Bidbook Training

Senator Susan Lai

2021 JCI Bauhinia President



Susan's Profile



AWARDS WON

ASPAC

- 2022 Best International Cooperation Project (Top 3)
- 2018 Best Inter-organization Collaboration Project (Award)
- 2017 Best Inter-organization Collaboration Project (Top 3)

JCIHK NC

- 2022 Most Outstanding NOM Excom (Merit)
- 2021 Most Outstanding Chapter President (25-55 members) (Award)
- 2021 Best Chapter of the Area (25-55 members) (Award)
- 2021 Best Environmental Sustainability Project (Award)
- 2021 Best International Cooperation Project (Merit)
- 2021 Most Outstanding New Member – Jenny Leung (Merit)
- 2021 Most Outstanding NOM Excom – Fiona Bar (Merit)
- 2019 Most Outstanding Member (Merit)
- 2017 Best Inter-organization Collaboration Project (Award)
- 2016 Best World Peace Project (Award)
- 2015 Best Inter-organization Collaboration Project (Merit)

AWARD JUDGING EXPERIENCE

- 2020 JCIHK National Convention
- 2018 JCIHK National Convention

JC EXPERIENCE

- 2022 National Secretary General
- 2021 LOM President
- 2020 LOM Vice-President (MA/CC & PR)
- 2019 NOM Be The Change Week Project Chairman
- 2018 LOM Vice-President (LD)
- 2018 TOYP OC
- 2017 LOM Vice-President (IA)
- 2017 NOM ASAPC HK Night OC
- 2016 LOM Director
- 2015 Joined JCI Bauhinia



HOW CAN YOU WIN ?

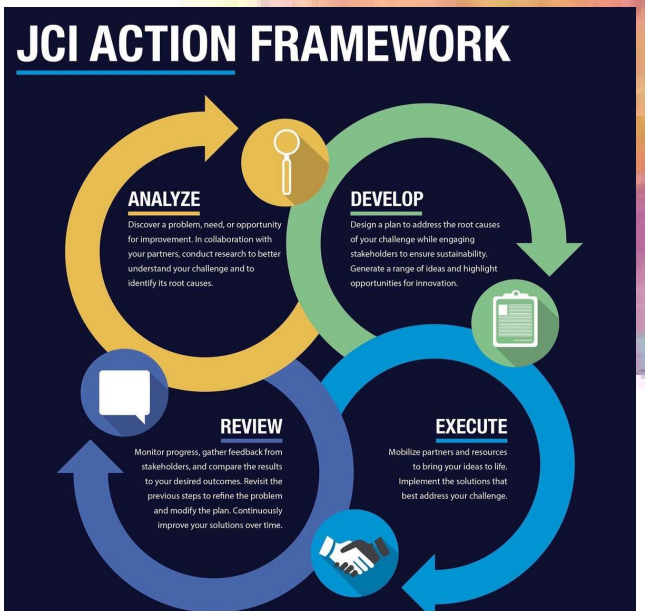
機會係留比 有準備 既人



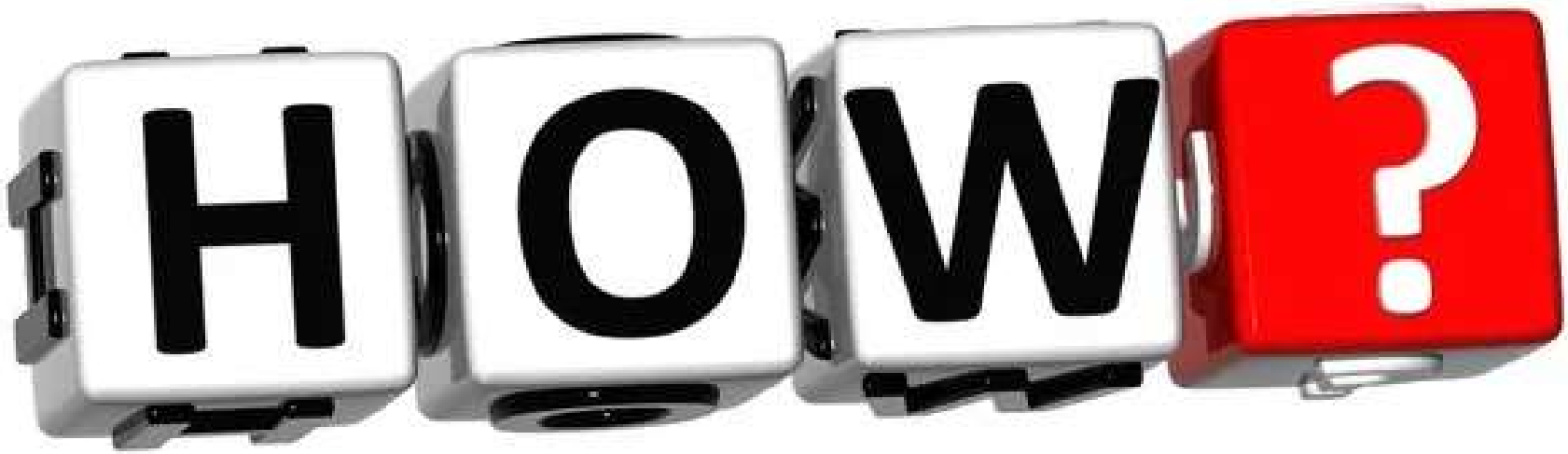
- Project IMPACT
- Project Uniqueness
- Project Creativity
- Project Scale

