2022 Bidbook Seminar

Be Your Best

Speaker Profile

JC Experience:

- 2022 World Congress Deputy Congress Director
- 2021 LOM President
- 2020 LOM Vice President
- 2019 LOM Flagship Project Chairlady
- 2018 LOM Director
- 2017 Joined JCI City Lady

Award Judging Experience:

- 2021 ASPAC
- 2020 JCIHK National Convention

Awards won:

- 2021 WC Best Inter-organization Collaboration Project (Top 3)
- 2021 NC Best Chapter of the Area (56-90 members) (Award)
- 2021 NC Most Outstanding Chapter President (56-90 members) (Award)
- 2021 NC Award for LOM with Best Contribution in NOM activities (56-90 members) (Award)
- 2021 NC Best Community Impact Program (Award)
- 2021 NC Best Corporate Communication Program (Award)
- 2021 NC Best Local JCI Rise Project (Merit)
- 2021 NC Most Outstanding NOM Director- Winnie Chu (Merit)
- 2021 NC Most Outstanding Member- Bess Li (Merit)
- 2019 NC Best Sustainable Project (Award)



JoJo Leung
2021 JCI City Lady President

Why need to write Bidbook?



Values of Bidbook



The point is HOW you DEFINE the value!

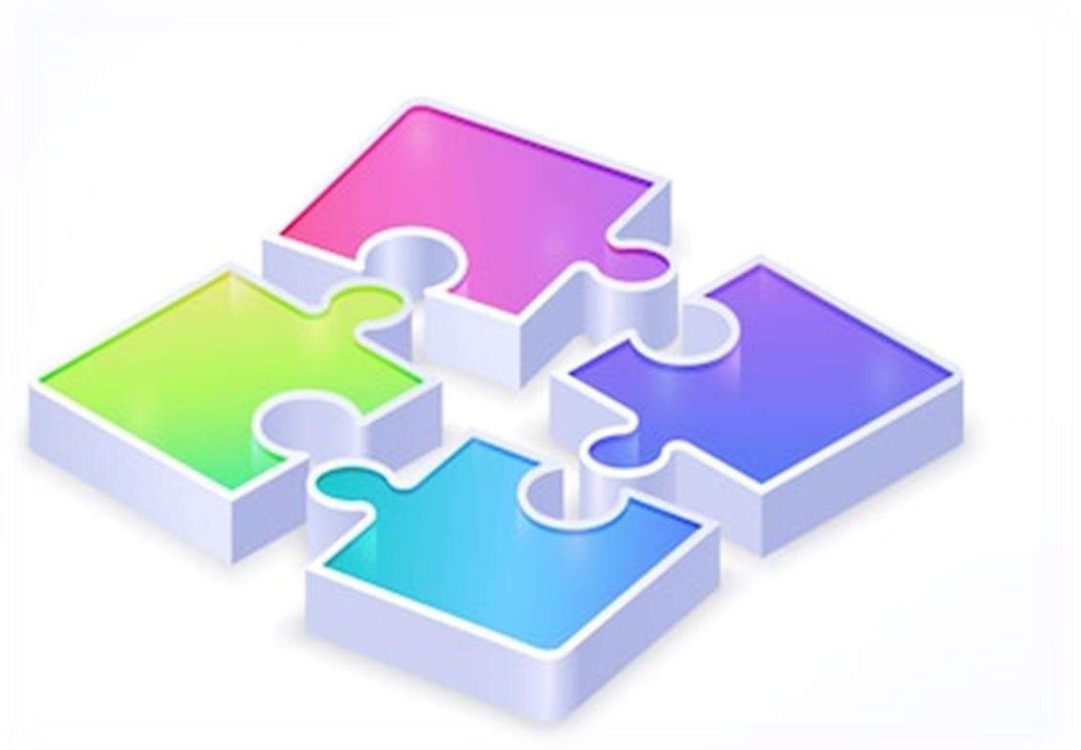
Values of Bidbook

Training

Enjoyment

Achievement

Motivation



Create Lifetime memories!

