E-Bidbook Seminar II

Presented by
PP Senator Cynthia Wong





NOM	2012	General Legal Counsel
	2011	Vice President
	2010	Honorary Treasurer
LOM	2008	President (JCI Harbour)

Judging Experience

2010 - 2012 Award Judge of National Convention
2006 Award Judge of World Congress
2004 Award Judge of National Convention

Awards and Recognition

2014 Most Outstanding Member in National Convention
2013 Best National Flagship Program in ASPAC
2009 Most Outstanding Chapter President (51-100) Award in ASPAC
2008 Best PR Program Award
Best Website Award
Best Youth Activities Program Award
Best Contribution to NOM Award
Best Chapter of the Area Award (75+ members)
Most Outstanding Chapter President (75+ members) Merit

Cynthia

黃穎文 WONG

Candle Problem
（Karl Duncker ,1945)



Candle Problem



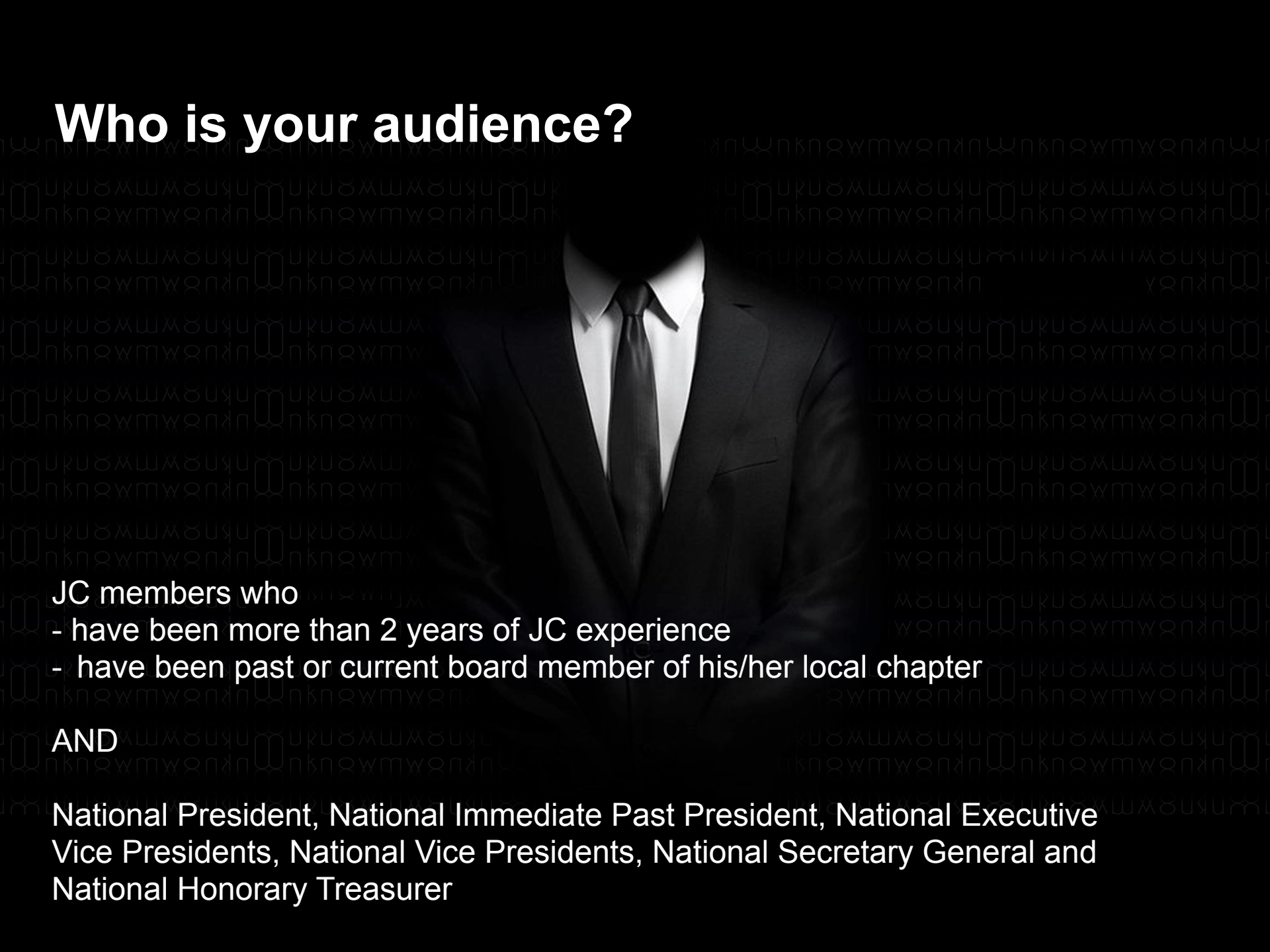
There is a **mismatch** between what science knows and what business does.



How to start writing for your audience



Who is your audience?



JC members who
- have been more than 2 years of JC experience
- have been past or current board member of his/her local chapter

AND

National President, National Immediate Past President, National Executive Vice Presidents, National Vice Presidents, National Secretary General and National Honorary Treasurer

Inside the mind of your audience



Vision

To be the leading global network of young active citizens

Mission

To provide development opportunities that empower young people to create positive change

Put yourself in the shoes of audience

- **Do your research** - ask yourself about what the audience needs may be and how you can satisfy their needs.
- **Brainstorm** - analyze what their needs may be.
- **Role-play** - seek advice from Past President or members who have been a judge.
- **Design your experience** - make the reading process a joy.
- Don't forget to **empathise with yourself**!



Recommended readings:
JCI Plan of Action, JCI Strategic Plan,
JCIHK Award Manuel, JCIHK Inauguration Booklet

Tell a good story, connect with the people

- Great stories **resonate** with your audience. It's relevant and relatable.
- Great stories are **true**. They have authenticity and consistency.
- Great stories are **trustworthy**.
- Great stories make a **promise**. A great story makes us expect to be inspired.
- Great stories are **sensuous**.



Why am I here?



Break out of functional fixity



Some people you will never forget















Do something **more than "Thank YOU"**

Way to Happiness: Joy of Achievement



Glory with Appreciation



Duty .Honor .Chapter

by PNP Gene Tang