Design Your Project

- JCI Creed
- JCI Mission and Vision
- JCI Plan of Action
- JCI Strategic Plan
- Action Framework
- 17 SDGs






HOW?

Award Manual

How? Look at this!

- **Award Manual**
  - **Choose a RIGHT Category**

III.A.4 Best E–Marketing Award

Definition: This award is for the recognition of the Best E–Marketing Award designed by LOM including any electronics related media.

Description: A trophy with the name of the winner inscribed on it.
A floating award.

Award Judging Criteria	Points
General planning, execution and finance	20
Layout and presentation	20
Membership benefits	20
Creativity and marketing effectiveness	30
Interactivity and services provided	10

Note: This award will be granted by JCIHK only. The former name of this award was "Best Website Award".

III.A.3 Best Community Impact Program

Definition: This award is for the recognition of the most effective project and program which promotes economic and societal growth, extend the JCI Mission, enhance credibility with partners, and JCI brand recognition to develop Global Change-Makers. Community projects are NOT charity, fundraising, or philanthropy projects but must be anchored in economic reality.

Description: A trophy with the name of the winner inscribed on it.
A floating award.

Award Judging Criteria	Points
Objectives, Planning, Finance and Execution Q.1 What were the objectives of this program? Q.2 Describe how your project focused on economic impact in society and NOT on charity or humanitarian actions.	20
Added Value to JCI Members and Stakeholders Q.1 How many members were involved in this program? Q.2 How did this program bring value to your members?	15
Impact on the Local Organization's Brand Awareness Q.1 Describe how your project helped raise awareness about the JCI brand. Q.2 How did this project increase awareness of JCI with future members?Q.3 How did this program align to the 2022 JCI Plan of Action and the new direction of JCI on enterprising leadership?	15
Impact on the Local Organization's Membership Growth Q.1 What was the final increase in members thanks to this project (number and %)? Q.2 How did the Local Organization benefit from running this project? Q.3 Describe how your project targeted membership growth.	20
Impact on the Local Organization's Finances Q.1 What was the financial surplus or loss of the project? Q.2 How will the surplus be used to grow your local organization?	10
Long-term Impact of the Program Q.1 What is the expected long-term impact of this project? Q.2 What changes would you make to improve the results of this project?	20

Note: Award is allied to JCI Award Programs. The former name of this award was "Best Community Empowerment Program"

Winner list is set out on the next page

How? Look at this!

- **Award Manual**
  - **Learn from your Competitors**



JCI Hong Kong

Winners

1971 – Victoria
1972 – Peninsula
1974 – HK Jayceettes
1975 – HK Jayceettes
1976 – HK Jayceettes
1977 – HK Jayceettes
1978 – Peninsula
1979 – Peninsula
1980 – Peninsula
1981 – HK Jayceettes
1982 – City
1983 – Bauhinia
1984 – HK Jayceettes
1985 – Peninsula
1986 – Peninsula
1987 – HK Jayceettes
1988 – Peninsula
1989 – Peninsula
1991 – Victoria
1993 – Peninsula
1994 – Victoria
1997 – Apex
1998 – North District
1999 – Apex
2000 – Apex
2001 – Harbour
2002 – City
2004 – City
2005 – East Kowloon
2006 – HK Jayceettes
2007 – Harbour
2008 – North District
2009 – City
2010 – North District
2011 – Lion Rock
2012 – Tai Ping Shan
2013 – Tai Ping Shan
2014 – Tai Ping Shan
2015 – Peninsula
2016 – HK Jayceettes
2017 – HK Jayceettes
2018 – Bauhinia
2019 – Peninsula
2020 – Peninsula
2021 – City Lady