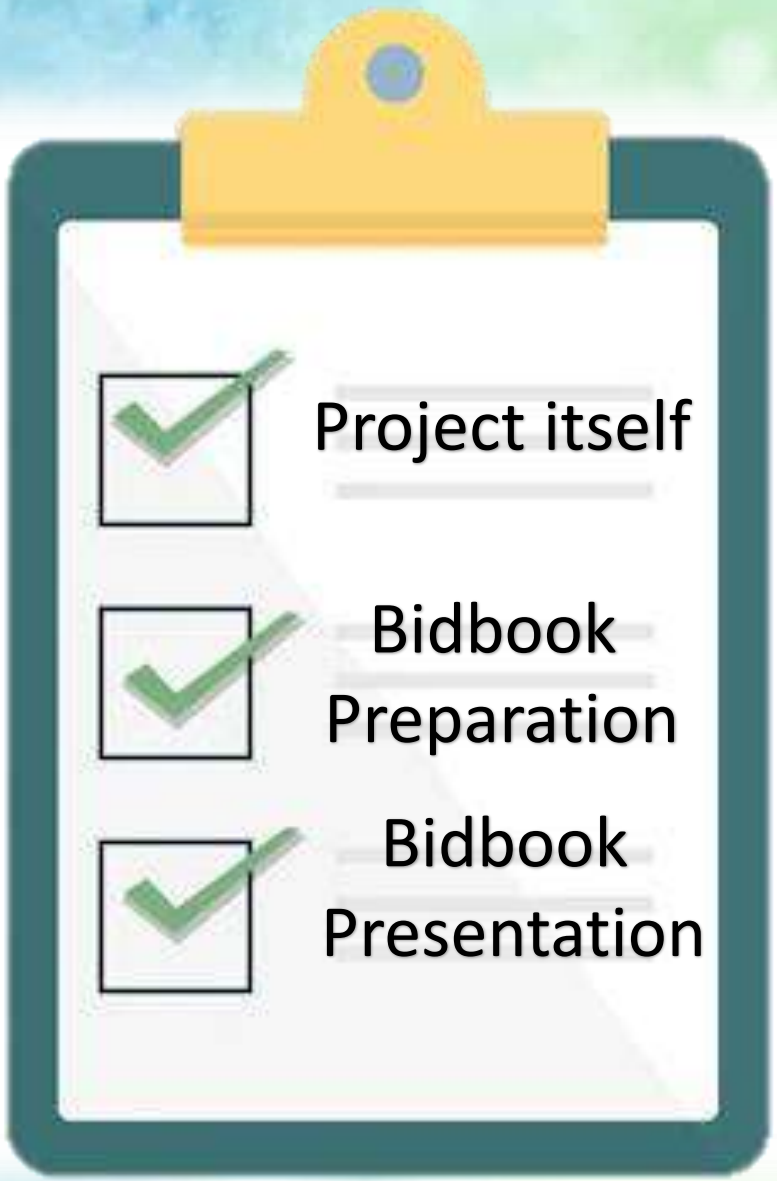
JCI Hong Kong

be the change

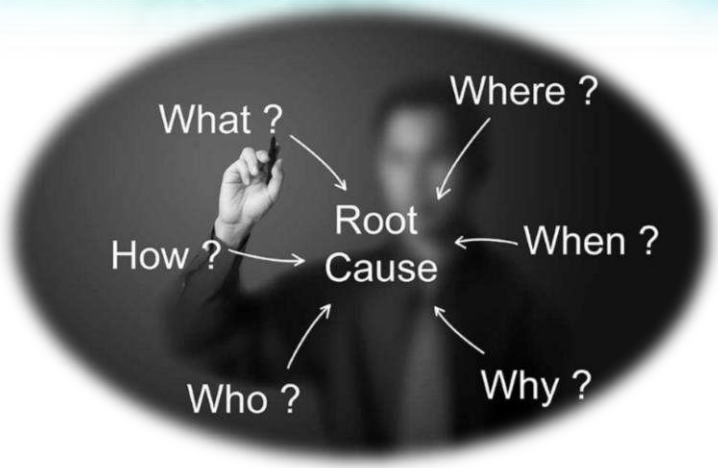


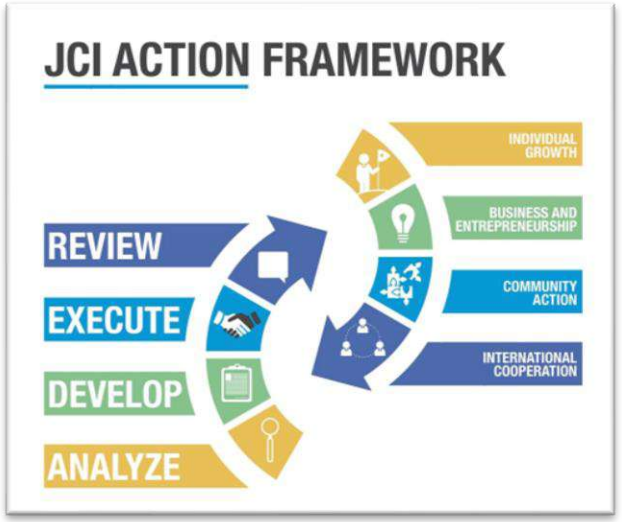
How can you WIN?





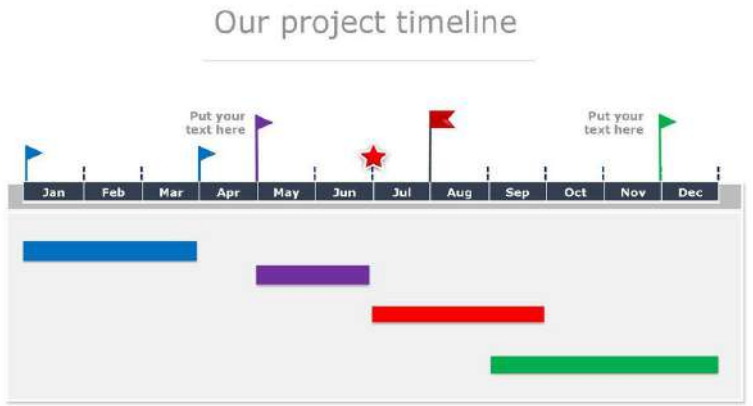
Project itself





