E-Bidbook Seminar I

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ABOUT ME



- JC Career :
  - 2016 President
  - 2012 Joined JCI Tai Ping Shan
- Bid Book Experience :
  - World Congress and NC Award judge
  - Wrote 3 bid books
- Major Award Received :
  - 2016 Outstanding LOM (25-55 members)
  - 2016 Outstanding LOM President (25-55 members)



Right
Category

Effective Presentation
& Impactful



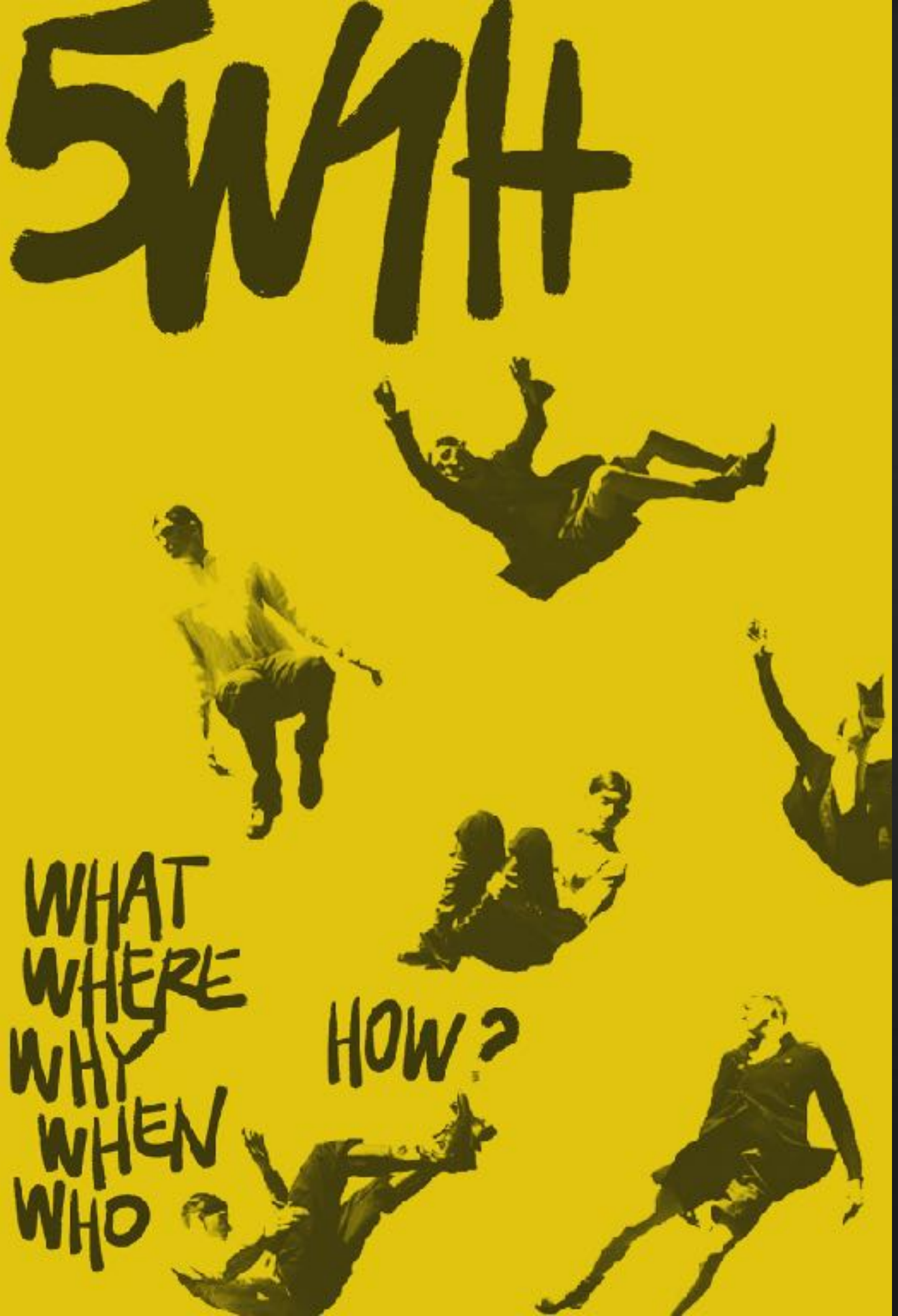
Exclusive
Idea



Time Management
& Manpower



THE GOLDEN FORMULA


5W1H
WHAT
WHERE
WHY
WHEN
WHO
HOW?