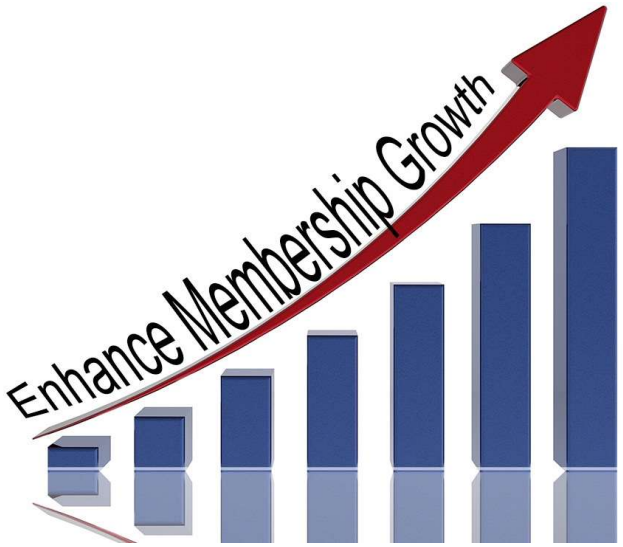
Certificate of Merit

1983 – HK Jayceettes
1985 – HK Jayceettes / City
1987 – Peninsula
1988 – Queensway
1995 – Victoria
2000 – City
2002 – Peninsula
2006 – North District
2008 – Bauhinia
2010 – Harbour
2013 – Bauhinia / City Lady
2014 – Bauhinia / Dragon
2015 – Tai Ping Shan / Dragon
2016 – Tai Ping Shan
2018 – Peninsula / HK Jayceettes
2019 –Harbour/ City
2020 – HK Jayceettes/ Bauhinia
2021 – Peninsula

How? Look at this!



Brand Awareness



Membership Growth



Financial Growth

Now When You Answer

- **Award Manual**
  - 問題問緊乜 ~ 攞重點，唔好答非所問
  - 字數
  - 比重

JCI 國際青年商會香港總會 Junior Chamber International Hong Kong

III.A.2 Best Community Empowerment Program

Definition: This award is for the recognition of the most effective project which improves the community and extends the JCI Mission.

Description: A trophy with the name of the winner inscribed on it.
A floating award.

Award Judging Criteria	Points
Objectives, Planning, Finance and Execution Q.1 What were the objectives of this program? Q.2 How does this program align to the JCI Plan of Action? Q.3 Was the budget an effective guide for the financial management of the project? Q.4 How does this project advance the JCI Mission and Vision?	20
Membership Participation Q.1 By number, how many members were involved in this program? Q.2 By percentage, how many members of the Local Organization were involved in this program? Q.3 Describe the main roles of the participating members in this program.	15
Community Impact Q.1 How did the Local Organization measure community impact for this program? Q.2 Describe the actual community impact produced by this project.	30
Impact on Local Organization Q.1 How did the Local Organization benefit from running this project? Q.2 How did the program advance the JCI Mission? Q.3 How did the project advance the JCI Vision?	15
Long-term Impact of the Program Q.1 What is the expected long-term impact of this project? Q.2 What changes would you make to improve the results of this project?	20

Note: Award is allied to JCI Award Programs.

Winner list is set out on the next page

I have a Question...

怕解錯題...唔知佢問乜...唔識答

Bidbook Presentation

How to Tell a Story?

