



## **Fireside Chat with Artemis Associates**

January 27, 2015 at 6:30 PM  
Hong Kong

What's your personal brand? And what does it mean for your career? Diana Footitt, Founder and CEO of Artemis Associates, will participate in a fireside chat with the group to discuss her personal career journey from chartered accountancy to founding and running at least two renowned public relations agencies via equity research and M&A banking. Her advice for younger women professionals particularly in the area of professional and personal branding / reputation will provide ideas on how we can all improve our own work place image.

Diana will also be joined by her colleague, Agnes Chan, currently a Director of Artemis Associates. Agnes will contribute to the depth of the conversation around career management and professional and personal branding by sharing her own life experiences.

### **Participants**

**Diana Footitt**, Artemis Associates  
**Agnes Chan**, Artemis Associates

### **Event Details**

**Date:** January 27, 2015

**Time:** 6:15 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

**Host:** PwC

**Location:** PricewaterhouseCoopers Ltd

21/F Edinburgh Tower, Landmark, 15 Queen's Road Central, **Hong Kong**, NA, Hong Kong

**RSVP:** [RSVP Now](#)

If you have any questions about this event, please contact the [Hong Kong](#) committee.

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

**Admission to this event is free, but there is a 200 HKD charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the 2015 beneficiary of 100WHF's Hong Kong philanthropic initiatives.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

## **Biographies**

### **Diana Footitt**, Founder and CEO, Artemis Associates

Diana Footitt is the founder and CEO of Artemis Associates. She founded the firm in 2010, after successfully establishing and building the Asia business of Financial Dynamics (now FTI) over a five year period. Prior to that Diana was the CEO for North Asia of Citigate Dewe Rogerson, after spending several years in equity research and investment banking.

Diana is known for her crisis and issues management experience advising major global companies, high profile families, and governments, as well as her work building visibility for brands and their corporate stories in the Asia markets. She has also advised on transaction communications across multiple sectors for many of the largest deals in Asia over the past 12 years.

Diana is British, and has lived in Hong Kong for the past 18 years. She qualified as an ACA with Price Waterhouse in London after attaining her BA Hons. in Economics & Politics from Warwick University. She is married with a daughter. She is passionate about childrens' education and wellbeing, and spent several years on the fundraising committee of Hong Kong's oldest childrens' charity HKSPC.

### **Agnes Chan**, Director, Artemis Associates

Agnes Chan was most recently the Head of the Hong Kong Office - Board of Directors Office of China Construction Bank Corporation ("CCB") . She has over 20 years of experience in the financial sector and has worked for both the Canadian Federal Government and the Hong Kong Government as well as for listed companies in Hong Kong.

Prior to joining CCB in 2004, Agnes worked with Pacific Century Insurance Holdings Limited (now known as "Ageas Insurance") where she was the Vice-President of Investor Relations, responsible for pre-IPO work, formulating an investor relations program and communicating with the investment community following the Company's listing.

Agnes graduated from the University of Western Ontario in Canada with a Bachelor of Arts in Administrative and Commercial Studies and obtained her Master's in Business Administration from the Kellogg School of Management and the Hong Kong University of Science & Technology. Agnes also earned a post graduate certificate from the University of California, Irvine in Investor Relations. She is a fellow of the Life Management Institute in USA and a member of the Institute of Certified Management Accountants (Australia). Agnes is the former Vice Chairman of the Hong Kong Investor Relations Association.

## **About PwC**

PricewaterhouseCoopers ("PwC") is the leading professional services firm serving the global asset management industry. PwC provides a combination of integrated services, deep industry knowledge and expertise to meet the assurance, advisory and tax needs of the entire asset management value chain including asset managers, custodians, fund administrators and prime brokers.

In Hong Kong, PwC has the largest client base and team of professional staff dedicated to the asset management industry. Our team of 13 partners and 25 managers, works alongside more than 140 senior associates and associates. We work closely with PwC's global network of asset management professionals, providing access to extensive industry experience and best practices from around the world.

PwC has been awarded AsianInvestor's Service Provider Award for the categories of "Best auditor - Funds advice" and / or "Best auditor - Tax advice" for six years running since its inception in 2008.



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