Who?
What?
Where?
When?
Why?
How?

WHY?

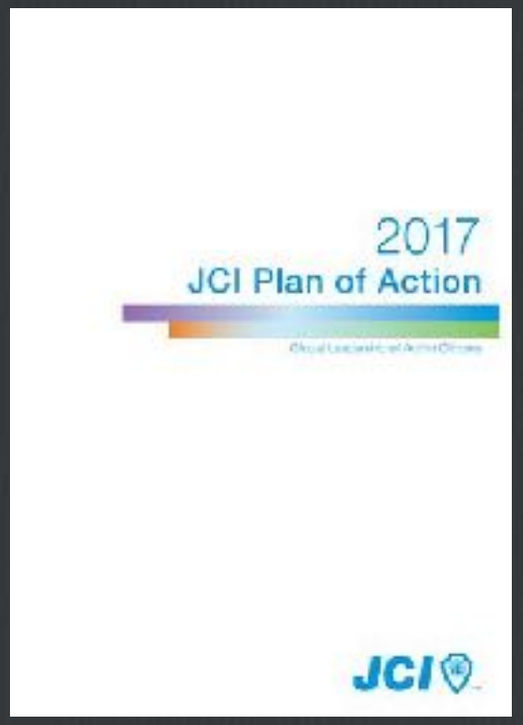

Winning isn't everything, but wanting to win is.
- Vince Lombardi

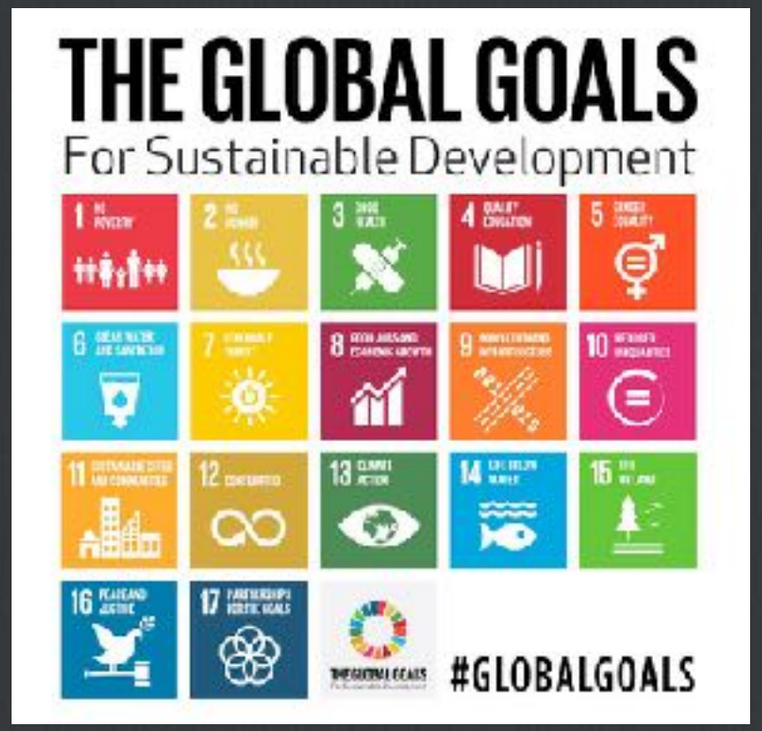


Excitement Emotion Motivation Marketing Passion Pitching

WHAT?