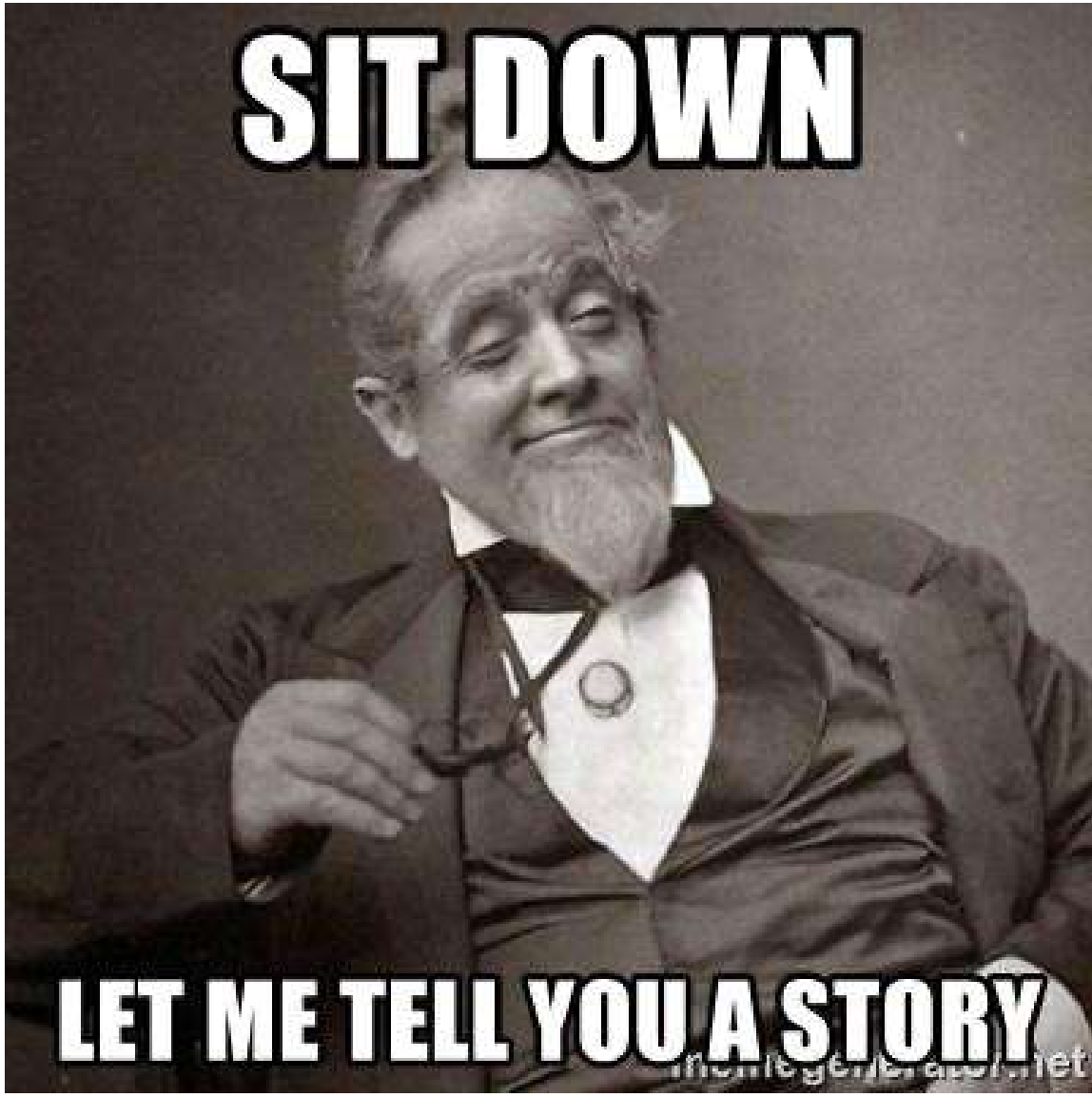


How to Tell
AN INTERESTING Story?


WORDS


DESIGN

Words





- Simple English
- Magic Words
- JC Language
- Statistics

Simple is THE BEST

For judges to read easily…

- Simple sentence
- Subtitles
- Bullet points
- Line breaks
- Numbering

Catch judges attention…

- **CAPITAL LETTERS** for keywords
- Apply **JC wordings**
- *Check spelling mistakes*

What methods and/or activities were used to grow and develop the Local Organization?

J.C.I.K.L program is a carefully crafted LONG-TERM Program with the intention to make JCI Kuala Lumpur GROW BIGGER, STRONGER, and DEVELOP its members as well as the LO, SUSTAINABLY and EFFECTIVELY.

Methods of implementation:
PHASE 1 – SURVEY and PLANNING

- Members were surveyed on their demographics, preference, interest and suggestion which these information were filtered and made basis for planning the program
- JCI KL BOD and its project chairmen scheduled a planning session that tackles different issues and strategized key objectives and direction of the program
- Formulation of Projects that will support the objectives of the J.C.I.K.L program includes scheduling the calendar of events for the year

PHASE 2 – BUDGET, LOGISTICS and FUNDING

- After formulation and scheduling of the projects, a budget was created for each project and sources of funding were identified
- Fund raising activities were implemented
- Manpower requirements were identified for each projects and recruitment of members to participate on various committees involved in the program

What were the long-term objectives of this program?

