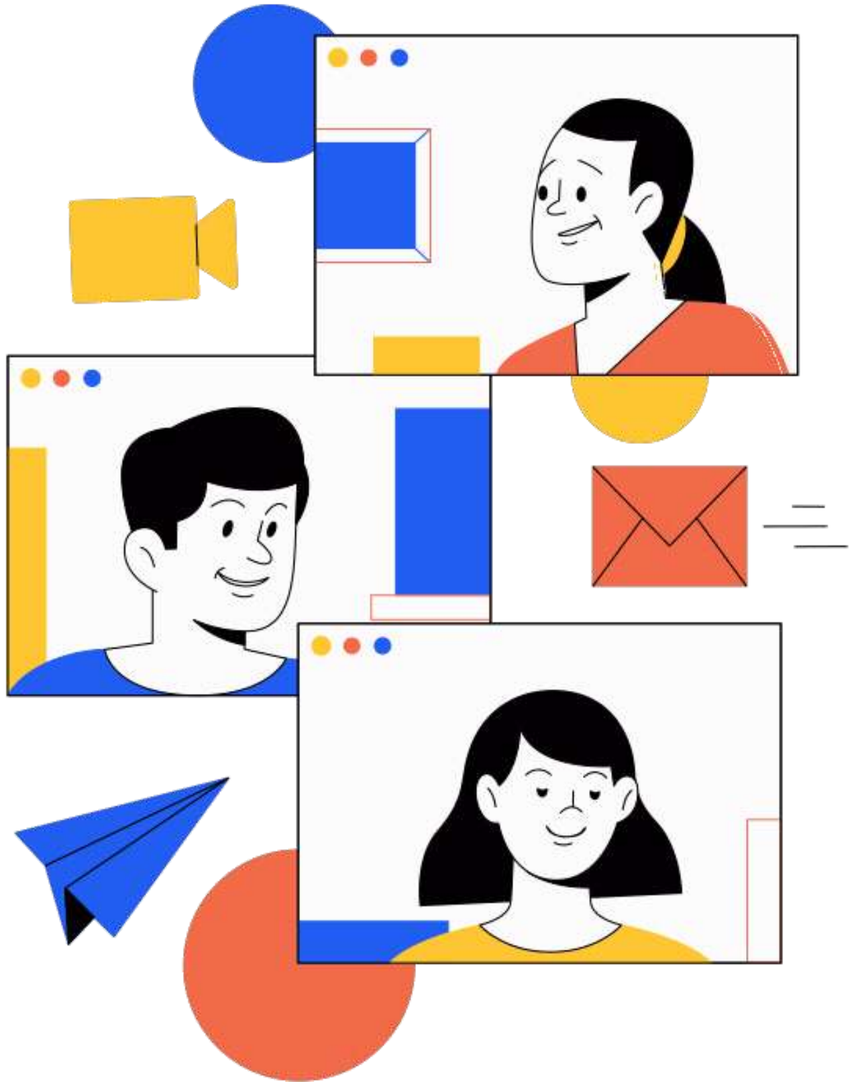
JCIHK

2023 Bidbook Seminar 2
#Lead To Success
5 July



Presented by: Howard Sze Janice Ho

2022 Immediate Past Presidents

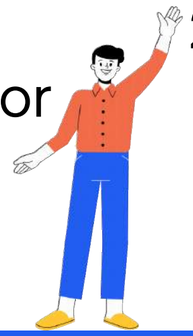


Speakers' Profiles



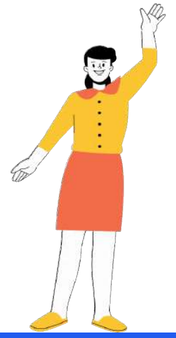
Howard Sze
JCI Peninsula

2023-2024 JCI APDC DO
2023 NOM JCIHK Inaugural Ceremony
Deputy Chairman (Stage)
2023 LOM Area Advisor
2022 LOM President
2021 LOM Executive Vice President
2020 LOM Honorary Treasurer (IA)
2019 LOM Training & Development
Commission Chairman
2018 LOM Vice President (BA/LD)
2017 LOM Assistant to President
2017 NOM Change Maker Forum Chairman
2016 LOM Public Relations Director
2015 LOM International Affairs Director
2013 Joined JCI Peninsula



Janice Ho
JCI Tai Ping Shan

2023 NOM TOYP
Deputy Chairman (Result Announcement)
2023 NOM JCIHK Inaugural Ceremony
Deputy Chairman (Souvenir Program)
2022 LOM President
2021 LOM Vice President (CD/LD)
2020 LOM Advisor
2019 NOM Records and Recognition Officer
2018 LOM Honorary Secretary
2017 NOM TOYP
OC (Promotion and Public Relations)
2017 LOM Administrative Assistant
2016 Joined JCI Tai Ping Shan



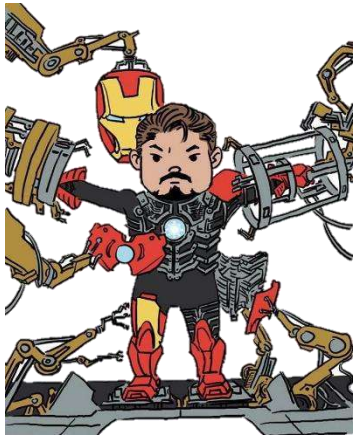
Howard Sze
JCI Peninsula

2023 ASPAC Most Outstanding Local Organisation (Top 3)
2022 NC Best Individual Development Project
2022 NC Best Publication Award
2022 NC Award for LOM with the Best Organization Management for Learning and Knowledge
2022 NC Best Chapter of the Area (91+ members) (Merit)
2022 NC Most Outstanding Chapter President (91+ members) (Merit)
2022 NC Best Community Impact Program (Merit)
2022 NC Growth and Development Program (Merit)
2021 NC Award for LOM with the Best Contribution in NOM Activities (91+ members) (Merit)
2020 NC Best Chapter of the Area (91+ members) (Merit)
2019 ASPAC Best Local Economic Development Program
2019 ASPAC Best Local Skill Development Program (Top 3)
2019 NC Best JCI Members Development Program (Merit)
2018 WC Best Local Economic Development Program
2018 WC Best Local Personal Skill Development Program (Top 3)
2018 NC Best Individual Development Program
2017 NC Best Chapter of the Area (91+ members)
2016 NC Most Outstanding Chapter President (91+ members) (Merit)
2015 NC Best Inter-organization Collaboration Project

Janice Ho
JCI Tai Ping Shan

2023 ASPAC
Best Local Community Impact Project (Top 3)
2022 NC Best of the Best
2022 NC Best New Project
2022 NC Best JCI Members Training and Development Program
2022 NC Best Chapter of the Area (25-55 members) (Merit)
Most Outstanding Chapter President (25-55 members) (Merit)
2018 WC Best of the Best
2018 WC Best Local Global Goals Project
2018 NC Best New Project (Merit)

Table of Contents



1

What is Bidbook



2

Bidbook Objective



3

Bidbook Preparation



4

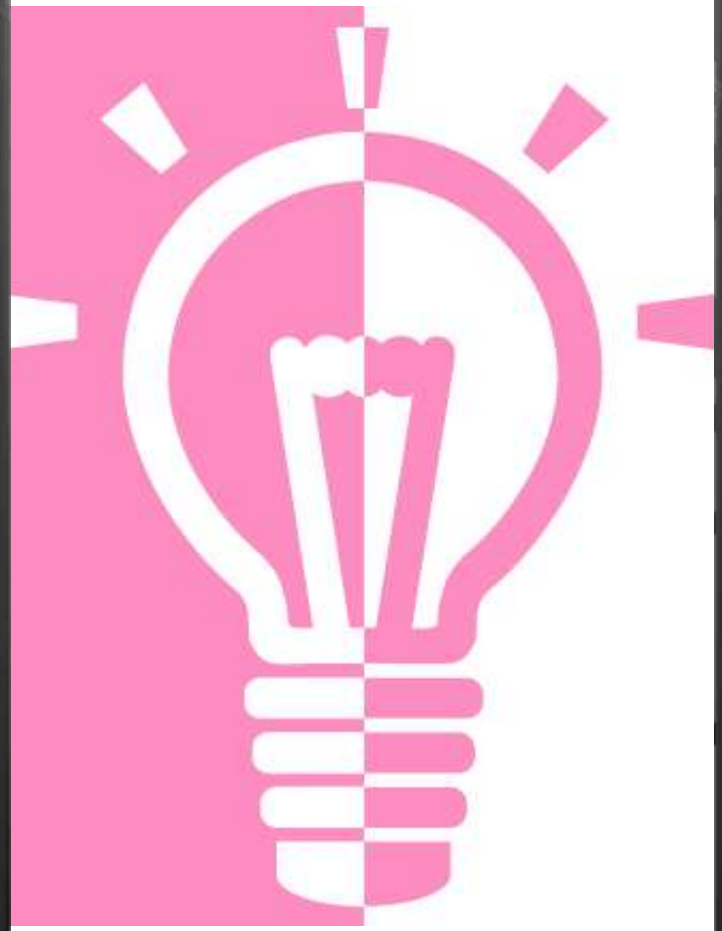
Photos Selection



Proposal VS Bidbook

Business Plan

- Executive Summary
- Company Background
- Product and Services
- Marketing Plan
- Budget
- Milestone etc.



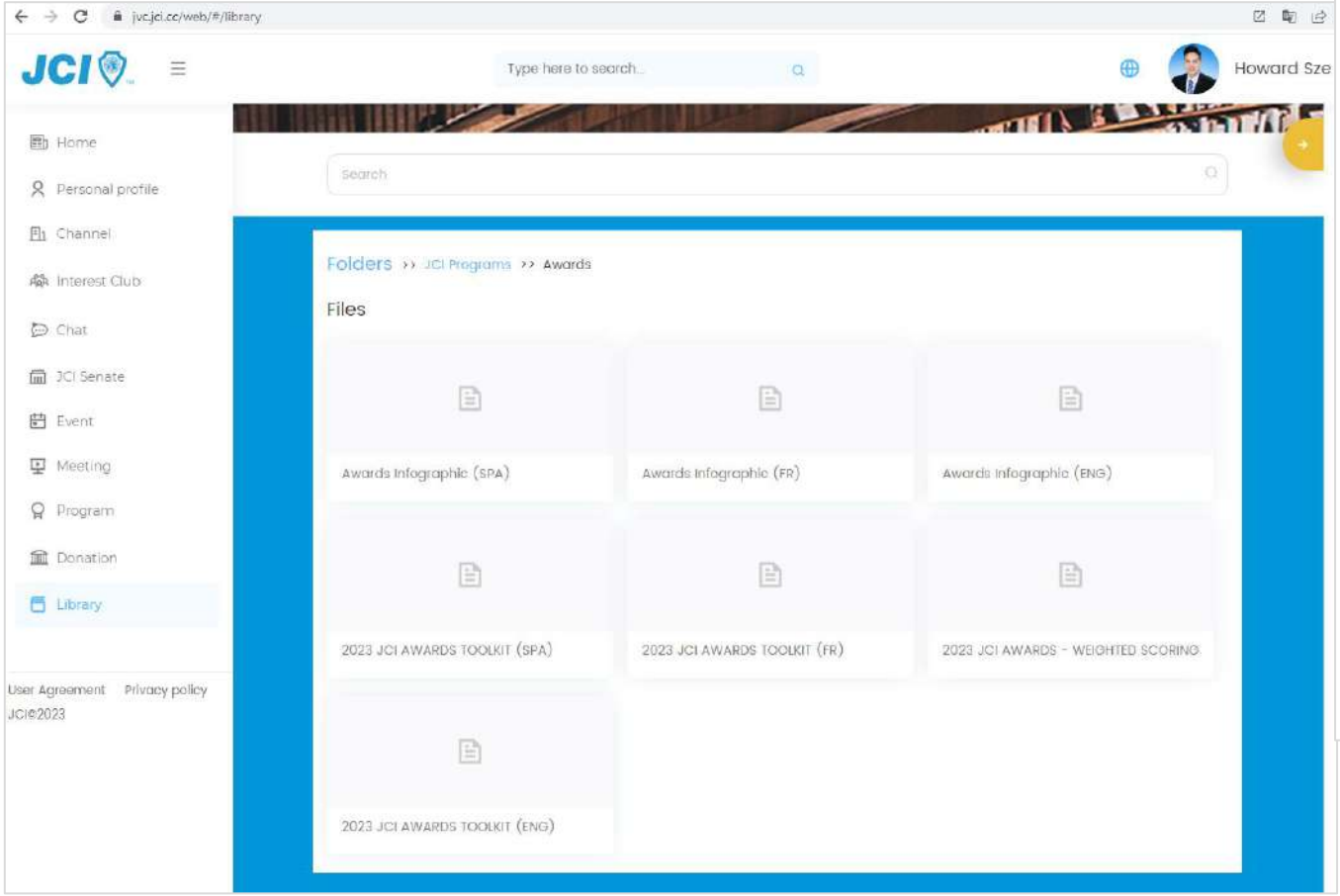
Bidbook

- Overview Summarize
- Objective, Planning, Finance & Execution
- Impacts Align JC Values
- Long-term Impact & Evaluation
- Photos “Talk”
- Project Framework

How to pick the RIGHT category?

Check from JVC.JCI Library, **READ and PLAN**

1. Category 2. Definition 3. Criteria 4. Fit and Analyze





How to pick the RIGHT category?

JCI Hong Kong

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 2023 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: a) Award is allied to JCI Award Programs. The former name of this award was "Best Community Empowerment Program"

b) Given the difference in award periods for the NC and ASPAC, the NC awardees in the previous year will NOT be automatically become the representatives of JCI Hong Kong in the ASPAC.

"Winner list is set out on the next page"

Category

Definition

Criteria & Scorings

Previous Winner / Potential Competitors

Local Award / International Award

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
2022 – Tsuen Wan

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
2022 – Peninsula

Award Manual

Award Judging Criteria
Objectives, Planning, Finance and Execution
Added Value to JCI Members and Stakeholders
Impact on the Local Organization's Brand Awareness
Impact on the Local Organization's Membership Growth
Impact on the Local Organization's Finances
Long-term Impact of the Program

How to pick the RIGHT category?