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Project itself

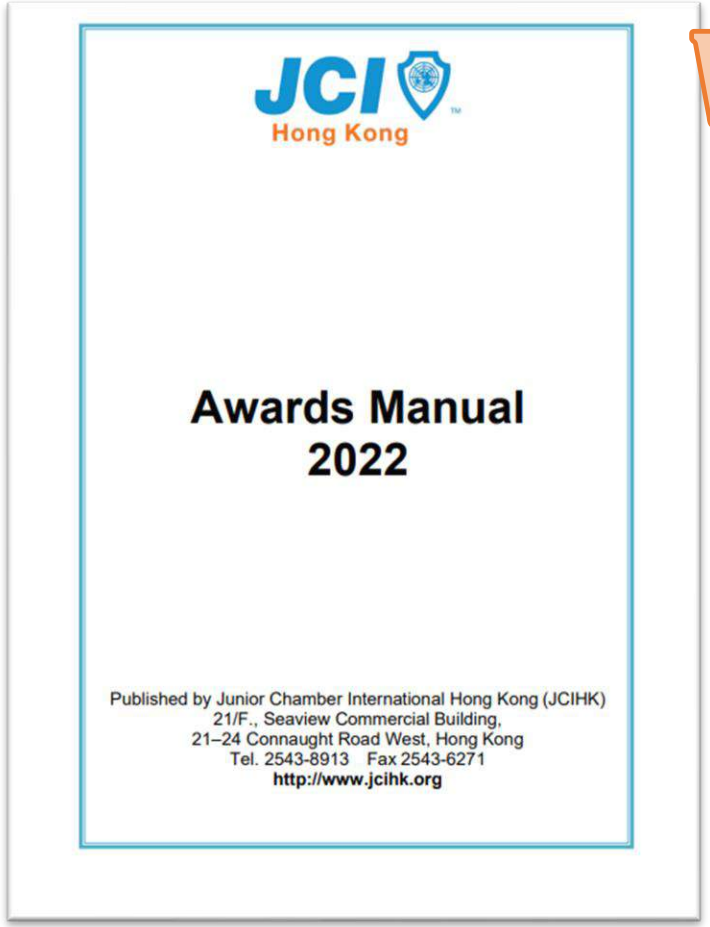


- Recruitment (numbers/%)
- Members' participation (numbers/%)
- Media Coverage (views/pieces)
- Participants' positive change (numbers/%/stories)
- Sponsors/partners (monetary/non-monetary)