1) To create long term community POSITIVE CHANGES by providing affordable hemodialysis treatment for poor kidney patients in Kota Kinabalu city.
2) To provide long term DEVELOPMENT OPPORTUNITIES for JCI members and community volunteers to be active citizens.
3) To instil JCI values and ACTIVE CITIZENSHIPS among JCI members, volunteers, and partners.
4) To enable JCI members and volunteers to learn and apply Active Citizenship Framework (ACF) to create SUSTAINABLE project solution.
5) To be a platform for JCI members to develop LEADERSHIP and effective project management skills.
6) To EXPAND active citizen network by connecting JCI members, volunteers and corporate partners.
7) To PROMOTE cultural exchange and understanding among the multi-racial JCI members, kidney patients, partners, and volunteers further INTEGRATE racial harmony.

Learn The Magic Words

MOTIVATE

JCI will unite the passion of young people to motivate bold action.

INVEST

JCI will accelerate transformation by investing in technological, financial and human resources.

IMPACT

JCI will focus the power of young people to advance sustainable impact.

COLLABORATE

JCI will foster a collaborative culture in a dynamic world.



Partnership with:

Business

Government

Community

JCI will bring together like-minded partners in order to expand mutual impact.

VS

CONNECT

JCI will connect young people to drive the world in a positive direction.



JCI will connect people, their communities and the global society.

The Use of Statistics

Objectives	Results
- Conduct Social Survey to study current public awareness on low-sodium diet	1,000 surveys collected form public to raise the awareness and importance of Low Sodium Diet
- Educate students to adopt healthy diet and improve current consumption pattern	1,200 primary school students participated in Health Educational Workshops. It sows the seeds of Low Sodium Diet from young.
- Build "Low-sodium Alliance" catering network for idea exchange and consumers' reference - Connect Nutritionist & Food caterers with free consultation support	70 food caterers in HK, Macau, Wuxi & Suzhou joined the Low Sodium Alliance. We act as a link to connect them to bring together to spread the Low Sodium diet message



Results should match with objectives



Photos

Do you have enough photos?

Do you have enough “NICE” photos?





你真係識影相？

- Action Photo
- Group Photo
- Meeting Photo
- Personal Photo

Action Photo









1. 對象鮮明
2. 知道咩分會
3. 知道咩工作計劃

Group Photo



All group photos?

Group Photo





What you want to tell the judges?

Group Photo





Group Photo

CUT !









Meeting Photo












Sammy Chan
Susan Lai
Duke Alvin Lim
SAU YIN YU
Bernard Ong
MY-Lee Wun Yee
Kai Chua
Skyler Tan
Danny