WHAT TO PREPARE?







- JCI Creed
- JCI Mission and Vision
- JCI Plan of Action 2017
- JCI Strategic Plan
- Active Citizen Framework
- Peace is Possible
- SDGs

WHAT TO STUDY?

III.A.2 **Best E–Marketing Program**

Definition: This award is for the recognition of the Best E–Marketing program 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 JCI HK only. The former name of this award is called "Best Website Award".

Winner
2000 – Apex
2001 – Apex
2003 – City
2004 – City
2005 – City
2006 – City
2007 – City
2008 – Harbour
2010 – Harbour
2011 – Ocean
2012 – Lion Rock
2013 – Apex
2014 – Tai Ping Shan
2015 - Bauhinia

Certificate of Merit
2003 – Apex
2004 – Apex
2006 – City
2013 – City
2014 – Bauhinia/Kowloon
2015 – City Lady/Harbour

- Category
- Requirements & Criteria
- Is it "JCIHK only"?
- Your major competitors
- How to use the bid book system
- Any new category?

WHAT ARE THE GAME RULES?



ASPAC

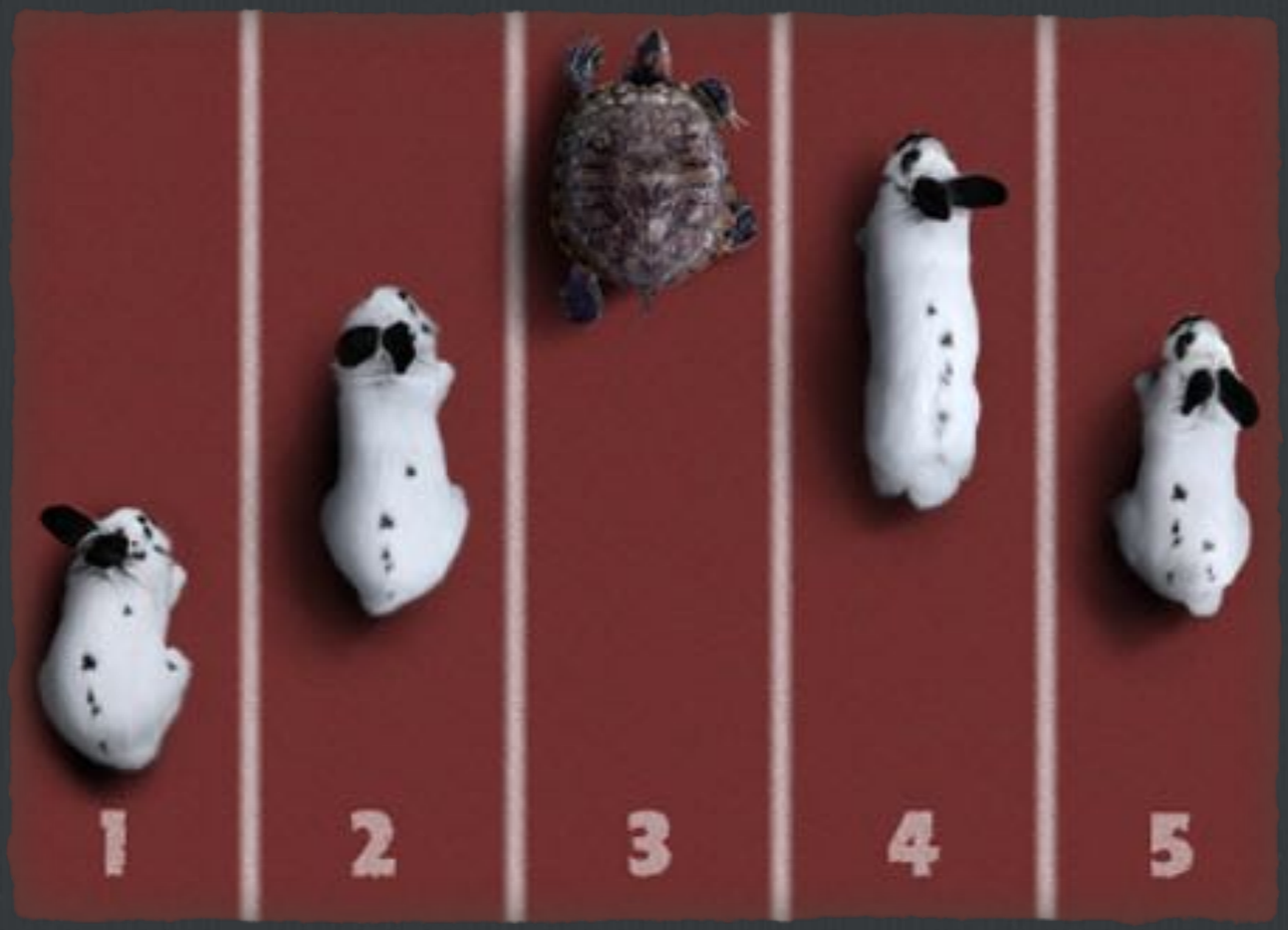
- JCI MULTI-ENTRY : 5 entries
- JCI BEST OF THE BEST : 1 entry

