

DON' T WAIT, CREATIVITY!

How good is TKU? If you have some brilliant and creative ideas of “selling” Tamkang to the public, then you’ re in for this year’ s “Creativity Contest” organized by the College of Liberal Arts (CLA). This is the third year CLA will be hosting such an event, and this year the focus is on how to “market” TKU in an eye-catching, or ear-catching, innovative way. To prove this point, the slogan for the event plays with a pun that says “Mai Dan” written in two Chinese characters which literally mean “Sell Tamkang;” however, when they are pronounced in Taiwanese dialect, it means “Don’ t Wait!”

So, don’ t wait any longer. Just accept the challenge by enrolling in the contest at <http://show.gogo.tku.edu.tw/2008/>, and you’ ll be awarded handsomely (NT\$ 10,000 for the most creative idea!). All you need to do is put down your ideas in a few hundreds words in a proposal format indicating who to, what, and how you plan to market Tamkang.

CLA has invited marketing and sales experts in business such as Huang Hsin-kai, and Hwa Bo-rong from Den Tsu Company, Wang Yen-Kai form David Communications, together with some faculty members of the university to be the judges of the event. Winners can have, money aside, a certificate of merit signed by these masters, and their names engraved on the wall of the “Hall of Fame” for creativity on the third floor of the Liberal Arts Building. So, don’ t wait.

Picture: A group of people are wearing a badge that says “Waiting is forbidden,” parading on campus by holding a big red balloon. They shout out “Don’ t hold back! Do it now! Sell Tamkang!” (~Ying-hsueh Hu)



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