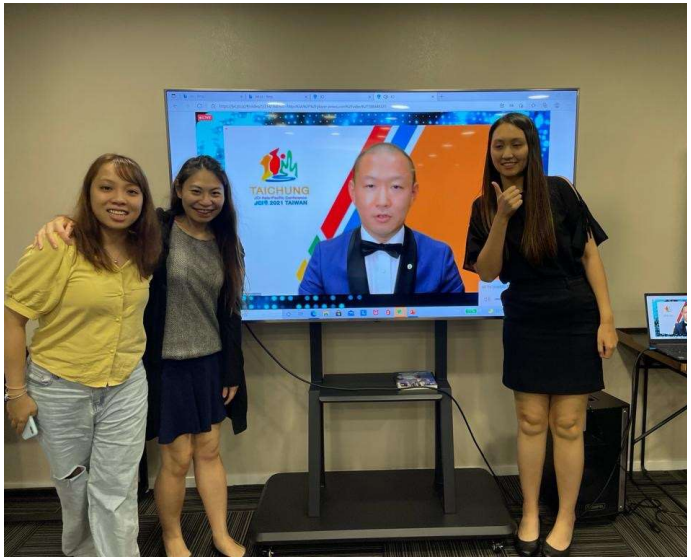

JCI
紫荊青年商會
SHOT ON MI 10T PRO


METRO BROADCAST

Personal Photo











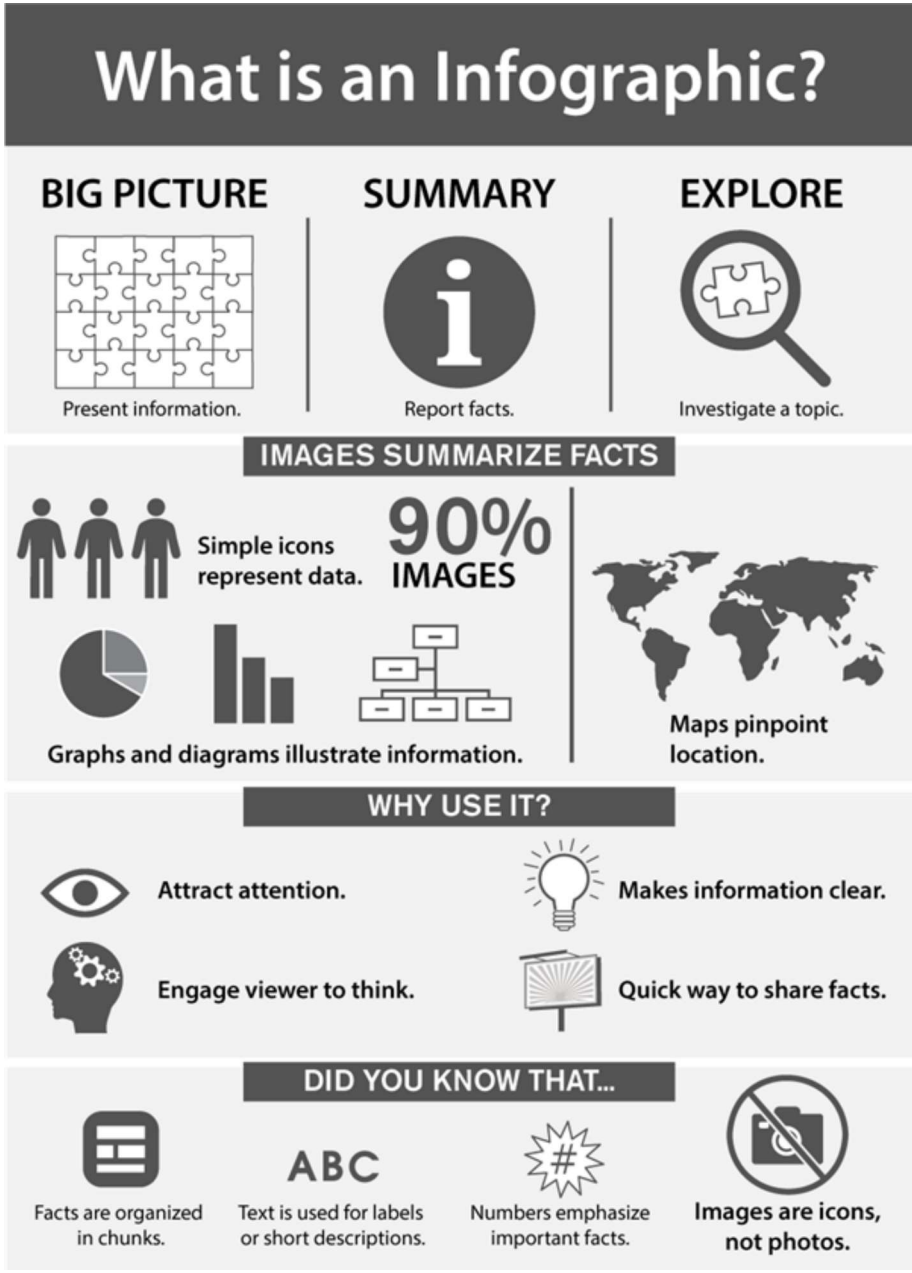
你真係識影相？

- Action Photo
