



Hoffman Singapore's Mentorship Programme

At Hoffman, we know the future of comms lies in the hands of students today – so we take our role as guides and mentors to heart, opening our doors around the world to share career advice and industry insights with up-and-coming talent. January 2020 saw the latest edition of our mentorship programme as our slingin’ Singapore office partnered with local university Ngee Ann Polytechnic to coach their Advertising & PR students in the ways of ‘the pitch’.

After six weeks of intensive work (tempered by a good few laughs), read on to find out what the Hoffmanite mentors had to say about their experience!



Brenda Neo
Account Executive

Stepping foot into the world of PR was not something I had planned, having previously interned in law firms with my Diploma in Law. But my previous employer, followed by Hoffman, took a leap of faith and hired me – and I’ve never looked back.

The never-ending patience and guidance given to me inspired me to do the same for the next generation of PR consultants. And it’s my hope that the students who went through this mentorship programme will similarly desire to journey with their juniors when they enter agency life.

As communicators, I think that it’s important for us to always use the “language” of the people that we’re communicating to – and it’s also important to continually evaluate if your messages are landing. When I was working with the Poly students, I was reminded of this as the students were working with different formats and terms than I’m used to.

But where I noticed them really understanding what I was saying was with examples, and especially with visuals (like some of the dazzling decks our HA-SG designer crafted). Making my points in this “language” instead was not only a good reminder to me to evaluate whether my messages were landing, but also a reminder that I no longer represent the youngest demographic that I need to be planning for in my campaigns.



David Okubo
Senior Account Manager

I spent 3 lovely years at Ngee Ann for my tertiary education. During my time there, I learned from and had access to some of most caring lecturers I could have ever asked for. They fuelled my intellectual curiosity, and encouraged me to challenge existing worldviews. In their books, there was no wrong answer and the one mantra they repeated: always ask questions.

It has been 10 years since I graduated and at Hoffman, I got the pleasure to be put in touch with Ngee Ann again. While the faculty members were all unknown to me, they reflected the same qualities that brought back fond memories of my time. I then decided that it would only be right that I give back to my alma mater in some form or another - and that was how this partnership was born.



Laveen Prakasan
Senior Account Executive

We often hear the negative things people have to say about their experiences with Gen Z-ers. However, during my mentorship sessions, I was rewarded with an attitude of passion and curiosity, where students valued advice and wholeheartedly embraced change.

They were constantly looking for areas where they could improve their work further, and it served as a great reminder that the best road to self-betterment is to simply be open to feedback. There’s a reason why they say that two heads are better than one!



Jolynn Chan
Account Coordinator

Curious about a career in PR? Or want to give your students more exposure to the world that is agency life? Get in touch with the team today via www.hoffman.com – we’re always keen to share!

The **story** is always there