JCI Hong Kong

III.B.1.2 Best Chapter of the Area (56–90 members)

Definition: This award is for the recognition of the most outstanding LOM that does exceptional work carrying out the JCI Mission with 56 to 90 members.

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

Eligibility: The applicant

1. Must have completed at least one project.
2. Must have achieved at least 80% under the 2023 LOM Efficiency Index in both "Participation" and "Administration" areas as of 9 August 2023.
3. Must have nominated at least 2 members to participate in the organizing committee for any NOM project during the year.
4. Must have filed 2021 audited account with the Company Registry on or before 9 August 2023. Receipt from Companies Registry should be kept as evidence of submission.

Award Judging Criteria	Points
Strategic Plan Q.1 How did your organization develop enterprising young leaders for this changing world? Q.2 Was the budget an effective guide for the financial management of the project? Q.3 How did all the actions align to the 2023 JCI Plan of Action and the new direction of JCI on enterprising leadership?	20
Recruitment Strategy Q.1 Describe how your organization targeted membership growth.	10
Individual Development Programs and Results Q.1 How many trainings were organized? Q.2 Give examples of the training topics organized. Q.3 How much brand awareness did these sessions generate to government, business and civil society partners?	15
Community Development Programs and Results Q.1 How many RISE projects were organized? Q.2 How many members were impacted by these projects? Q.3 How much brand awareness did these projects generate to government, business and civil society partners? Q.4 Give examples of the projects (aligned with RISE and which of the 3 RISE pillars)	15
International Development Programs and Results Q.1 How did you organize online twinning events or other virtual ones to encourage international outreach? Q.2 How much brand awareness did these projects generate to government, business and civil society partners? Q.3 How did you raise awareness about JCI? Q.4 How many members attended the 2023 JCI ASPAC and registered the 2023 JCI World Congress?	15

Special Requirements

JCI Hong Kong

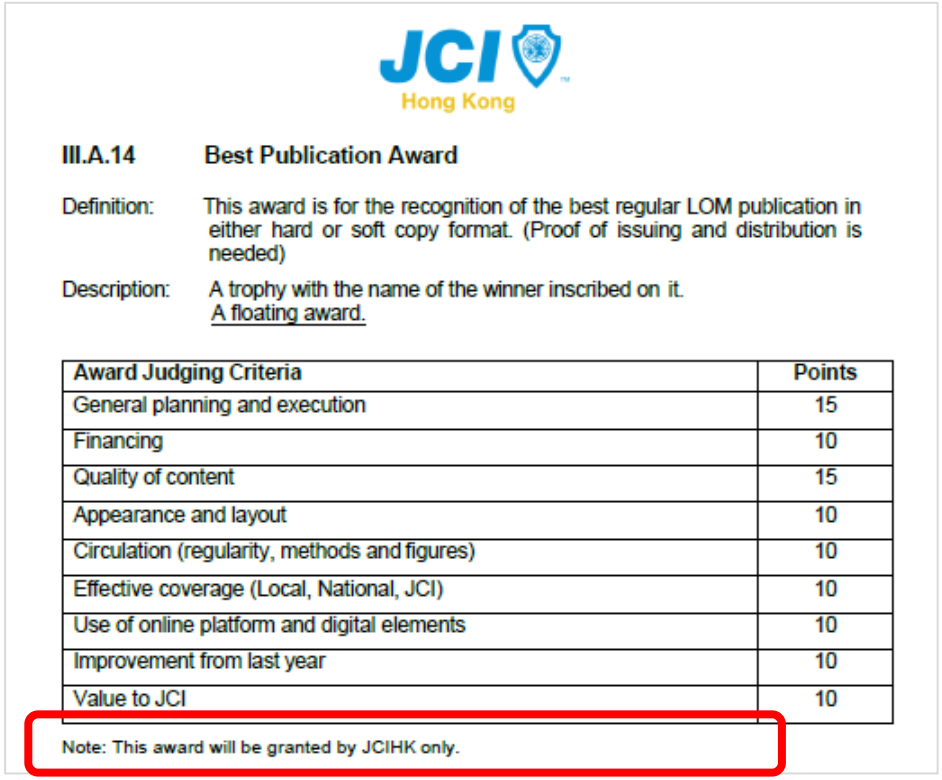
Award Judging Criteria	Points
Economic Development Programs and Results Q.1 How many RISE projects on economic topics were organized? Q.2 How many members were impacted by these projects? Q.3 How much brand awareness did these projects generate to government, business and civil society partners? Q.4 How did these projects help sustain and rebuild economies, promote professional reconversion or boost youth entrepreneurship?	15
Results in Brand Awareness, Membership Growth, Financial Surplus Q.1 What was the final increase in members (number and %)? Q.2 How much brand awareness did the organization as a whole generate to government, business and civil society partners? Q.3 What was the financial surplus or loss of the organization?	10

Notes:

- The number of members is based on the declaration of the number of the ordinary member by the chapter on membership system and confirmed at 4th JBM on 2 September 2023.
- No LOM can enter this award and Outstanding Progressive LOM Award category in the same year.
- Award is allied to JCI Award Programs.
- Given the difference in award periods for the NC and ASPAC, the NC awardees in the previous year will NOT be automatically become the representatives of JCI Hong Kong in the ASPAC.

Important Note

How to pick the RIGHT category?



JCI Hong Kong

III.A.14 Best Publication Award

Definition: This award is for the recognition of the best regular LOM publication in either hard or soft copy format. (Proof of issuing and distribution is needed)

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

Award Judging Criteria	Points
General planning and execution	15
Financing	10
Quality of content	15
Appearance and layout	10
Circulation (regularity, methods and figures)	10
Effective coverage (Local, National, JCI)	10
Use of online platform and digital elements	10
Improvement from last year	10
Value to JCI	10

Note: This award will be granted by JCIHK only.

JCI Hong Kong Awards
VS
International Awards

Why are we writing Bidbook?

Objectives:

- 無人寫
- 為做而做
- 為會長贏face
- 我都唔知
- 生活苦悶
- 近期訓得太足



Why are we writing Bidbook?

Objectives:

- Record
- Evaluation
- Inherit
- Team Work
- Rewarding for Team
- Win for Chapter



One of the Reasons to Bid for Award



One of the Reasons to Bid for Award





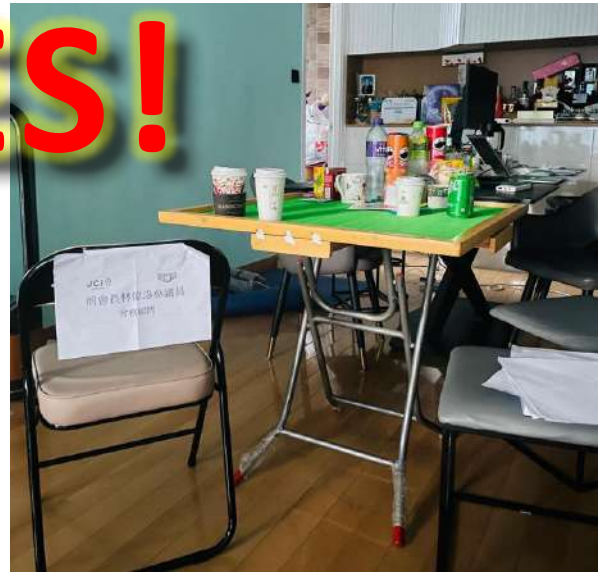
Motivation!!

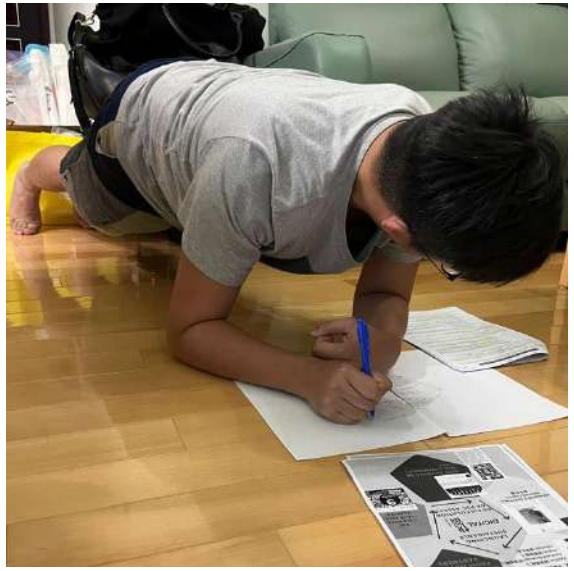
One of the Reasons to Bid for Award

MEMORIES!