- Group Photo
- Meeting Photo
- Personal Photo

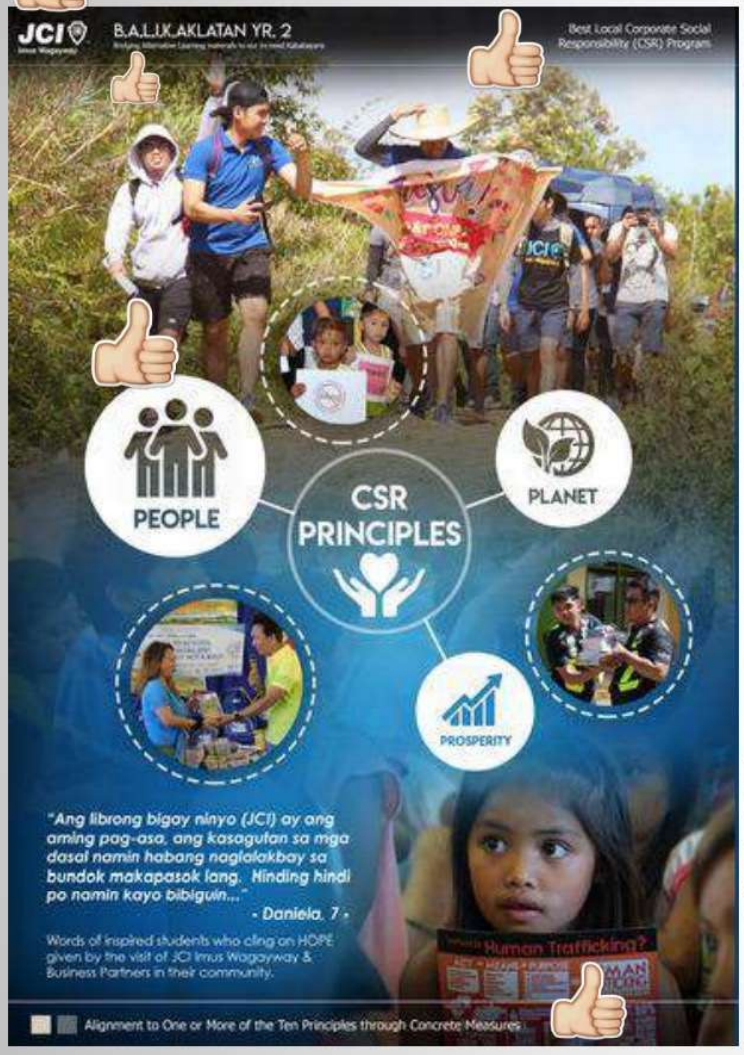


layout

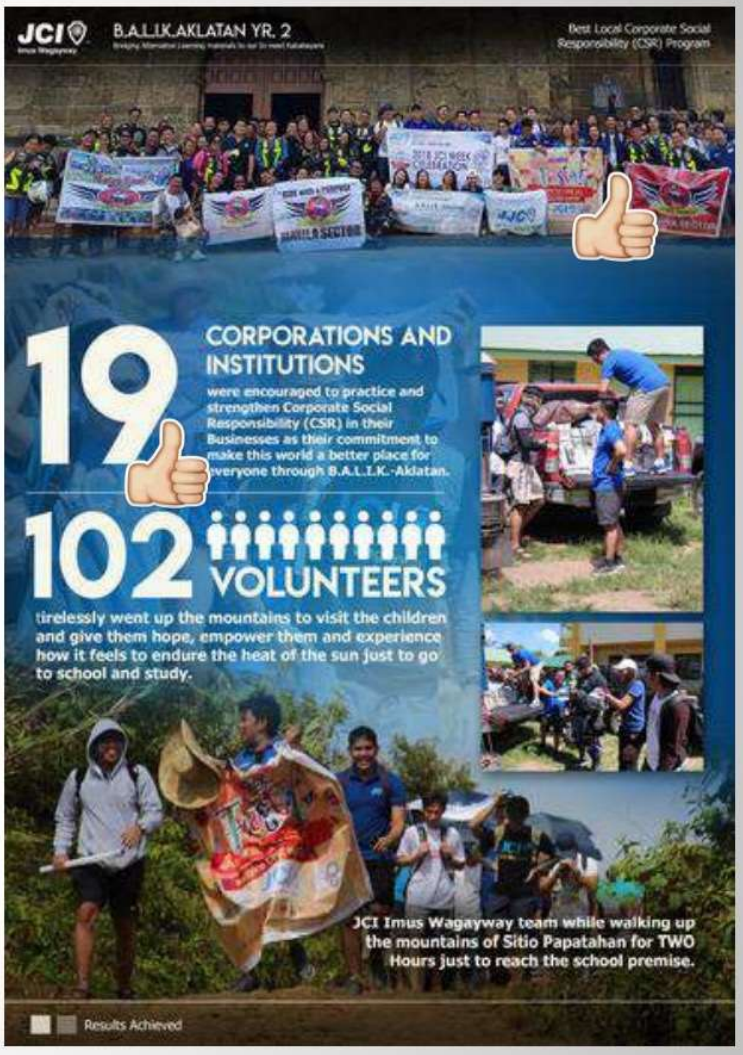
How to present your materials?