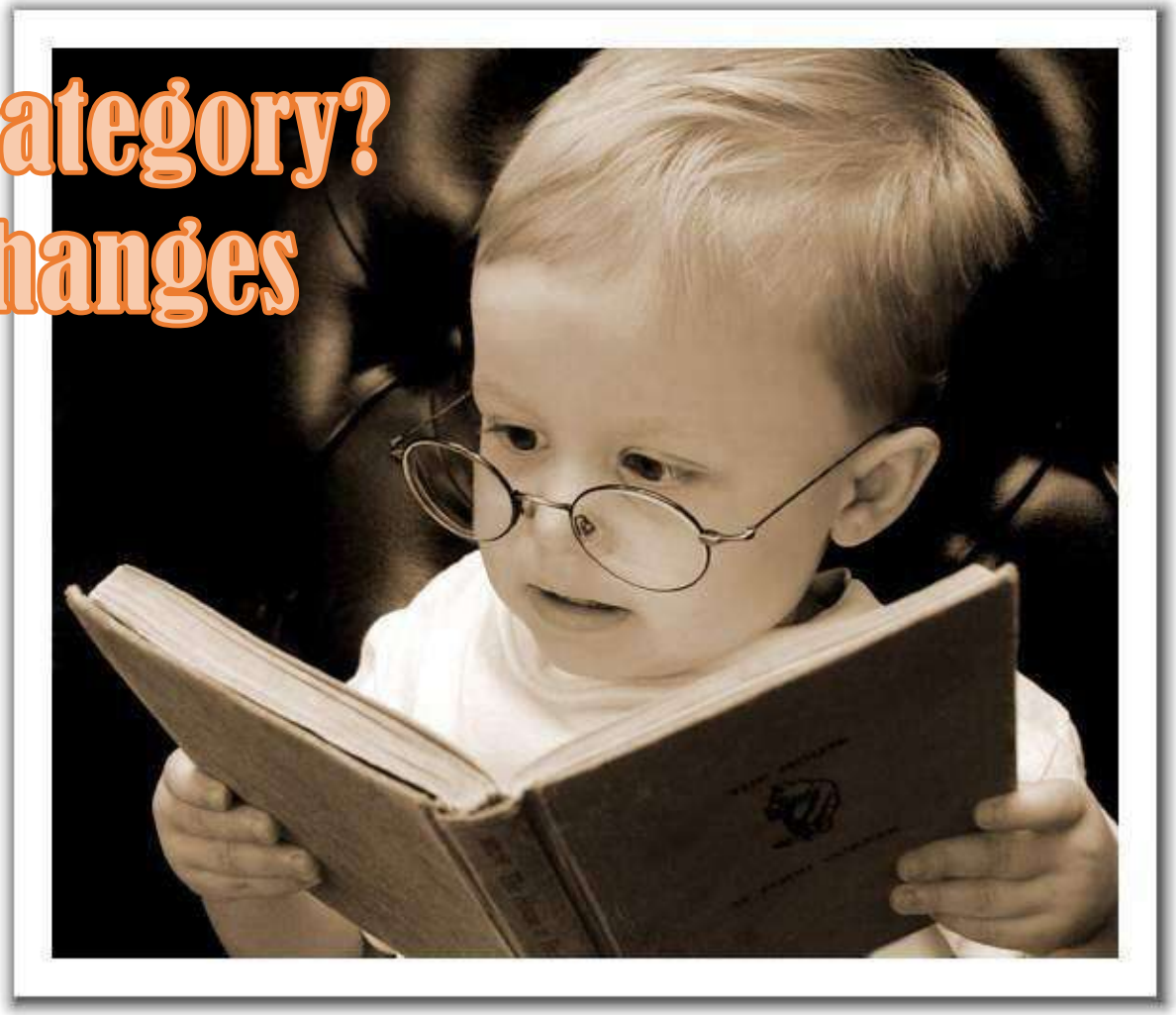
Project itself



Bidbook Preparation



Which category?
Any changes



Bidbook Preparation

Category

III.A.2 Best Corporate Communication Program

Definition: This award is for the recognition of the most outstanding project or program in the field of corporate communication organized by a LOM.

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

Award Judging Criteria	Points
Overall favorable public impact	30
Participation by stakeholders	15
Participation by members	10
Benefit to community	15
Planning, execution and finance	20
Benefit to the organization	10

Note: This award will be granted by JCIHK only. The former name of this award was "Best Public Relations Program".