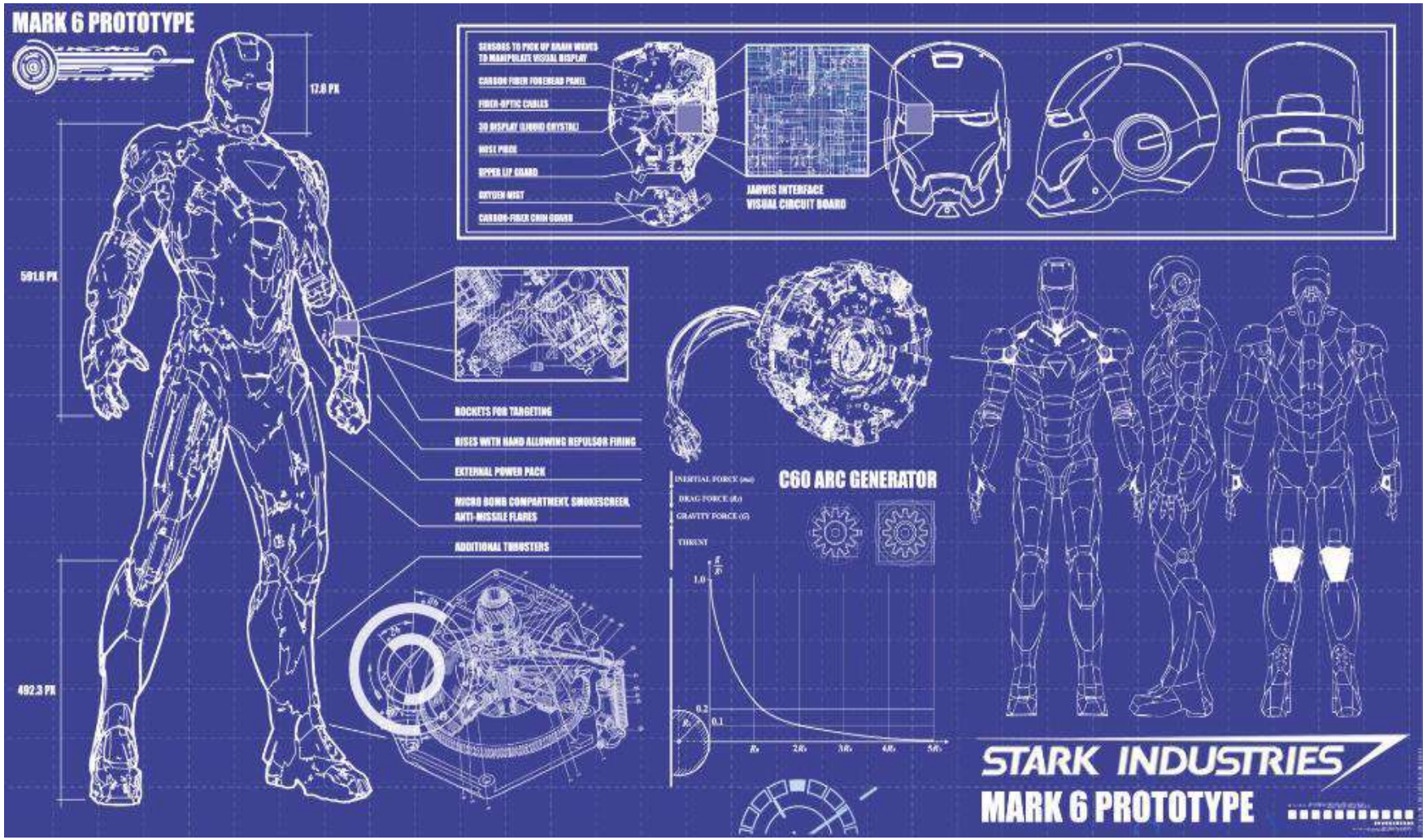








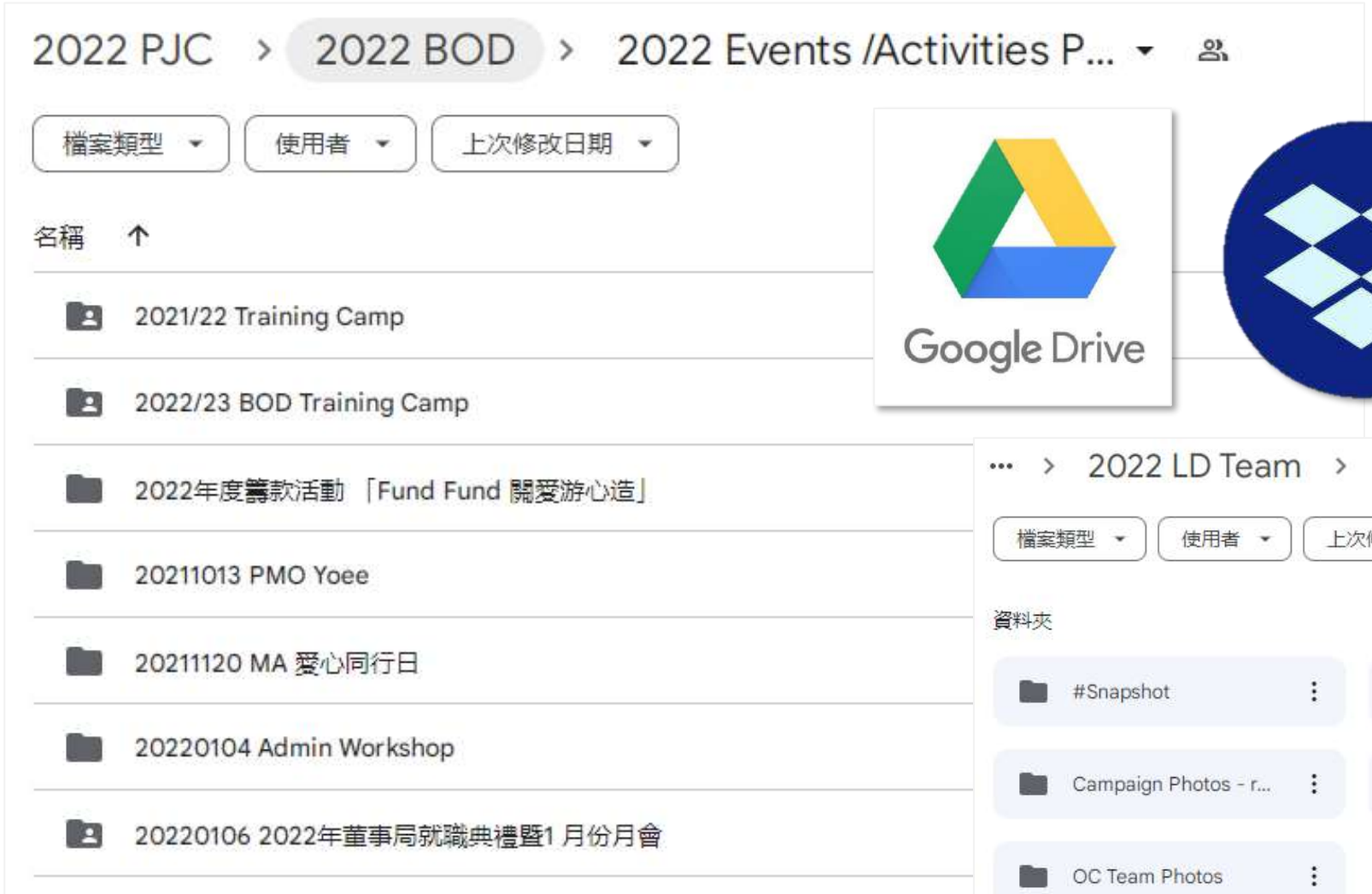
Bidbook Preparation



Contents:

- JCI Information
- JCIHK Information
- LOM Information
- News
- Project Details
- Pictures
- Statistics
- Logos
- ClipArt
- Magic Words

Photo Collection & Categorization



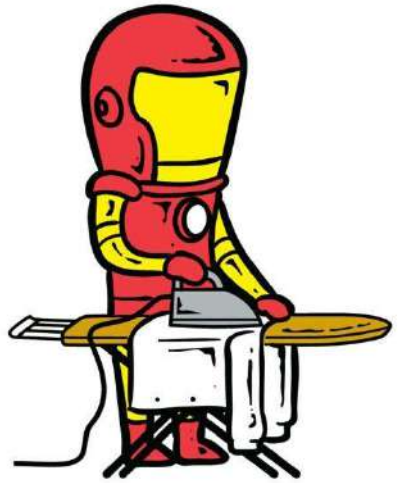
Google Drive



Good Filing System
is the KEY to Succeed!

KEEP A GOOD RECORDS

- **KEEP A GOOD RECORD** of events and activities
- **MINUTES** of meetings
- **TAKE NOTES** of places, dates, time, number of participants, sponsors and guests
- **WRITE AND COLLECT** analysis, feedbacks and comments
- **MARK DOWN** all the number of views (e.g. Facebook, Instagram)



What is a Good Bidbook?

Technically

Project Impact

Project Uniqueness

Project Creativity

Project Scale

Milestones

Sustainability



Story Telling

Measurable

Easy-to-understand

JCI Common Language

Easy-to-read

Easy-to-recall

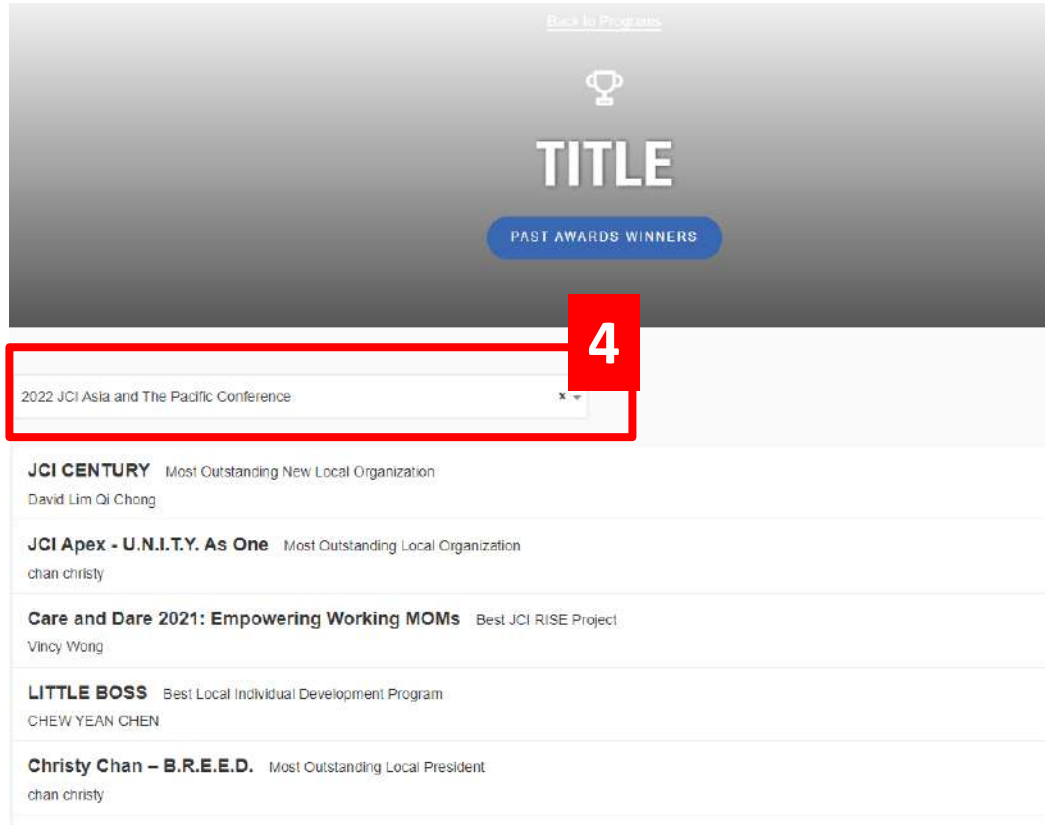
Good Presentation

Spiritually

Past Winning Bidbooks







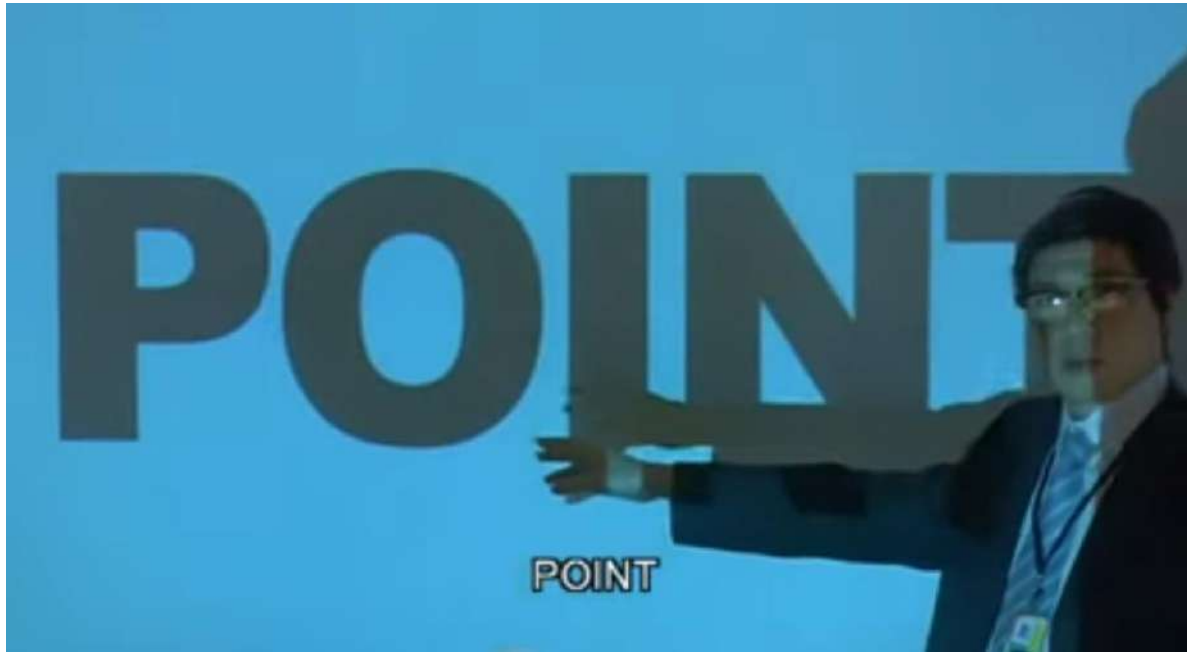
心法 (一)

中間推進的內容不必詳細

直接講出你想表達的內容

只講**重點！重點！重點！**





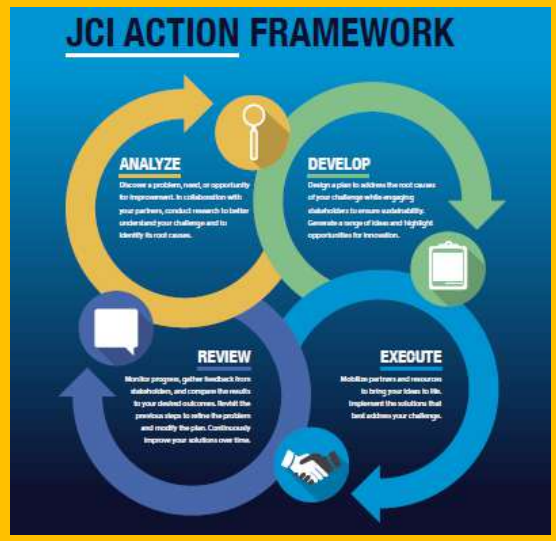
Story Telling



You are the Movie Director

- From Background
- Set Goals
- How to achieve
- What is the result
- Any improvement
- **Dots connect Dots**

- What you target give to audience
- How to address
- Images



Similar to Project Planning

Measurable



Participation



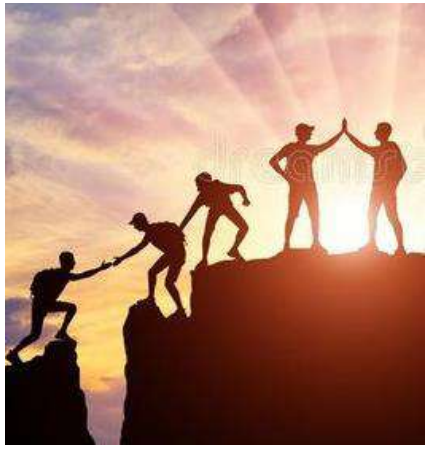
Recruitment



Achievement



Develop



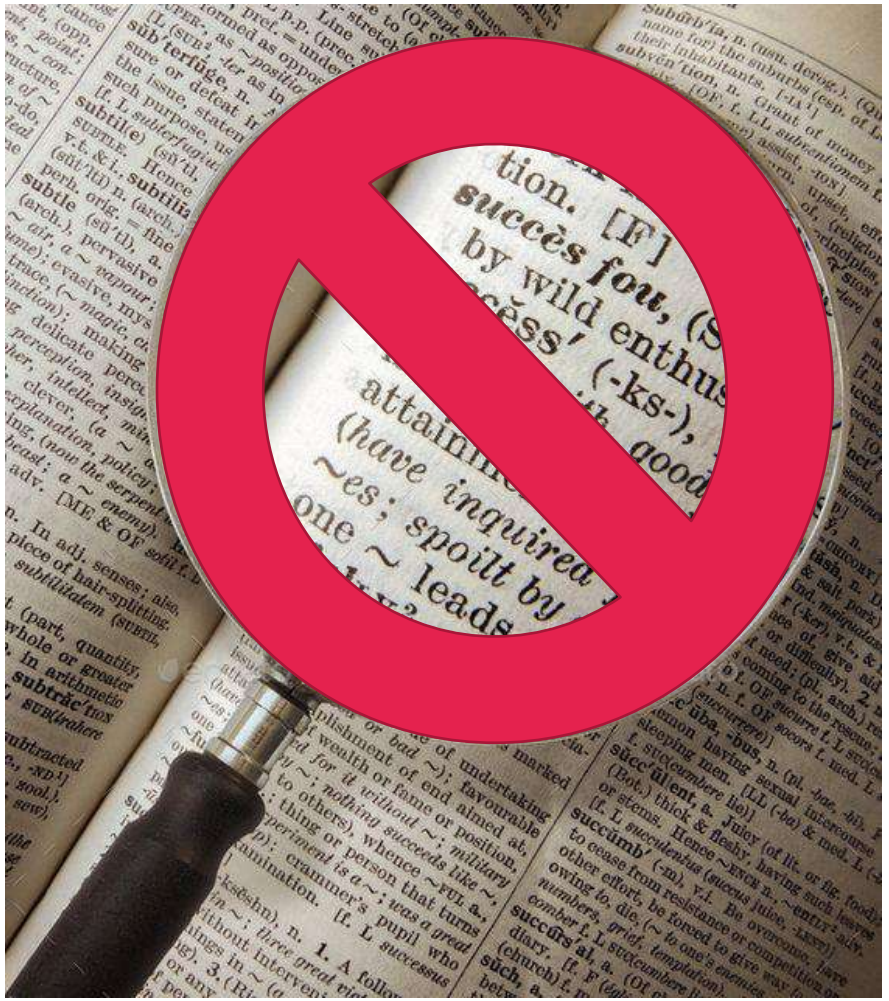
Growth



Finance

Easy-to-understand: Simple English





SWOT Analysis



Strengths

- What can you do well?
- What kind of assets you own?