NATIONAL CONVENTION

- JCIHK only example :
  - Best E-Marketing/Best Publication
- Not through the JCI.cc System
  - No specific questions & word count limit
  - More flexible

WHO?

WHO ARE YOUR COMPETITORS?



- Number?
- Unbeatable?
- SWOT Analysis?
  Weight their advantages
  VS your advantages?
- Probability?
- Alternative?

WHO IS YOUR TARGET AUDIENCE?

ASPAC AWARD JUDGES

(i) Individual Member of LOM for at least 2 years

(ii) Who is/has been NOM Board of Directors or LOM President

NC AWARD JUDGES

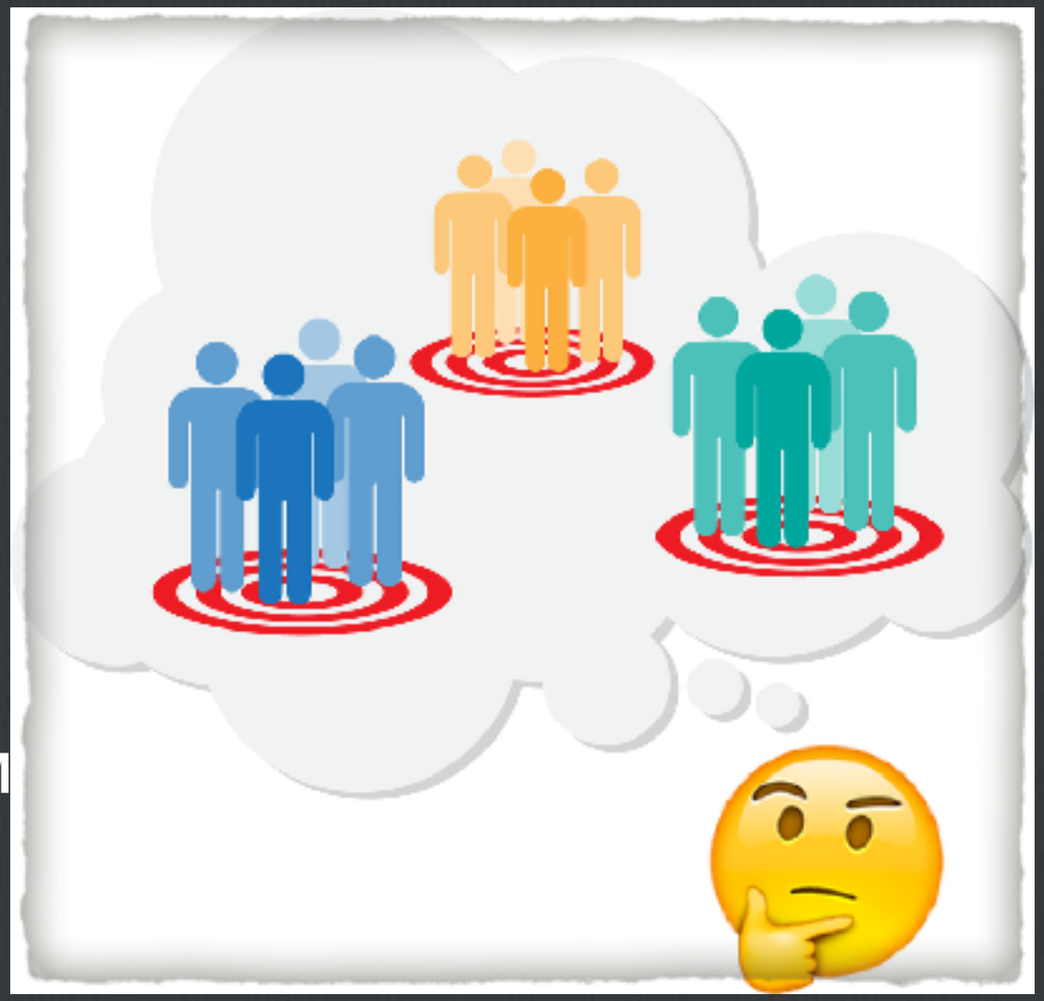
- LOM : Group IIIA

(i) More than 2 years of JC experience

(ii) Have been part and current board member of LOM

- NOM Judging Panel : Group I/IIIB/Best of the Best/Special Awards

NP, NIPP, 2 NEVPs, 8 NVPs, NSG and NHT (14 ppl)



WHEN?

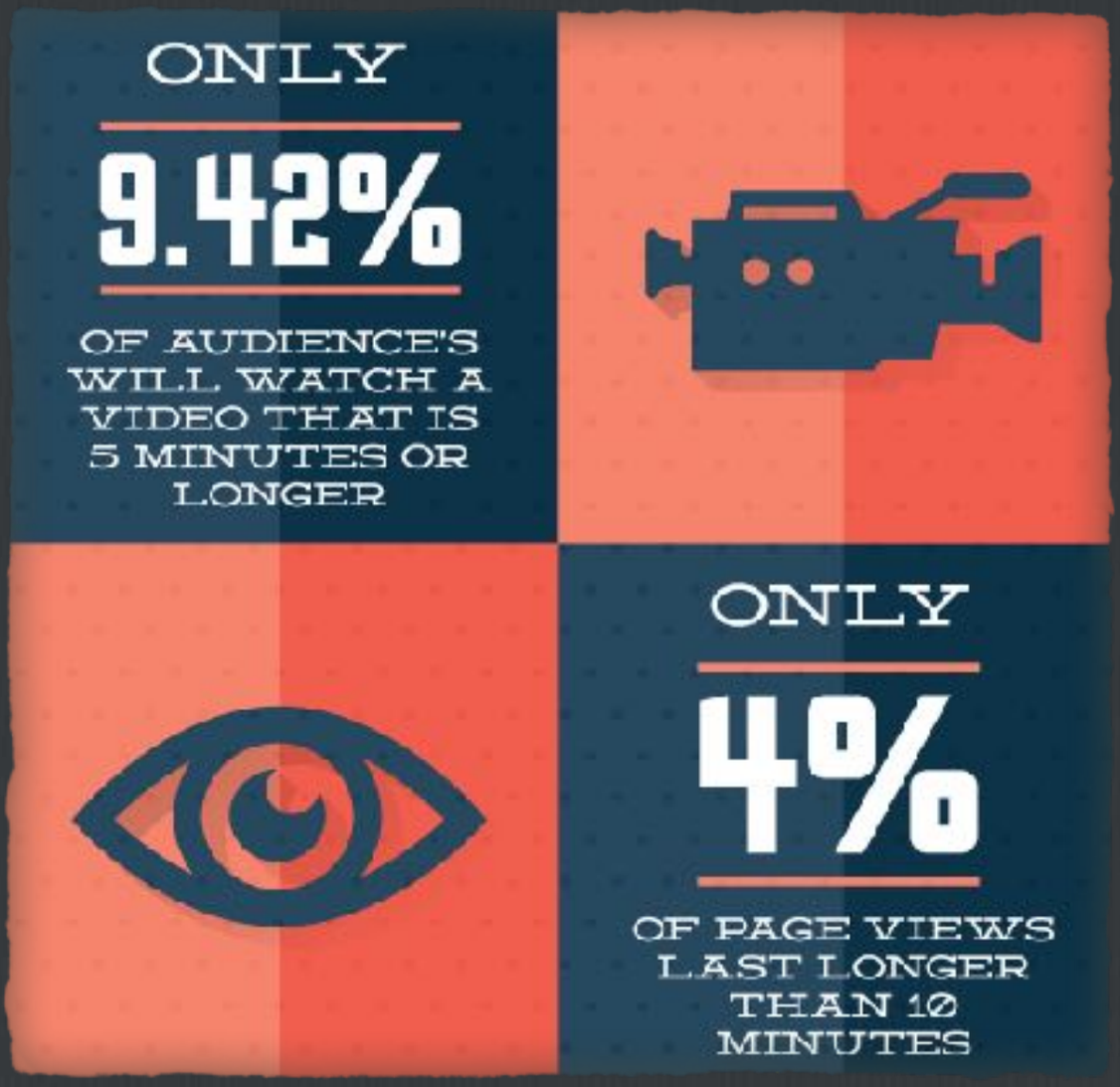
WHEN ARE THE KEY DATES AND DEADLINE?