Local/International Award

Winners
1981 – Bauhinia
1983 – Peninsula
1989 – HK Jayceettes
1990 – HK Jayceettes
1991 – Victoria
1993 – HK Jayceettes
1999 – HK Jayceettes
2000 – HK Jayceettes
2004 – Lion Rock
2005 – Lion Rock
2006 – Lion Rock
2007 – Lion Rock
2008 – Harbour
2009 – Lion Rock
2010 – Peninsula
2011 – Harbour
2012 – Victoria
2013 – Ocean
2014 – Harbour
2015 – Yuen Long
2016 – City Lady
2017 – Bauhinia
2018 – Harbour
2019 – City Lady
2020 – Harbour
2021 – City Lady

Certificate of Merit
1982 – Peninsula
1985 – Victoria / Queensway
1986 – HK Jayceettes
1987 – Ocean
1988 – Peninsula
1996 – City
1997 – Peninsula
2005 – Apex
2007 – Victoria / Harbour
2009 – Harbour
2011 – Sha Tin / City Lady / Sha Tin
2013 – Peninsula / City Lady
2014 – City
2015 – City Lady
2017 – City Lady
2018 – City Lady
2019 – Harbour
2020 – City Lady
2021 – Harbour

Potential competitors

Bidbook Preparation

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"

III.A.11 Best JCI RISE Project

Definition: This award is for the recognition of the most outstanding program or project which contributes to and promotes the expansion of the JCI RISE initiative (Rebuild, Invest, Sustain and Evolve) to make economies and workforces more resilient for the future.

Please note that only economic projects aligning with the three pillars will be authorized, any charity or humanitarian projects will be automatically DISQUALIFIED as these are NOT JCI RISE projects.

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

Award Judging Criteria	Points
Link to the JCI RISE Initiative Pillars (Rebuild, Invest, Sustain and Evolve) Q.1 What were the objectives of this program? Q.2 How does this program align to the JCI RISE initiative? Q.3 What pillar of JCI RISE did this project address? Q.4 How does this project advance the mission of JCI RISE to make economies and workforces more resilient for the future? Q.5 Explain how this project is NOT a charity or a humanitarian project.	20
Rebuilding Economic Resilience Q.1 Describe the economic impact of this project. Q.2 Which economic sector was targeted?	20
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 corporate sponsors or government officials? Q.3 How did this project increase awareness of JCI with future members?	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 Describe how your project targeted membership growth. Q.3 How did the Local Organization benefit from running this project?	20
Impact on the Local Organization's Finances Q.1 How will the surplus be used to grow your local organization? Q.2 What was the financial surplus or loss of the project?	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?	15

Note: Award is allied to JCI Award Programs.

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.

選擇比努力更重要

Bidbook Team Formation

President

VP

Chairman

OC

Advisors

PP



Distribution of Work

Ideas Development

Words

Graphics



Photo organization

Proofread

Time management

Useful Info

- JCIHK Information
- JCI Information
- Project Details
- Statistics
- Graphics
- Logos
- Photos
- Magic Words e.g. Positive Change