Weaknesses

- What does your business lack?
- Are there any limited resources?

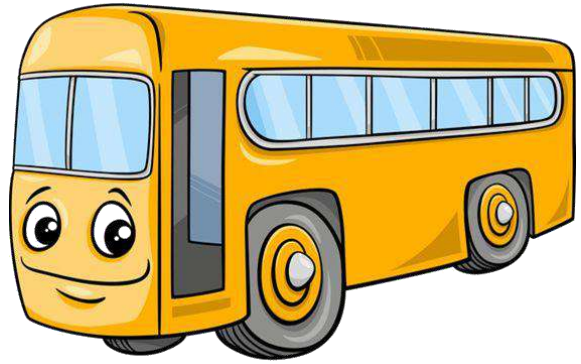
Opportunities

- What opportunities exist in your market?
- How can these benefit?

Threats

- What are your potential competitors?
- Which factors you need to control to prevent the risks to your business?

Task



People go to school by bus.

***Try setting a Frame to help answer**, example:*

1. Objective (**STORY BEHIND**)	News support, JCI missions, JCI goals, Chapter goals?
2. How to **TACKLE** the problems	Which method (project actions) can do?
3. How to **MEASURE THE SUCCESS**	Measurable result, like participant figures, survey results, media responses etc.
4. Results (by **COMPARISON** to show doing good)	Final numbers of above set measurements.
5. Impact related to **Members** (everyone)	How to help grow the member numbers, their individual developments, future opportunities etc.
6. Impact related to **Branding** (society)	What is the target image of JCI you want it be, link it by results.
7. Impact related to **Finance** (how to reinvest)	Show the project can be a long run and got supportive by Sponsors.
8. What can **ACHIEVE BETTER/ NEXT STEP** to develop the project	Don’t worry the weak efforts, just present you aware these problems and have a good planning to do it better in future.

心法 (二)

Fact ≠ Impact

Figure ≠ Impact

需要賦予意義





MANPOWER

Who is the Bidbook Team?

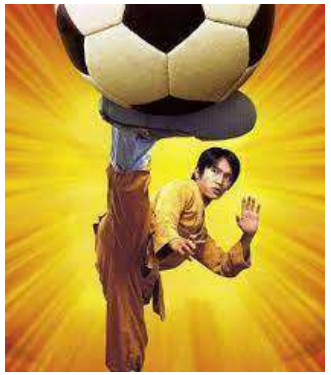
- President
- Area/Project Advisor
- Vice President
- Director
- Chairman
- Organizing Committees
- Members



Basically…EVERYONE



大力金剛腿？



斧頭幫？







關鍵：真！分工！

Initial planning **EVERYONE**

- All points to be discussed together before start working

Supervise **1 pax**

- Oversee progress, see who need help or need push
- Ensure quality and united direction

Words development **2 pax MAX**

- Those who have best English skills
- Make sure the overall message is united and aligned

Photos development **1 to 2 pax**

- Same question should be responsible by same person
- Team communication is needed

Supporting **1 to 2pax**

- Provide any info. / photos the team needed
- Master the jvc.jci platform




COMMUNICATION IS KEY
YOU ARE DRAWING ONE PICTURE TOGETHER

How many hours to prepare



- Selection of Photo
- Writing word contents
- Artwork and design
- Submit to JVC.JCI

Approx. time needed

50 - 60 hours per bidbook

3 weekends

WORKING SCHEDULE

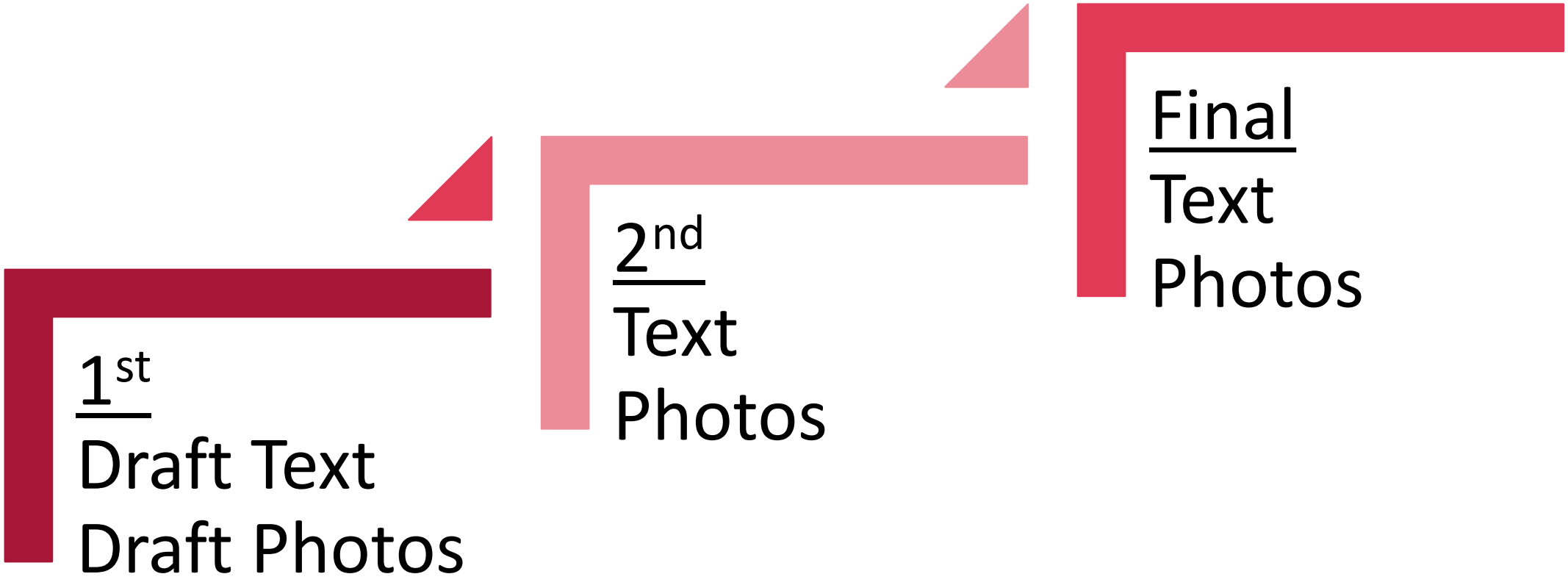
ACT NOW : Planning Stage

Collect info & photos → Categorize → Data Analysis → Outline Content

IMPORTANT : Mark the Team's SCHEDULE

Working Schedule

Core : Fighting Stage



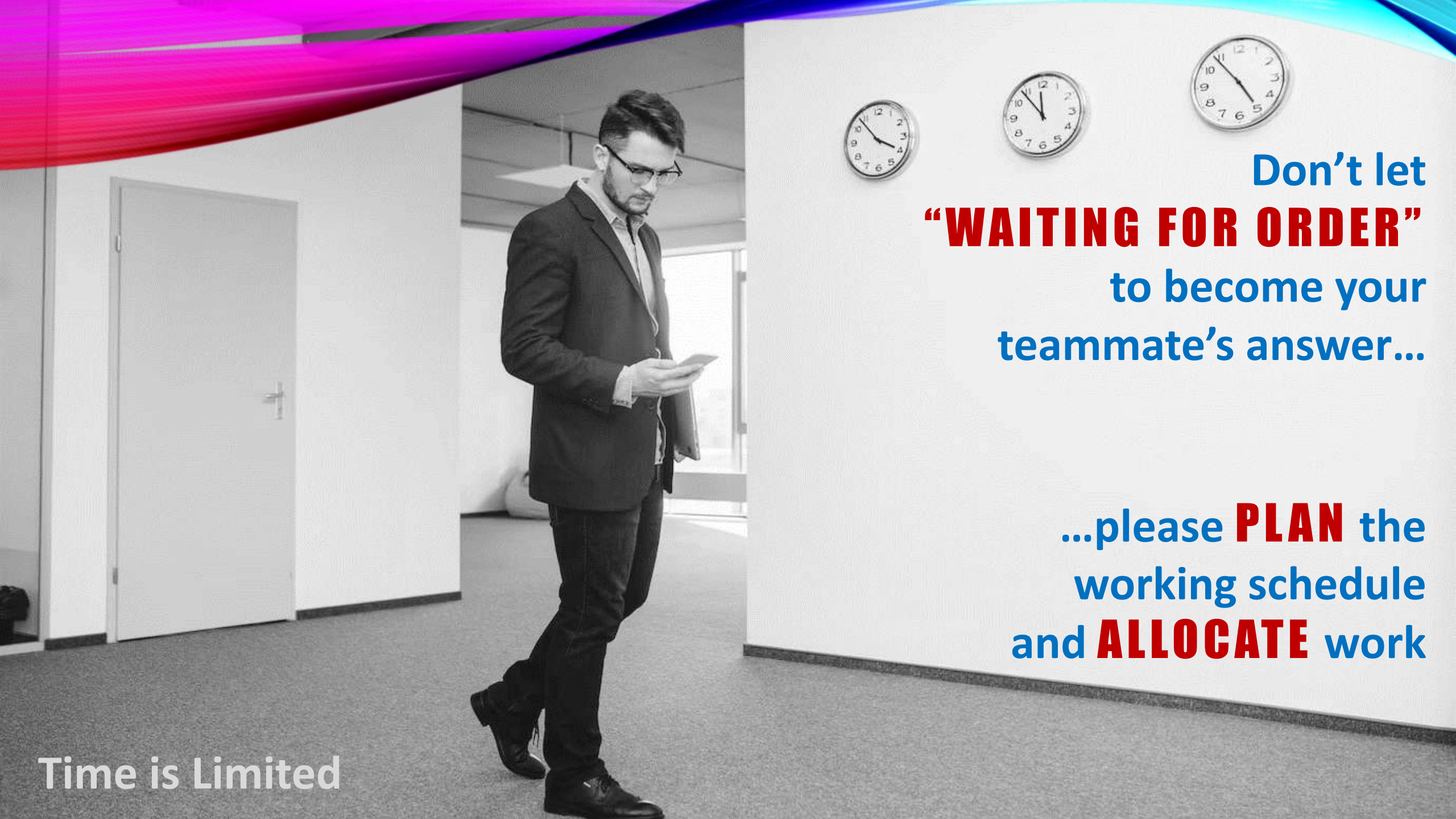
Time Management

DON'T

- *Overnight*
- *Last Minute*






Don’t let
“WAITING FOR ORDER”
to become your
teammate’s answer…
…please PLAN the
working schedule
and ALLOCATE work
Time is Limited

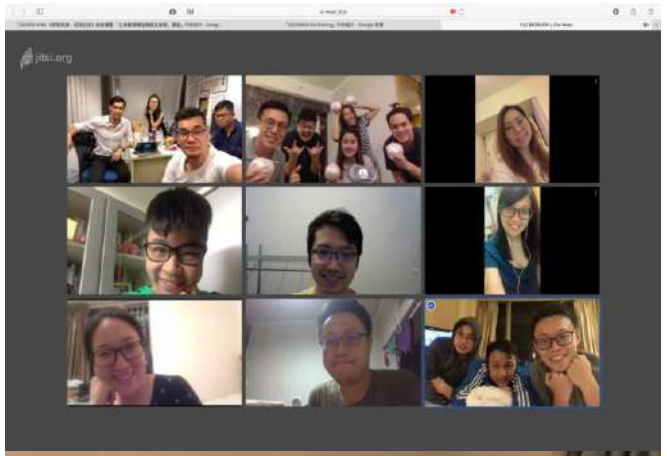
Bidbook Base Locations



Hotel

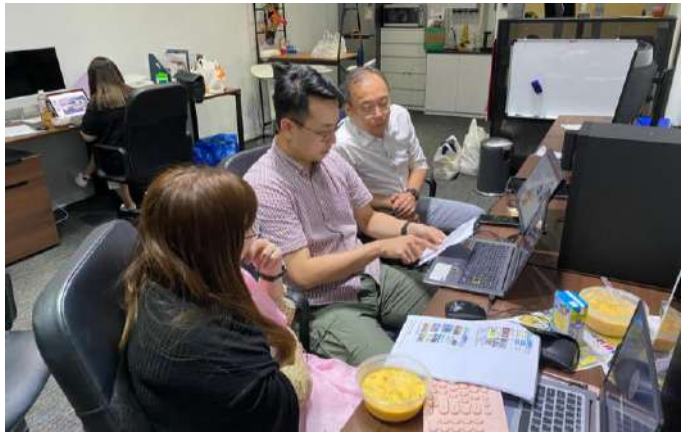


Home





Zoom



Office

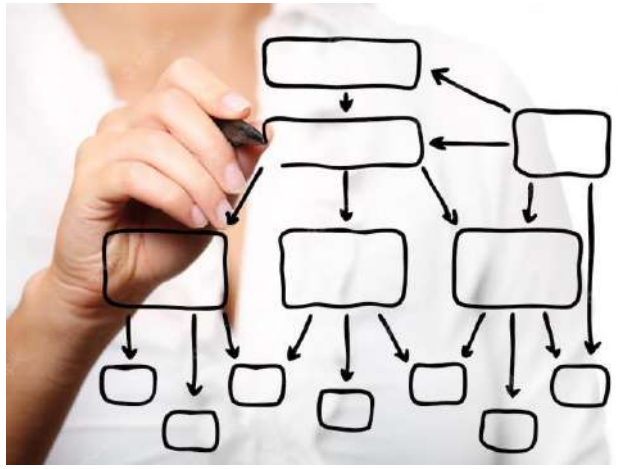
You'll

NEVER WORK ALONE

What is bidbook image?



