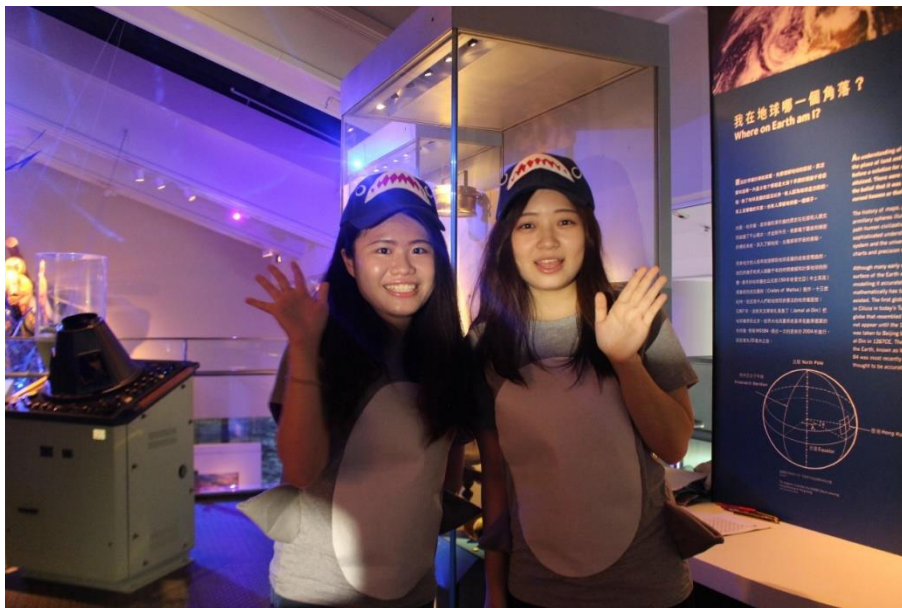


Fig.16 Volunteering special events, EYT

Conclusion

It is my honor to work in Hong Kong Maritime Museum, and get involved in various projects and daily operations. Through this cherish internship experience, I am able to understand how the departments collaborated with each other to arrange an exhibition, or an education programme.

Since HKMM is an independent museum, different from other well-known Hong Kong museums under Leisure and Cultural Services Department, they need to pay extra efforts on raising funds. Because of that, I have a chance to work with Fundraising team and do related researches and pitching, which is quite special compared with other museums.

I enjoyed my internship period very much, as the staffs are so friendly, and eager to provide guidance and support that I could widen my horizons by listening to their comments and critiques. Overall, it was a really unforgettable opportunity for me to have the experience of working in a museum. I would like to take this opportunity to thank professor Weng Cheong Lam for granting me this wonderful chance to intern at the Hong Kong Maritime Museum.