Best International Cooperation Project







JCI Hong Kong

BE THE change week 五月消廢週

ALIGN JCI PLAN OF ACTION

RTHK 香港電台 | TVB

> 50 Newspaper reporting

4,000,000,000 citizens involved

YAHOO!

> 600 survey

8 School talks

1,500 students

1,950 students signed Waste Reduction Charter

> 1,000 students From HK and Japan share view on green measures & SDGs

108 partners Govt, NGOs, business, schools, celebrities

> 1,800 Idea hours Share view & Exchange

IMPACT MOTIVATE

Prevent and reduce food waste at source

Donate surplus food for human consumption

Recycle to recover energy and nutrients

Waste-to-energy treatment of MSW

Clean landfill-ing

PARTNER SHIP

INVEST

USD 70,000 Sponsors

500,000 followers

COLLABORATE

CONNECT

Little is Much 消廢．可大可小

BE THE change week 五月消廢週

JCI Hong Kong

Little is Much 消廢．可大可小

OUR PARTNERS

3 Guest of Honour

- Mr. Leung Wing-mo, former Assistant Director of the Hong Kong Observatory
- Mr. Alex Fong, Hong Kong actor, singer and swimmer
- Ms. Ho Ka Lai,Connie, Fencer. 2006 Top 10 Outstanding Young Persons.

2 Government Dept

教育局 Education Bureau

環境局 Environment Bureau

BE THE 13th to 19th May, 2019 change week

Little is Much 消廢．可大可小

4 Cash sponsors

HKJC Foundation

CLP 中電

新鴻基地產 Sun Hung Kai Properties

置富 Malls

馬鞍山廣場

UNESCO

傑出青年協會 The Outstanding Young Persons' Association

+350 香港

長春社 The Conservancy Association

bottless

13 schools

GOV

MONETRY

SCHOOL & COMUNITIES

TOTAL PARTNERS: 108

MEDIA

NGOs

60+ KOLs & influencers

TEAWOOD

綠惜地球 The Green Earth

救世軍循環再用計劃 The Salvation Army Recycling Programme

再生玩具會

Chachago

TiP

RTHK 香港電台

Dreamyun

HKRITA

WEEE Recycling

St. James' Settlement

Friends of the Earth

Eco Wrap 環保麵包袋

DESIGNNOW

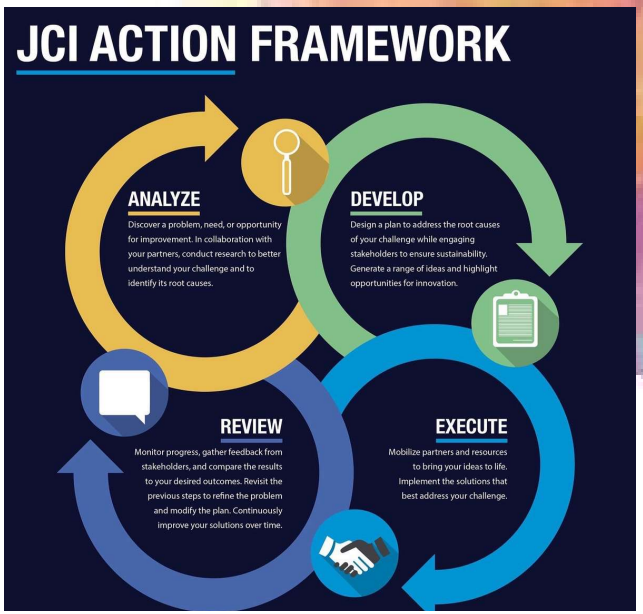
LIGHTHOUSE CREATE IMPACT

spread it!

20 strategic partners

JC Graphics

- 2023 LOGO
- JCI Creed
- JCI Mission and Vision
- JCI Plan of Action
- JCI Strategic Plan
- Action Framework
- 17 SDGs





堅持做好

心態也要好

反覆思考是否真的已經是最好？？


PROMOTION
PROMOTION
PROMOTION



Enjoy this Memorable Journey!
It is YOUR TURN in the coming NC!