Nice Photo



Flow Chart

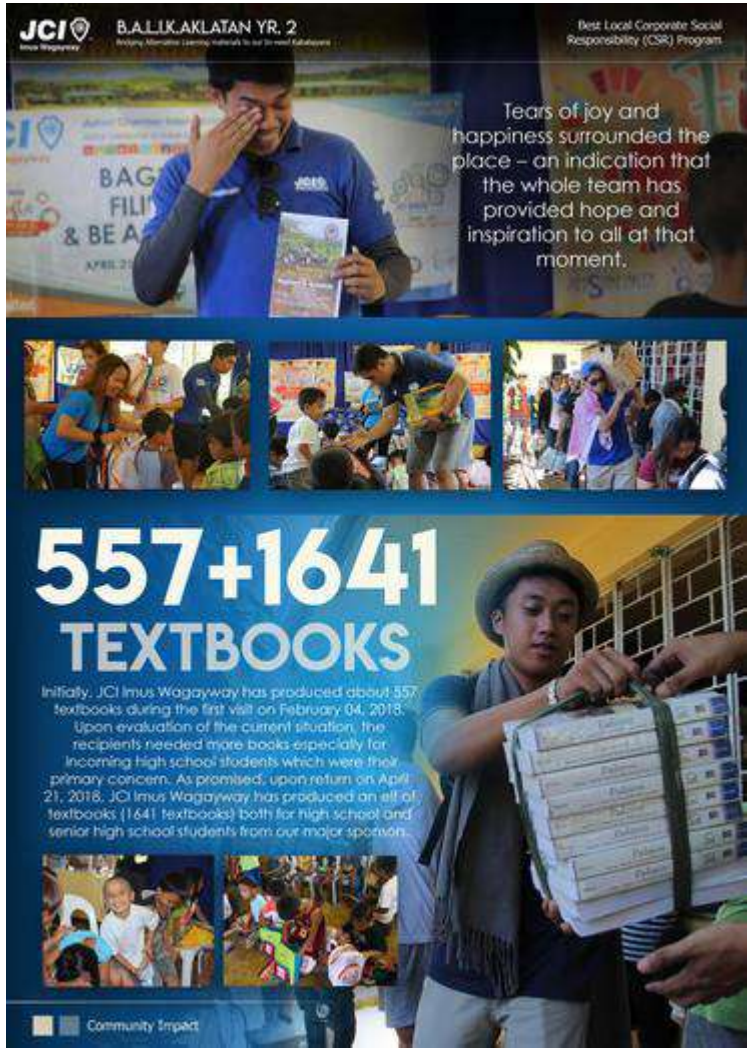


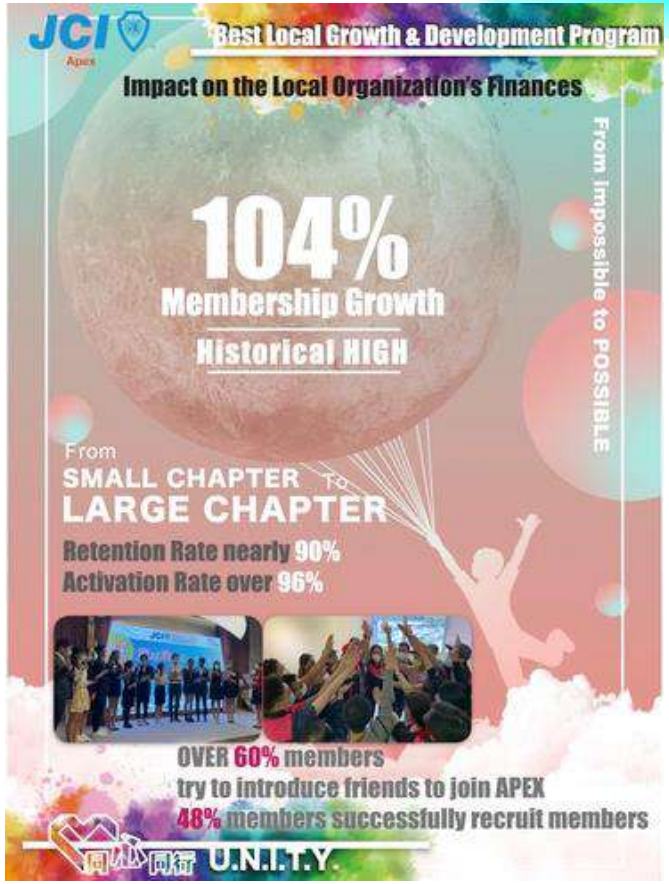
Statistics



Clipart


JCI
B.A.L.I.K.AKLATAN YR. 2
Best Local Corporate Social Responsibility (CSR) Program
Young minds were filled with values integrated with Filipino culture that these students would bring as they grow old through story telling by teacher Jen, JCI Imus Wagayway member.
128
High School students would have a 1-TO-1 TEXTBOOK TO USE THIS YEAR.
300
Community members were GIVEN A PAIR OF SLIPPERS
102
Elementary students would have a 1-TO-1 TEXTBOOK TO USE THIS YEAR.
JCI Imus Wagayway has brought enormous inspiration and will for these unfortunate students to go on to their studies despite the difficulties they need to endure going in and out of the school up the mountains.
Community Impact


JCI
B.A.L.I.K.AKLATAN YR. 2
Best Local Corporate Social Responsibility (CSR) Program
Tears of joy and happiness surrounded the place – an indication that the whole team has provided hope and inspiration to all at that moment.
557+1641
TEXTBOOKS
Initially, JCI Imus Wagayway has produced about 557 textbooks during the first visit on February 04, 2018. Upon evaluation of the current situation, the recipients needed more books especially for incoming high school students which were their primary concern. As promised, upon return on April 21, 2018, JCI Imus Wagayway has produced an all of textbooks (1641 textbooks) both for high school and senior high school students from our major sponsors.
Community Impact


JCI
Apex
Best Local Growth & Development Program
Impact on the Local Organization's Finances
From Impossible to POSSIBLE
104%
Membership Growth
Historical HIGH
From
SMALL CHAPTER To
LARGE CHAPTER
Retention Rate nearly 90%
Activation Rate over 96%
OVER 60% members
try to introduce friends to join APEX
48% members successfully recruit members
同心同行 U.N.I.T.Y.


- Impact on Local Organization -
Breakthrough of CHAPTER PUBLICITY
Cyrus trained his members with his expertise in PR and Media field, as a result:
RECORD-HIGH MEDIA EXPOSURE (Total exposure was >500% of 2017)
Reaching 3.5 MILLION+ media exposure value through strategic promotions
"Media exposure across the community raises public awareness and multiplies the positive impact" - Cyrus

JCI Peninsula

MOST OUTSTANDING LOCAL ORGANISATION
JCI PENINSULA

INDIVIDUAL DEVELOPMENT PROGRAM

OBJECTIVES



JCI Peninsula

MOST OUTSTANDING LOCAL ORGANISATION
JCI PENINSULA

INDIVIDUAL DEVELOPMENT PROGRAM

OTHER TRAININGS



EMPOWER MEMBERS

25+ trainings are provided to members e.g. Parliamentary Procedures, Networker Trainings, Photography Class, Digital Marketing, Board Mentorship Program.

Total **403 participants**

PJC Members also actively participated in NOM Trainings

JCI Official Course (including Head Trainer and participants), Hello JC, Public Speaking (1st Runner-Up in JC Class), TMP, etc.

JCI Peninsula

MOST OUTSTANDING LOCAL ORGANISATION
JCI PENINSULA

STRATEGIC PLAN

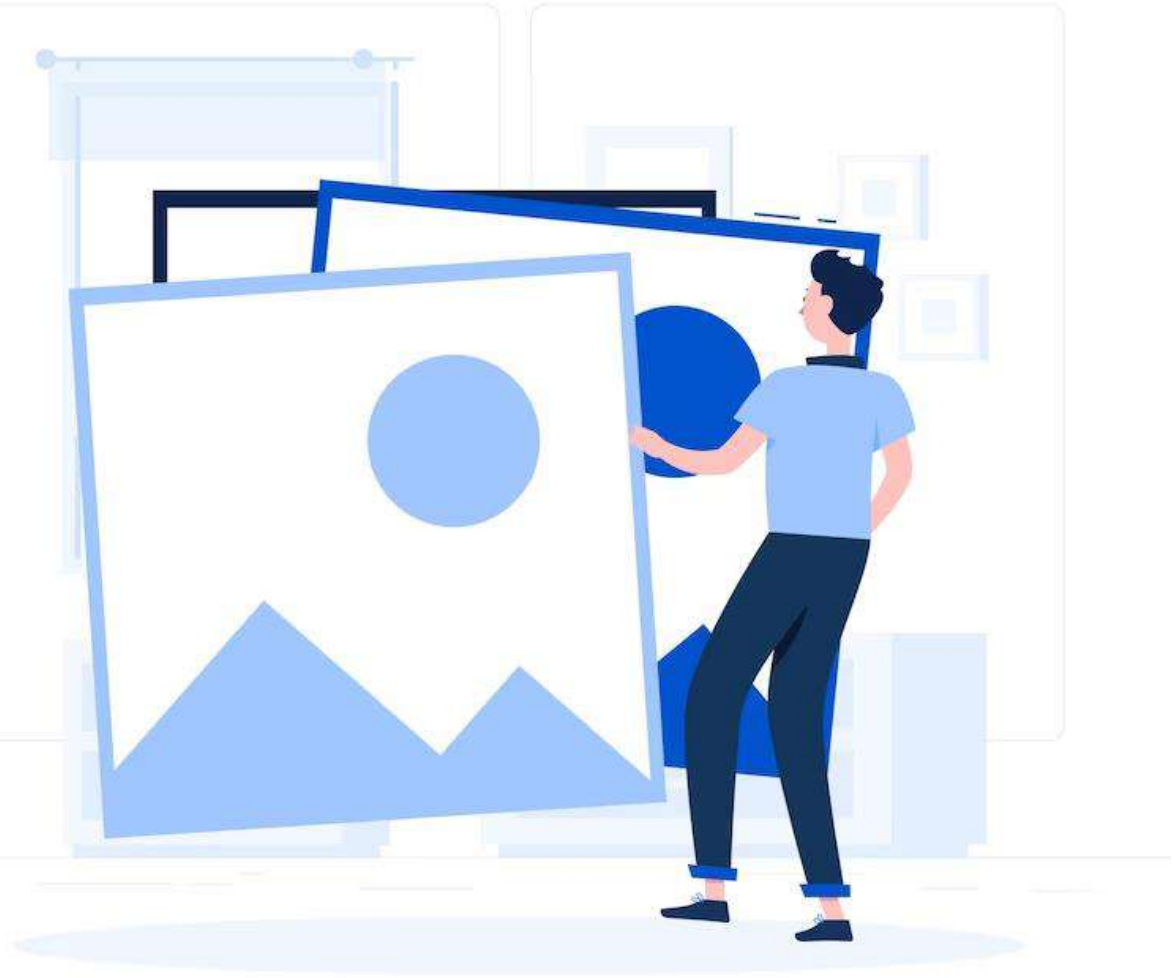
PUBLIC RELATIONS



To start with…
please select GOOD photos

Photo can tell story and

WORTH A THOUSAND WORDS



Group Photo







Group Photo





Group Photo




四月份月會
情迷朱古力
帶大家線上體驗
特別的朱古力旅程
Christy Chan 陳詩婷
朱古力品酒師
4月7日(星期四)


External Trainers
1995 OJC Past President
2019 IPSN Awardee
Joseph Ho
RTHK Host
IVE Eloquence Trainer
William Wan
S.A.Y. MC Founder
MC Competition Champion
Amanda Fok
Start Up Group Founder
FB Marketing Expert
Ben Lai
Start Up Group Founder
Google AdWords Expert
Manos Mui
External Trainers Fees
Free
Market Value
>$12,000
Provided Training Hrs
>120 Hrs
Internal Trainers
1996 President
1999 National President
Sen. Louise Chan
2017 President
2019 National VP
Sen. Kelvin Lam
2001 President
2019 ML Area Advisor
Sen. Ada Koo
2007 President
2019 TDC Advisor
Sen. Micky Tong
2012 President
2019 TDC Advisor
Sen. Daniel Kwan
2014 President
2019 Chapter Advisor
Sen. Jeff Ng
2015 President
2019 Chapter Advisor
Sen. John Wong
2016 R&R Director
Recommended Trainer
Tommy Yip

Meeting Photo











Action Photo









Action Photo









Action Photo









Zoom Photo


移除釘選視訊
移除焦點視訊
會長 Howard Sze


三月份月會
破解NFT迷思
分享嘉賓：
前會長張智恆參議員
日期：2022年3月3日（星期四）
時間：晚上7：30
形式：ZOOM
費用：全免
報名及查詢：
領袖才能發展董事 許健朗 9763 7617
副會長 梁俊傑 6271 3716

心法 (三)

暗藏的青商精神

除左大會攝影師，
需要安排會友影action photo
Capture參加者的行為、表情





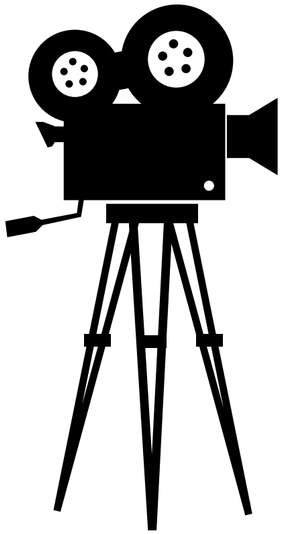
What am I going to cover?