- Nomination of Award Judges
- Pre-Entry Summary Submission
- Official e-Bid book Submission
- Printed copy submission
- Briefing Session
- Award Judging

HOW?

HOW TO WIN YOUR AUDIENCE HEART?



- Marketing Strategy?
- Promotion? Media?
- Online? Offline?





- Global System VS Local System (ASPAC)
- Non-JCIHK – uploaded to the JCI Platform
- JCIHK only – save it to USB etc
- Softcopy (approved by LOM President)
- Only accept system generated hardcopy
- Hardcopy duly signed (certified) by LOM President

HOW IS THE REAL SITUATION OF AWARD JUDGING?



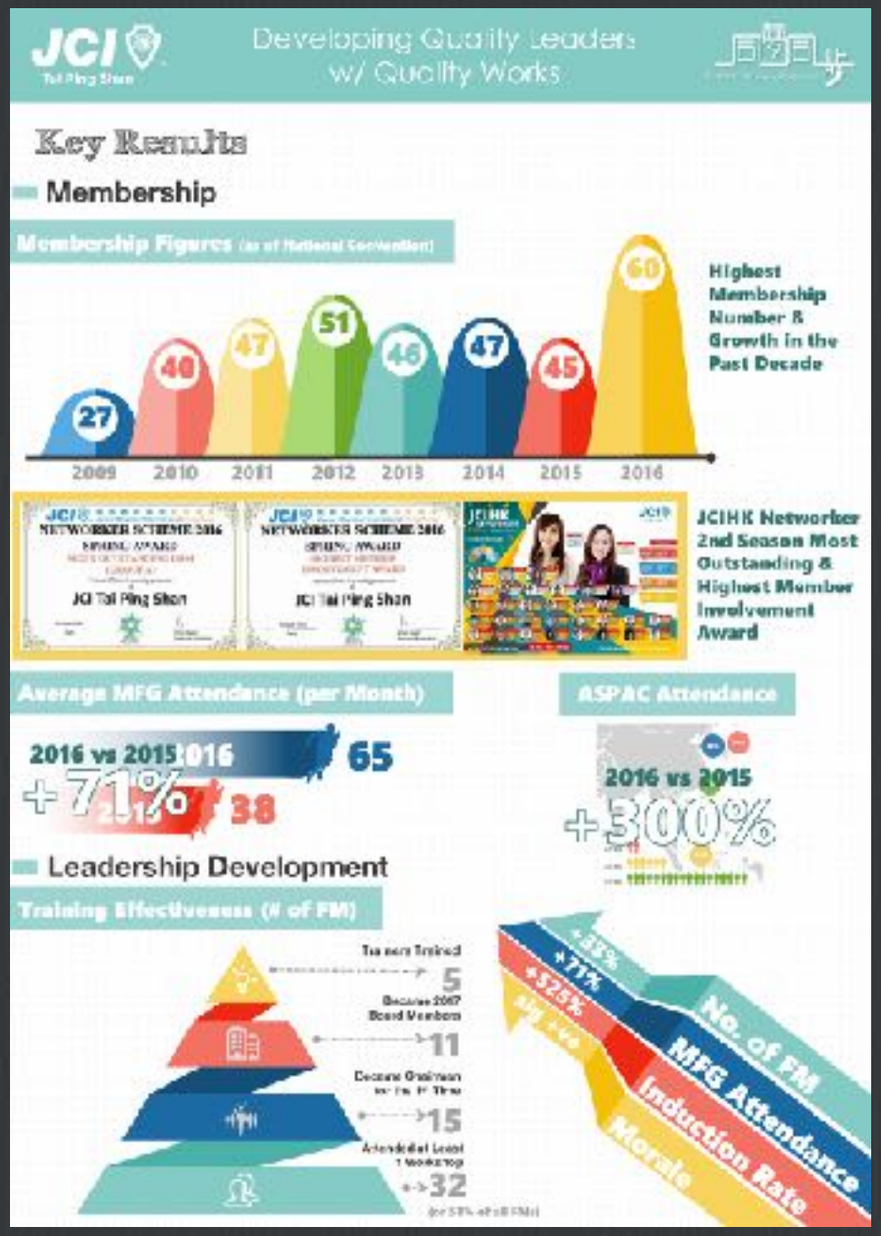


- Plan ahead by delegating your members to be award judges (max. 3 per LOM)
- Learn the weakness/loophole/tricky bit of the game
- Others' Selling Point/Story

