

昆山杜克大学校企协同创新平台_挑战项目详情

合作方信息			
机构名称：	Taskfroce Consultancy		
机构类型：	企业		
官网 / 官方账号链接：	微信公众号：Taskforce Consultancy		
联系人：	邢哲铭		
项目信息			
项目类别：	社区实践类		
预期开启时间	2026 年 2 月	预计结束时间	2026 年 7 月
机构介绍： Taskforce Consultancy 是一家专注为客户提供公共关系、品牌营销服务、政府关系及公共事务等服务的专家型咨询公司。Taskforce Consultancy 基于战略梳理与品牌定位，通过开展核心利益相关者管理以及品牌公关传播等活动，助力客户在快速变化的经济社会发展进程中，实现企业和组织的有机增长。Taskforce Consultancy 在纷繁复杂的媒介及中外舆情环境中，帮助客户扩大组织声量、提升品牌价值。Taskforce Consultancy 在北京、上海、苏州设有办公室，在纽约、新加坡、香港设有合作机构。			
项目概述： 该项目旨在通过学生主导的社群建设与活动参与，促进 DKU 学生对苏州历史与人文景观的深入理解与体验，同时提升其跨文化交流能力及社区参与意识，体验文化融合活动的价值。 学生负责人将担任项目“大使”，在 DKU 社区内发挥核心推动作用，负责项目宣传、志愿者招募以及各类活动的组织协调，从而提升学生群体的参与度与项目影响力。项目将与 Taskforce Consultancy 合作开展，学生大使需与 Taskforce Consultancy 及苏州市外事学会、苏州文旅外语志愿者联盟紧密协作，共同设计并执行一系列创新性和互动性活动。			

合作方支持与资源：

1. 培训与能力提升：为学生大使提供培训，包括项目管理、社区参与、跨文化沟通及志愿者协调等技能。
2. 项目指导与战略支持：为学生团队提供项目总体方向、目标设定及活动策划的指导，确保活动与项目目标一致。
3. 资源对接：协助学生大使联系苏州市外事学会及其他相关机构，提供必要的资源与网络支持。
4. 宣传与推广支持：协助制定宣传策略，提供宣传素材或渠道，提升活动在 DKU 社区及国际学生群体中的可见度。

其他说明（如照片）：

DKU Co-Innovate Platform_Challenge Information

Partner Information			
Organization Name:	Taskforce Consultancy		
Organization Type:	Corporate		
Website / Official Account Link:	WeChat Subscription Account: Taskforce Consultancy		
Contact Person:	Zheming Xing		
Project Information			
Project Category:	Social Practice and Service Project		
Expected Start Date	February 2026	Expected End Date	July 2026
<p>Organization Profile:</p> <p>Taskforce Consultancy is a premier strategic communications agency founded in 2019, dedicated to helping clients build trust with their key stakeholders. With a robust presence in Beijing, Shanghai, and Suzhou, Taskforce Consultancy provides tailored expertise in public relations, brand marketing, government relations, and public affairs. For six years, Taskforce Consultancy has been dedicated to building trust — the cornerstone of effective communication. Taskforce Consultancy has successfully served multinational corporations, international organizations, governments, non-profits, and SMEs. Through strategic clarity and creativity, they empower clients to navigate today's dynamic media and business landscapes with confidence.</p>			
<p>Project Overview:</p> <p>This project aims to promote DKU students' in-depth understanding and first-hand experience of Suzhou's history and cultural landscapes through student-led community building and event participation, while strengthening students' intercultural communication skills and civic/community engagement.</p> <p>The student leader will serve as "Ambassador" of the project, playing a core driving role within the DKU community. He/she will be responsible for project promotion, volunteer recruitment, and the organization and coordination of activities, thereby increasing participation and overall impact. The project will be implemented in collaboration with Taskforce Consultancy. The student ambassador will work closely with Taskforce Consultancy, Suzhou Foreign Affairs Institute, and Suzhou Language Volunteers for the Global Visitors initiative to jointly design and execute a series of innovative and interactive activities.</p>			

Partner Support & Resources:

1. Training & capability building: Provide training for the student ambassador in project management, community engagement, intercultural communication, and volunteer coordination.
2. Project guidance & strategic support: Mentor student team on overall direction, goal-setting, and activity planning to ensure alignment with project objectives.
3. Resource connections: Assist the student ambassador in connecting with the Suzhou Foreign Affairs Institute and other relevant organizations, providing necessary resources and network support.
4. Publicity & promotion support: Support the development of promotion strategies and provide promotional materials and/or channels to improve visibility within the DKU community and among international students.

Additional Notes (e.g., photos):