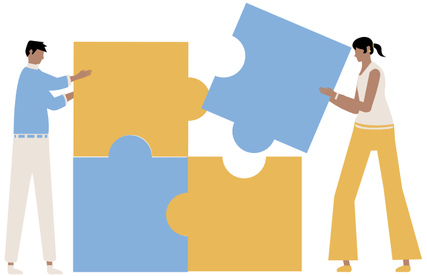
1. Judging Experience



3. Magic Wording



5. Video



2. JCI Plan of Action + Strategy



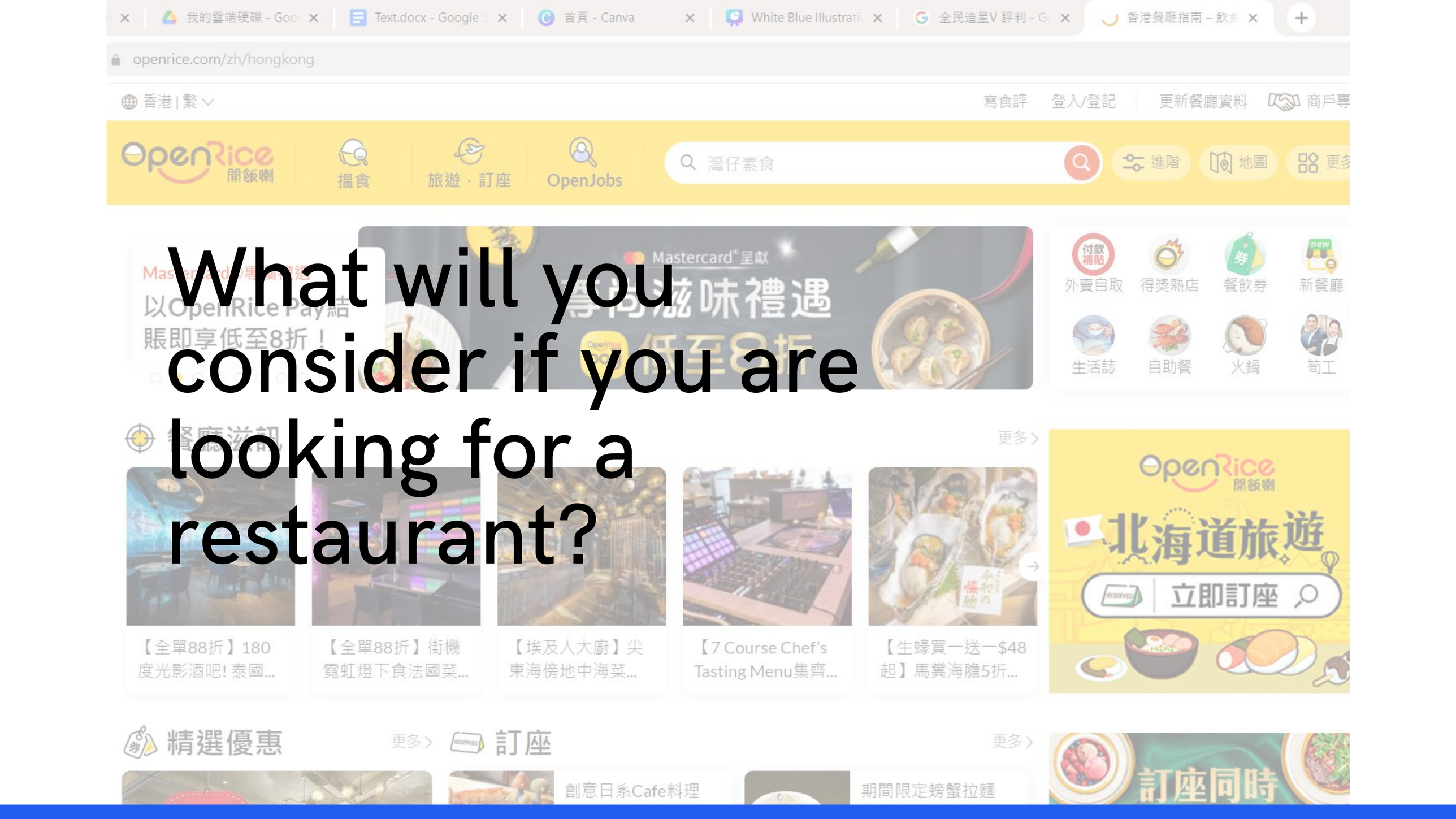
4. Design



6. Promotion

Judging Experience





What will you consider if you are looking for a restaurant?

主頁 > 餐廳 > 香港 > 中環 > 新源興燒臘茶餐廳 > 相片



新源興燒臘茶餐廳

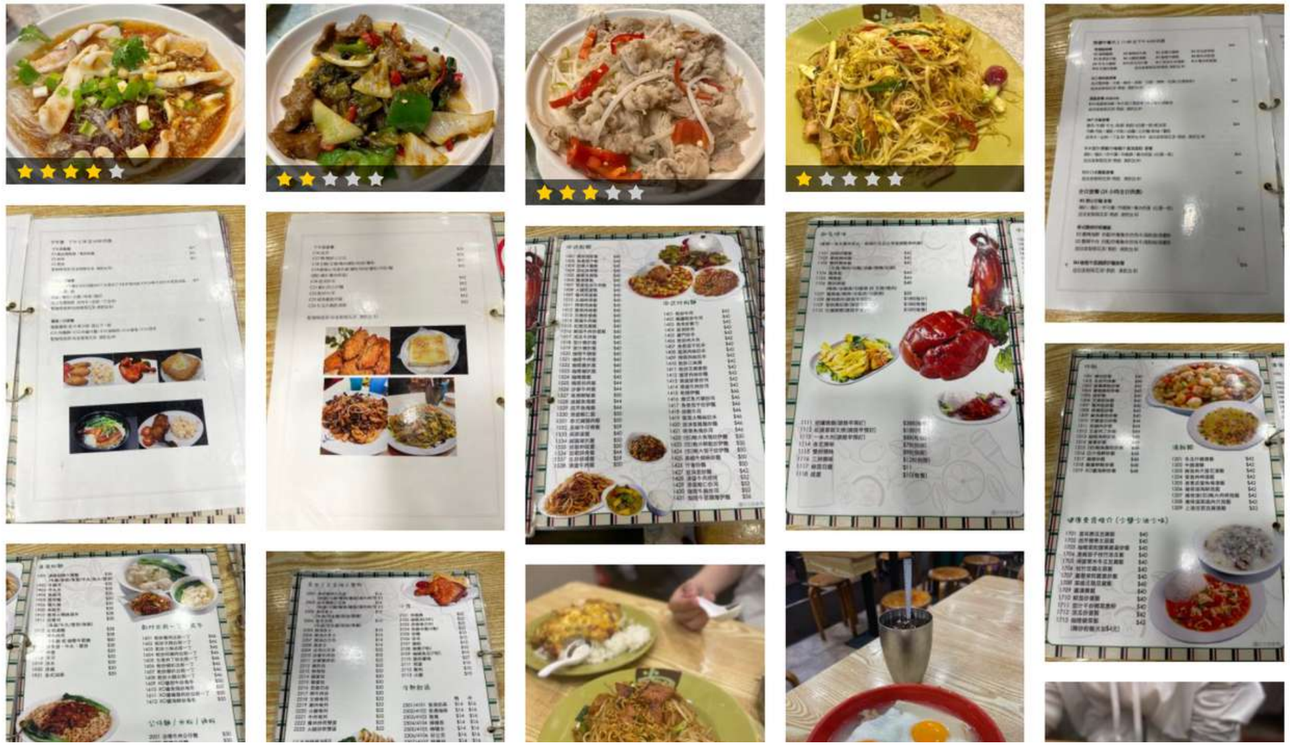
營業中

Yuen Hing Restaurant

3 | 2315

中環 · $50以下 · 港式/粉麵/米線/粥品/燒臘/茶餐廳/冰室/咪唎嘢食店

24 OK 17 11





地址

中環機利文新街34-36號
地下



G/F, 34-36 Gilman's Bazaar, Central

港鐵上環站 E1 出口, 步行約2分鐘

電話號碼

25452219
28542125

營業時間

今日營業	24小時營業
星期一至日	24小時營業
公眾假期	24小時營業
公眾假期前夕	24小時營業

付款方式

Visa, Master, AlipayHK, 支付寶, 現金, 八達通, AE, Apple Pay, Google Pay, BoC Pay, 微信支付, OpenRice Pay

What are the judges looking for?



- Have I heard of this project?
- If yes, from JC, our friends, or media?
- What was it about?
- Was it an impactful project?
- Let me find out the numbers
- Let me find out the photos

facts



What will happen on the judging day?



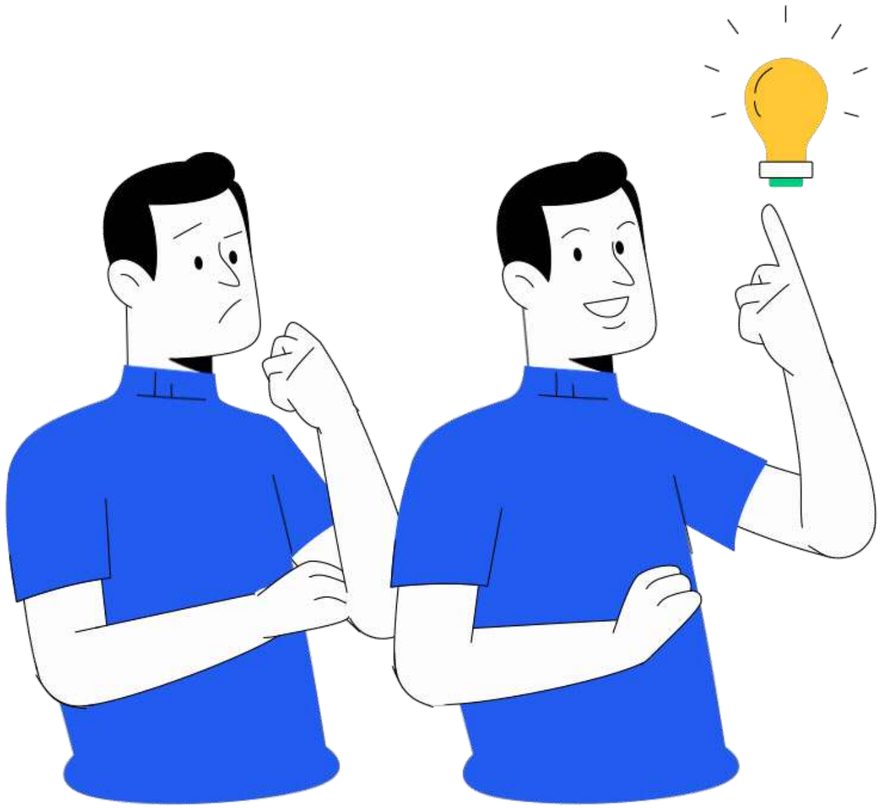
On The Day

2 - 3 categories
around 10 entries per category
20 - 30 bidbooks in a 6-8 hours



"Main Points" is the 🔑

Who are the judges?



JCIHK National Convention

- Nominated Award Judges from LOMs
- National Executive Committee

ASPAC & World Congress

- Overseas Chapter Representatives



JCI Plan of Action + Strategy



Merge your project into the JCI Plan of Action

Strategy

Values

1. Brand Awareness
2. Membership Growth
3. Finance



JCI Hong Kong

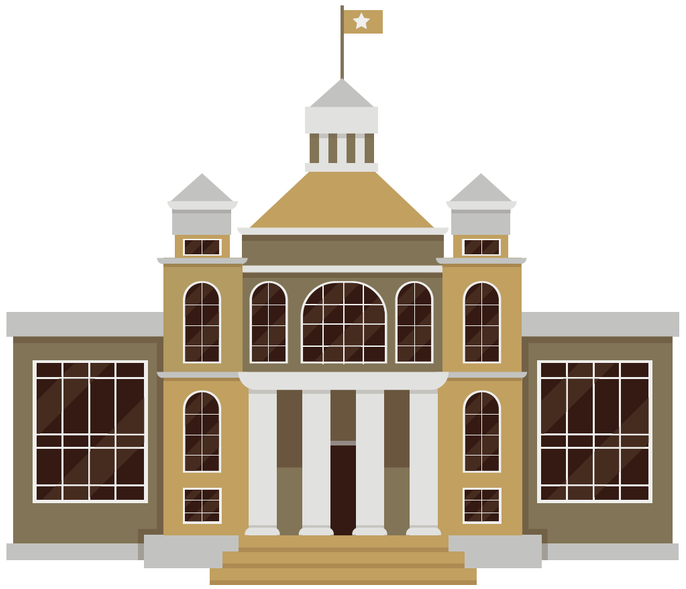
III.A.3 Best Community Impact Program

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 2023 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

IMPACT to



Government
Community
Business





2023
2027
STRATEGIC PLAN
JCI

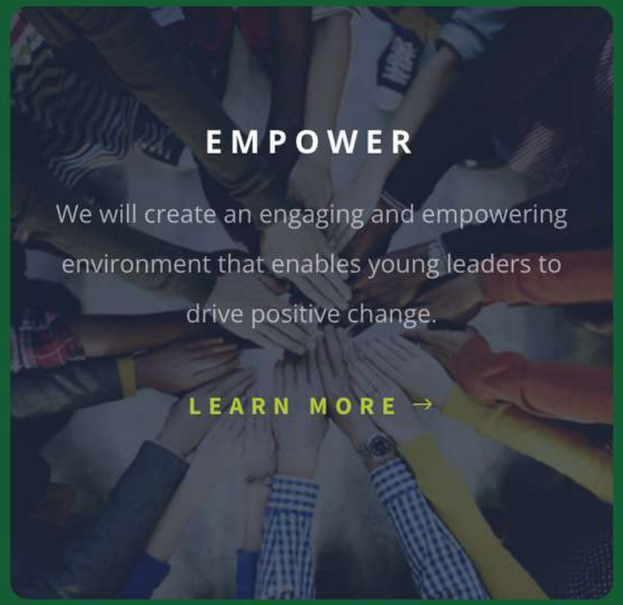
Four Key Strategies





Our Pillars

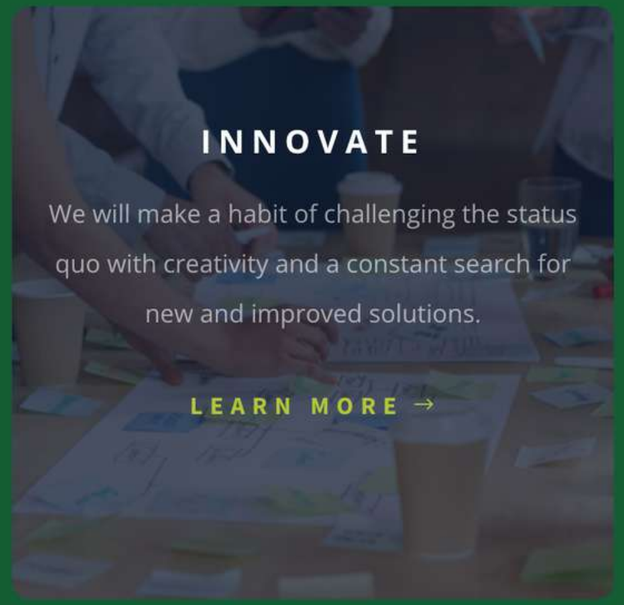
2023 will be the year guided by purpose. In 2023 we will Empower, Innovate, and Open.