HOW TO GET the nitty-gritty stuff DONE RIGHT…



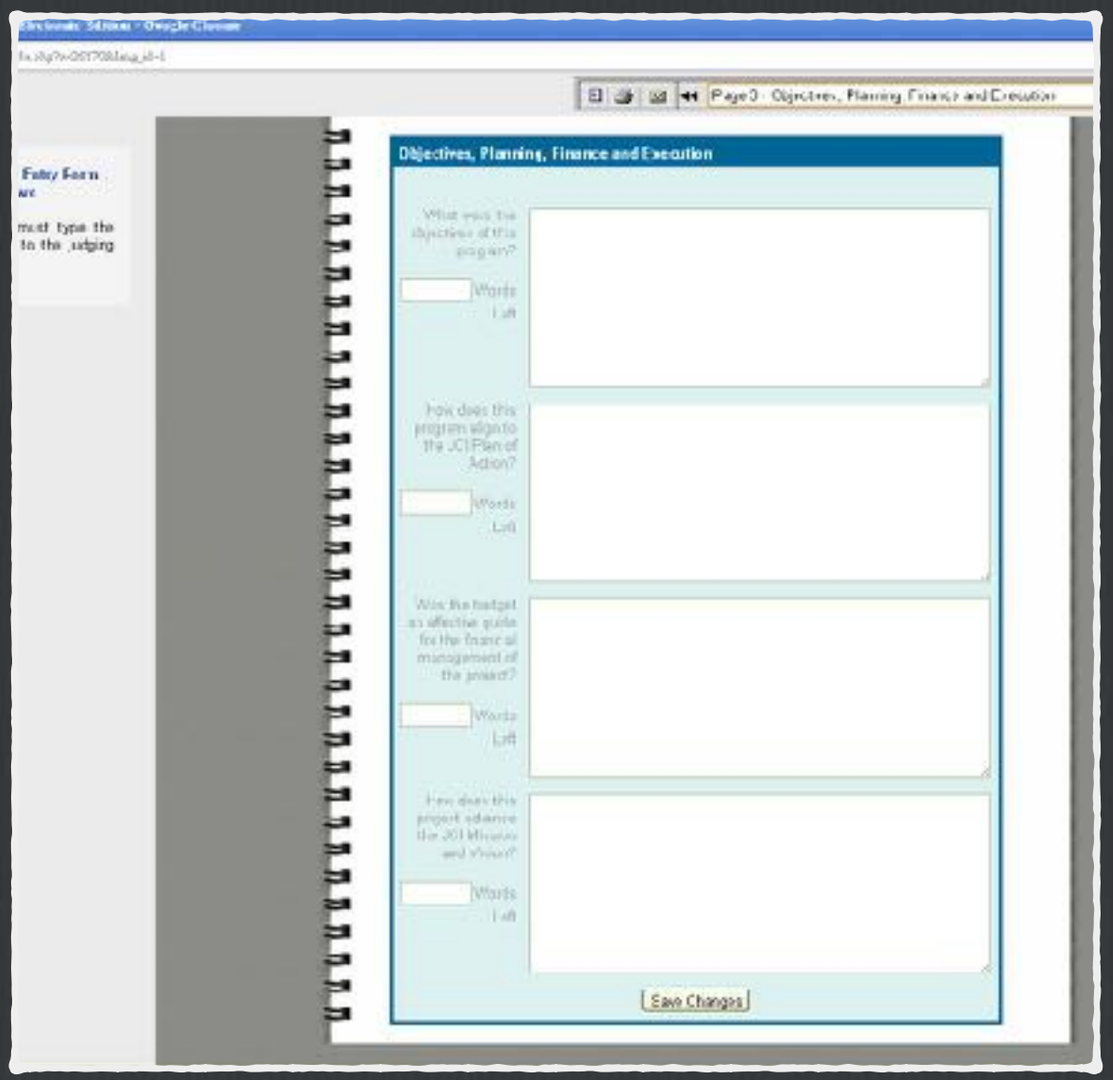
LAYOUT DESIGN





- Topic
- Chapter Frame
- Tools
- Colour Tone
- Precise Figures
- Concise Layout

HTML CODE



- Only for non-“JCIHK only” bid book
- The system only accepts (very old) html code
- Word-to-HTML converter:
  - http://www.html-cleaner.com/

WORD COUNTING

- My project is very impactful!
  - `<p>My project is very impactful!</p>` (7 words)
- My project is **very impactful**!
  - `<p>My project is <strong>very impactful</strong>!</p>` (9 words)
- My project is **very impactful**!
  - `<p>My project is <span style="color: #ff0000;”><strong>very impactful</strong></span>!</p>` (~13 words)
- **REMOVE THE GARBAGE CODE!!**

WHERE?

WHERE TO FIND RESOURCES?

- **The Awards Manual**
  - Can be found under Member Resources Area in JCIHK's website
- **Previous winning bid books in conference**
  - JCI.cc → Programs → Awards → Previous Winner
- **JCI Plan of Action 2017**
  - http://tinyurl.com/JCIPlanOfAction2017
- **Past E-Bid Book seminar slides**
  - JCIHK.org → Member Resources Area → Records & Recognition



LAST BUT NOT THE LEAST....



- Brainwashing the judges
- Observation
- Anything extra you can add?
- Invent your unique technique
  e.g. Extraordinary Template?
- Your Best Move (Show Hand)

「所謂絕招，

就是把一個簡單的事情做到極緻。」

– 電影《一代宗師》



GOOD LUCK & THANK YOU

It is time to show it to the world!