EMPOWER

We will create an engaging and empowering environment that enables young leaders to drive positive change.

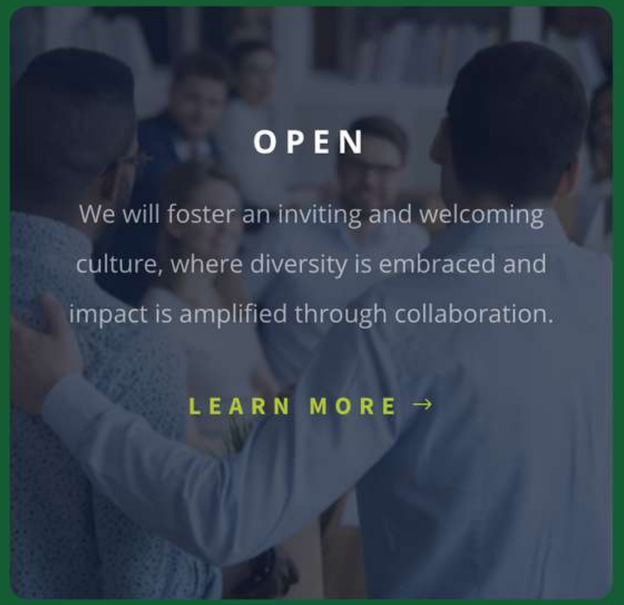
LEARN MORE →



INNOVATE

We will make a habit of challenging the status quo with creativity and a constant search for new and improved solutions.

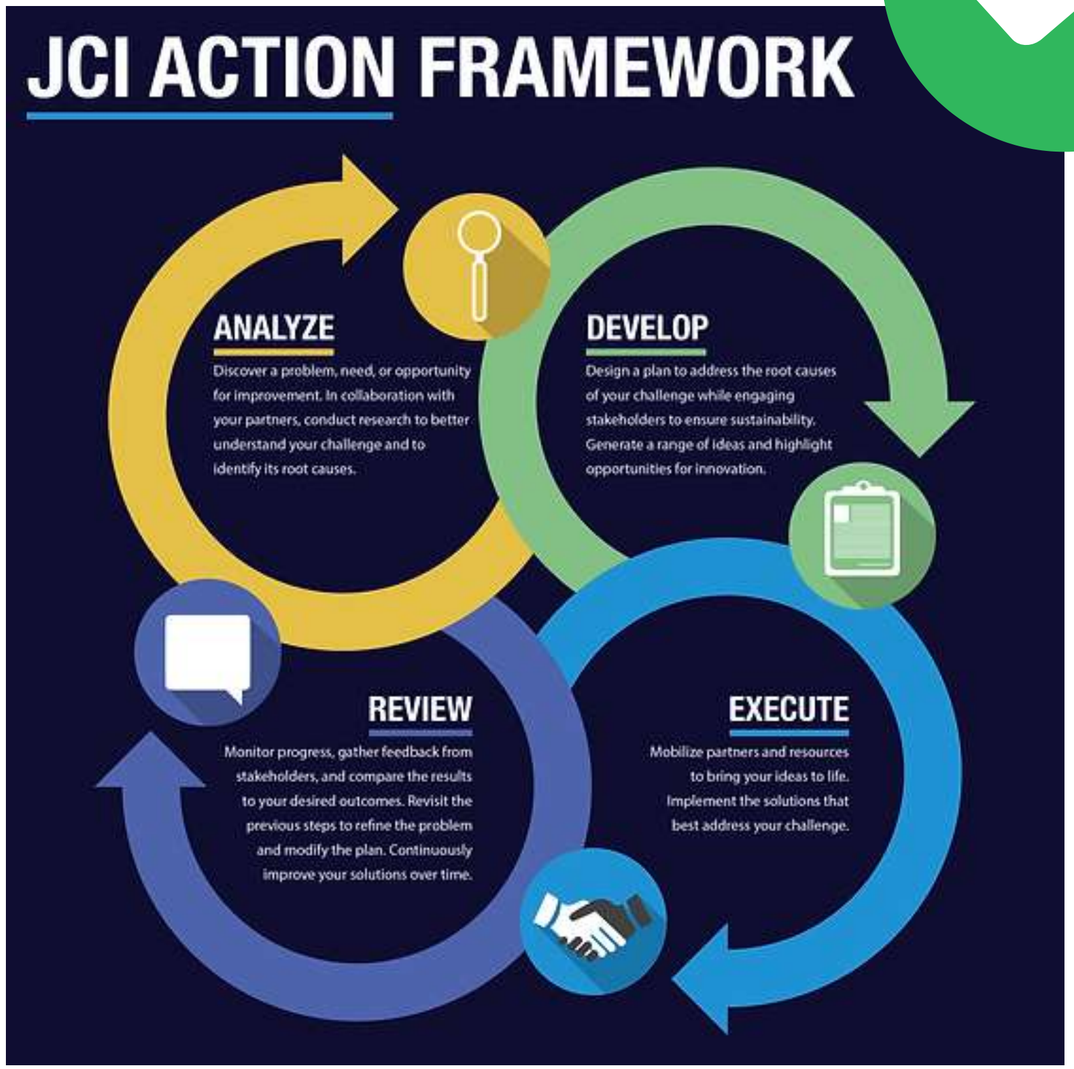
LEARN MORE →



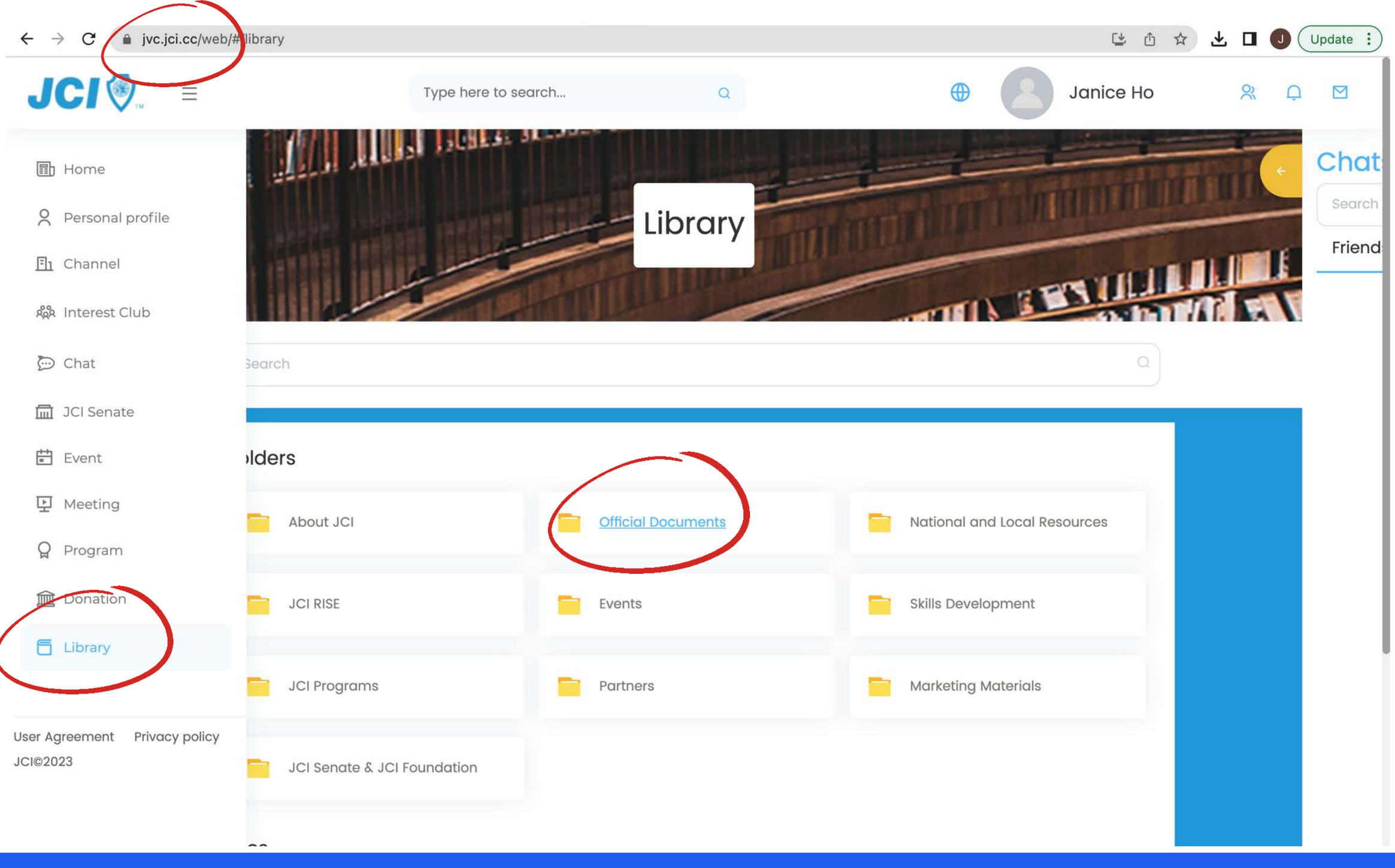
OPEN

We will foster an inviting and welcoming culture, where diversity is embraced and impact is amplified through collaboration.

LEARN MORE →


JCI ACTION FRAMEWORK
ANALYZE
Discover a problem, need, or opportunity for improvement. In collaboration with your partners, conduct research to better understand your challenge and to identify its root causes.
DEVELOP
Design a plan to address the root causes of your challenge while engaging stakeholders to ensure sustainability. Generate a range of ideas and highlight opportunities for innovation.
EXECUTE
Mobilize partners and resources to bring your ideas to life. Implement the solutions that best address your challenge.
REVIEW
Monitor progress, gather feedback from stakeholders, and compare the results to your desired outcomes. Revisit the previous steps to refine the problem and modify the plan. Continuously improve your solutions over time.


JCI
JCI Active Citizen Framework
A Better World Begins Here
REVIEW | Monitor and Evaluate Results
ANALYZE
Examine Community Needs
PARTNERSHIPS
EXECUTE
Take Action
DEVELOP | Formulate Sustainable Solutions


jvc.jci.cc/web/#/library
Update
Type here to search...
Janice Ho
Home
Personal profile
Channel
Interest Club
Chat
JCI Senate
Event
Meeting
Program
Donation
Library
User Agreement
Privacy policy
JCI©2023
Library
Search
About JCI
Official Documents
National and Local Resources
JCI RISE
Events
Skills Development
JCI Programs
Partners
Marketing Materials
JCI Senate & JCI Foundation
Chat
Search
Friend

What are the magic words?




【4】
世一
=
世界第一
例句
開罐 OPENER
ELLE
Firm
??
??
??
【12】
小癲、小
=
有啲癲、有啲尷尬
（乜都加個小係前面）
例句
10樓跳落來唔死，小癲。
開罐 OPENER OPENERHK
0尊
zyun1
??
??
ELLE
Respect
??
??
自肥
=
自己益自己
（由ViuTV節目《ERROR自肥企画》帶起）
例句
係靚女，擺明
PENERHK
ELLE
點部署
dim2
cyu5
??
??
??
擰皮
「擰皮」是指人做事不盡心盡力，長期處於懶散狀態，不熱衷於任何事物，做事漫無目的。
星島頭條
GOAT
「Goat」 本是「山羊」的意思，也是「Greatest of All Time」的縮寫，用以形容某人或某事為「史上最棒」的意思。
星島頭條
ELLE
Siu 4
??
??
??
絕絕子
??
??
??
zyut6
zyut6
zi2
OJ
「OJ」即是「ok」，因經常有網民將ok誤打成oj，因此現時不少人都故意將其打成oj。

What are the magic words?

They are JC 潮語



Positive Change

Developing Leaders for a Changing World

Lead to Impact

Leadership

Open



Data-Driven

Brand Awareness

Analyze

Empower

Sustainable

Innovate

Review

Develop

Execute

JC 潮句

We created an open environment that empowered young leaders to drive positive change and that led to great impact.

We offered an inclusive environment that inspired young people to become better selves and that was influential.




DESIGN
SKETCH
GRAPHIC
PERSPECTIVE
ENGINEERING
COLOR
ART
ARCHITECTURE
ADVERTISING
STYLE
PICTURE
ARTIST
PRINT
IDEA
ART
PROJECT
DRAWING
PRINTING
CREATIVE
INTERNET
WALLPAPER
BUSINESS
FORM
MODELING
IDENTITY
COMMERCIAL
WALLPAPER
IDEA
SUCCESS
PROJECT
CREATIVE
INFORMATION
LABEL
TEMPLATE
ART
GRAPHIC
DESIGNER
CONCEPT
BRAND
MODERN
TREND
BANNER
TYPOGRAPHY
WALLPAPER
IDEA
SUCCESS
COMMERCIAL
MARKETING
MEDIA
CREATIVE

FRAMES

JCI Hong Kong

III.A.13 Best New Project

Definition: This award is for the recognition of the best new project organized by a LOM that has not been organized before. It also contributes to the JCI Mission and Vision, and involves JCI members and other chapters from JCI Hong Kong.

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

Award Judging Criteria	Points
Objectives, Planning, Finance and Execution	15
Added Value to JCI Members and Stakeholders	20
Impact on the Local Organization's Brand Awareness	20
Impact on the Local Organization's Membership Growth	15
Impact on the Local Organization's Finances	10
Long-term Impact of the Program	20

Note: This award will be granted by JCIHK only.

Different color frames for different sections but signature elements remain
Easy Reference

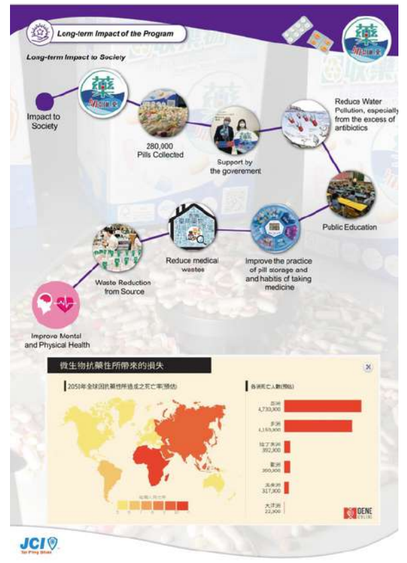




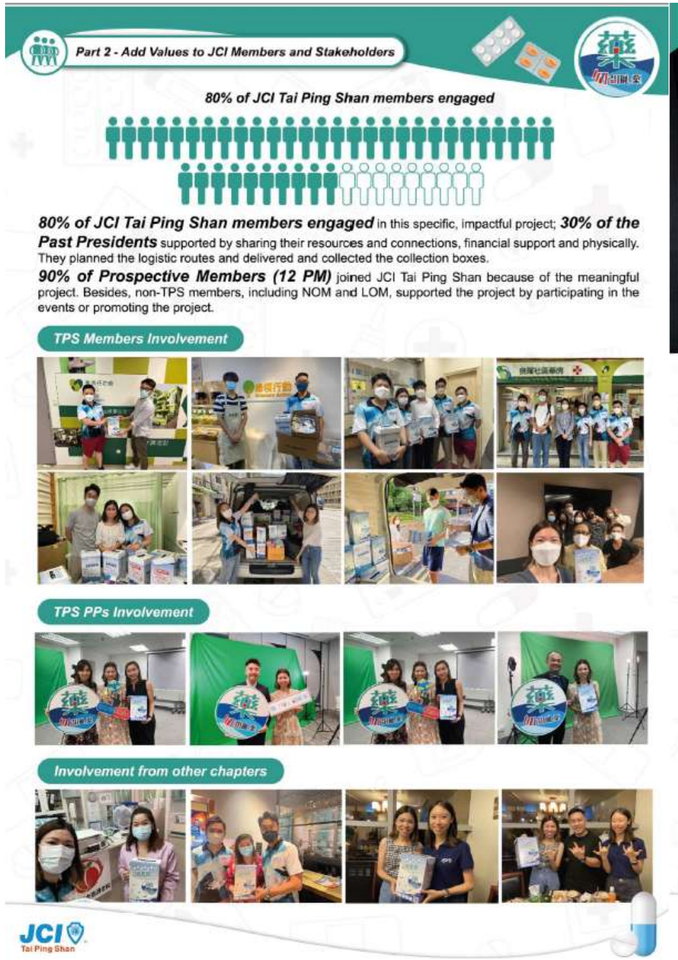


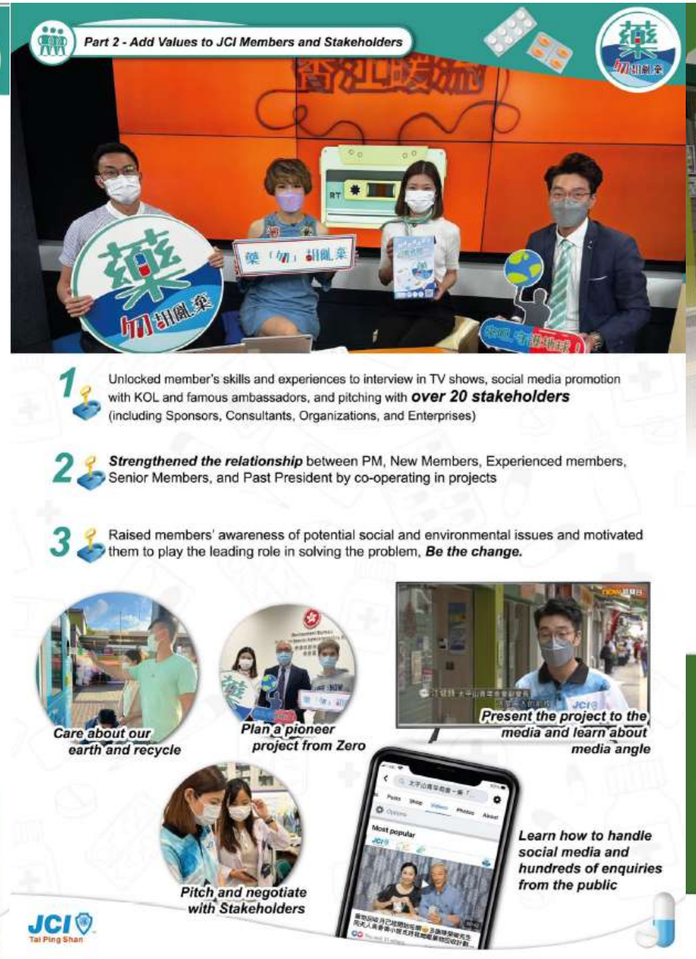






PHOTOS



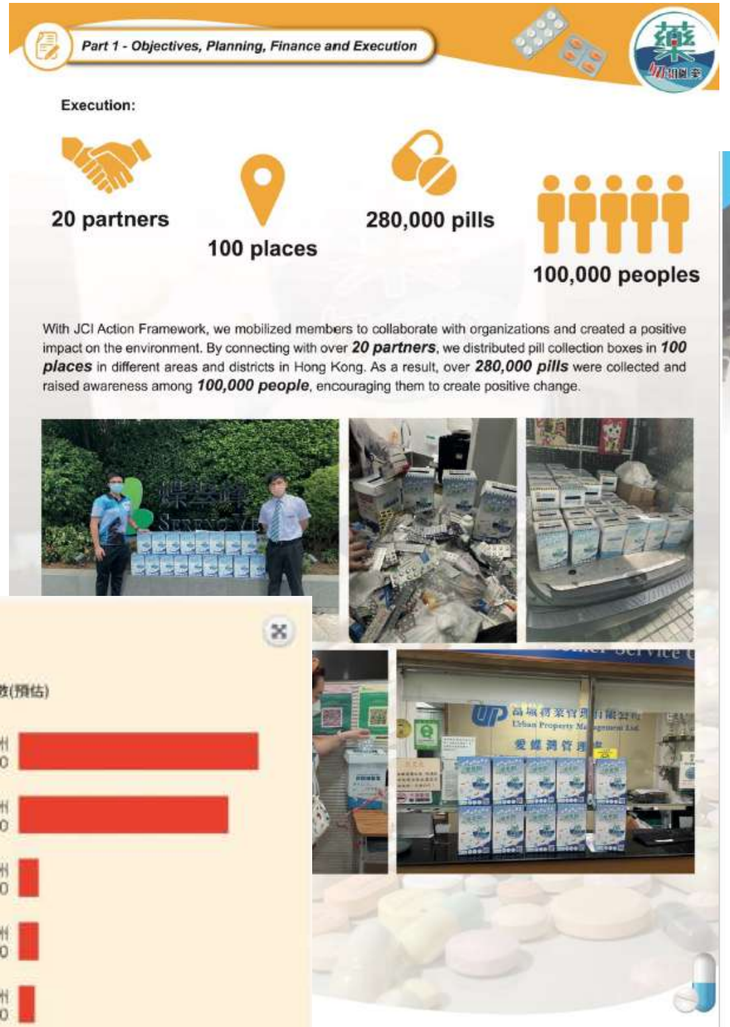




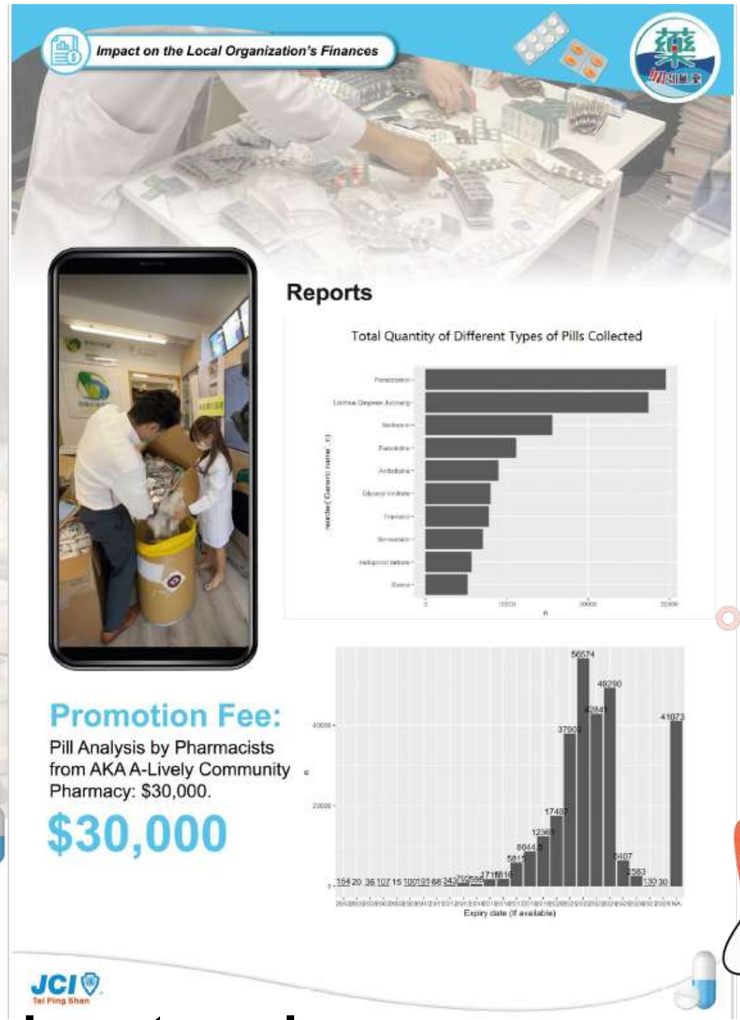
Enlarge Various sizes and shapes impactful photos



STATISTICS & CHARTS







Clear and Easy to Understand

LOGOS









Grouping the logos under
the same category together

CLIPART & THEME













INFOGRAPHICS









TOOLS & USEFUL WEBSITES

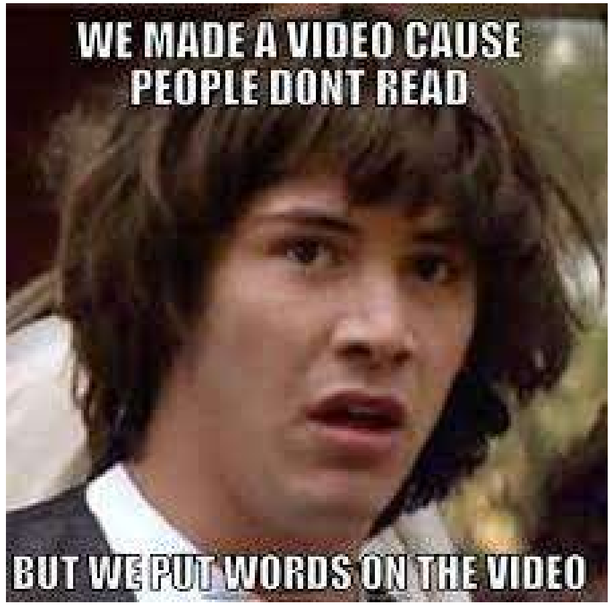


- removebg (https://www.remove.bg/)
- Canva (https://www.canva.com/)
- Compressor (https://compressor.io/)
- Icon8 (https://icons8.com/)
- Flaticon (https://www.flaticon.com/)
- Freepik (https://www.freepik.com/)
- Kiss PNG (https://www.cleanpng.com/free/kiss.html)





Video for ASPAC and World Congress





Trailer VS Making Of



... and a nice voice-over and eye-catching superimpositions

精彩嘅video就係通往好感嘅

FASTPASS

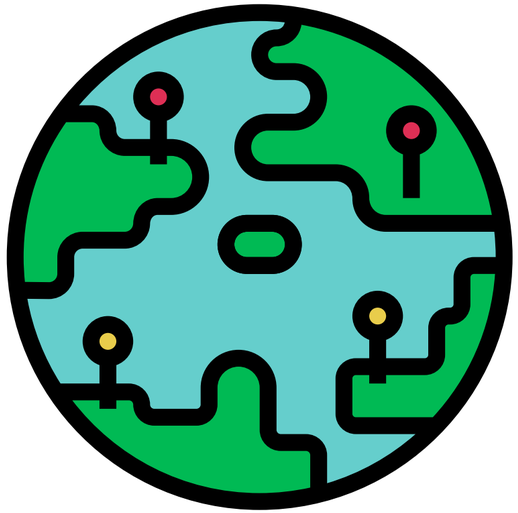


Promotion





Let the world know what you have achieved!



- Word of Mouth
- Social Media e.g. Facebook, Instagram etc.
- Tell the Press Tell the Media
- Promote the Brand of JCI Hong Kong and Your Chapter!







Different angles to tell your story

- Problem Solver!
- Descriptive! What did you do?
- Impactful! What were the results?
- Emotional! How did the participants feel?
- Fun! Precious Memories!

On your social media, people like to know how YOU feel about the project!
Share your thoughts and feelings!










Q
A




Q&A SESSION

THANK YOU!


青商經典電影
JC Classic Movie
施展豪・何子欣 X 黑色幽默
TEACHING SUCKS !!
誤人子弟
施SIR
• 2013 加入青商
• 2022 半島會長
• 2023 最英俊IPP
MISS 何
• 2016 加入青商
• 2022 太平山會長
• 2023 最索IPP
領銜主演: 何子欣 施展豪 王婉雯
主演: 陳煩然 韓諾文 陳春 孟子豪
YouTube 出品人: 楊甘琳 監制:葉雅詩 導演:林仲賢