Photo collection and categorization

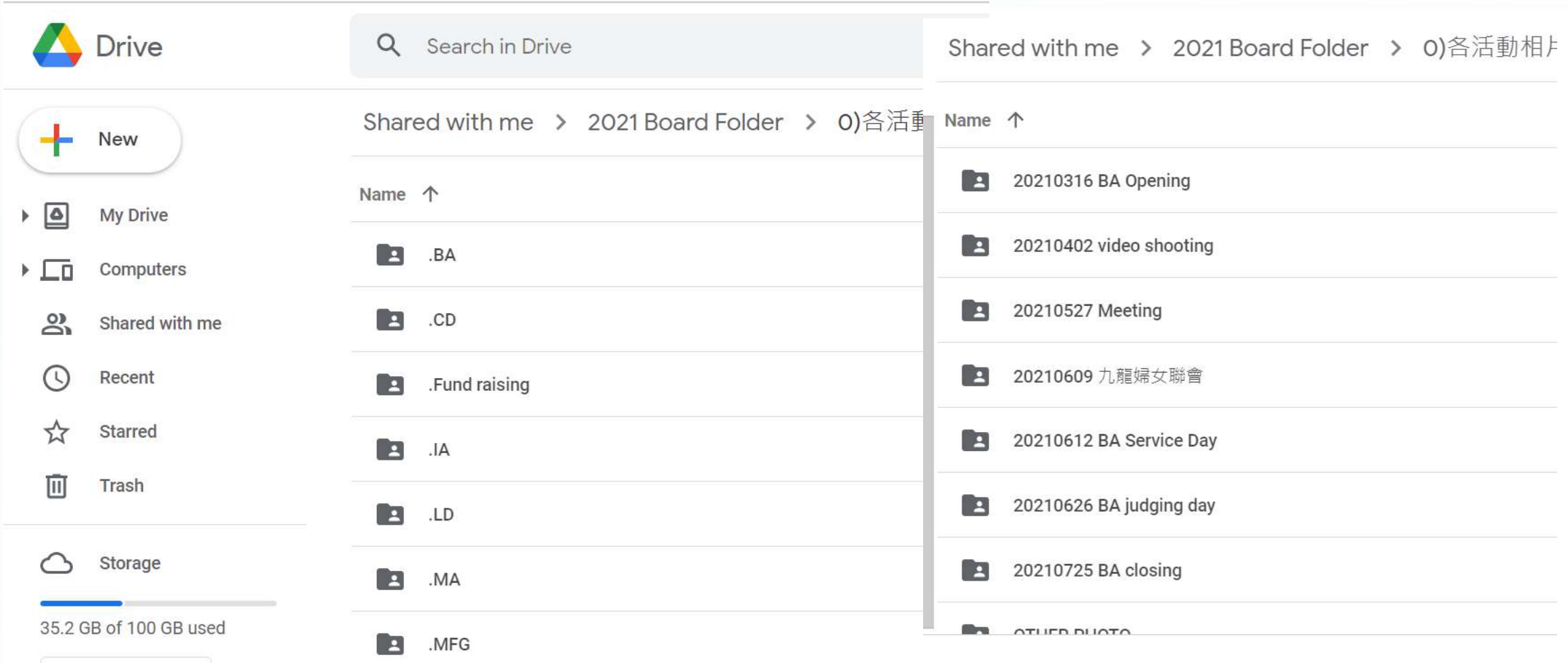


Photo collection & categorization

- Media Selection (by personal/chapter/project/by media type)

Personal



尖子媽媽會考滿分提早上大學！教5招學習秘訣＋應試秘技成資優生【KISSMOM專訪】



Chapter





Project

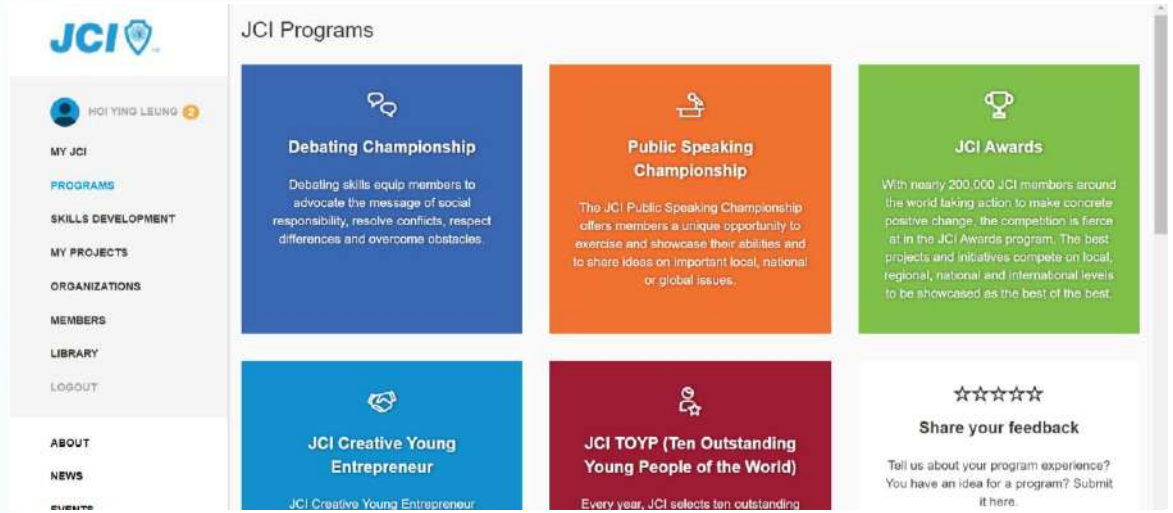


Different media types

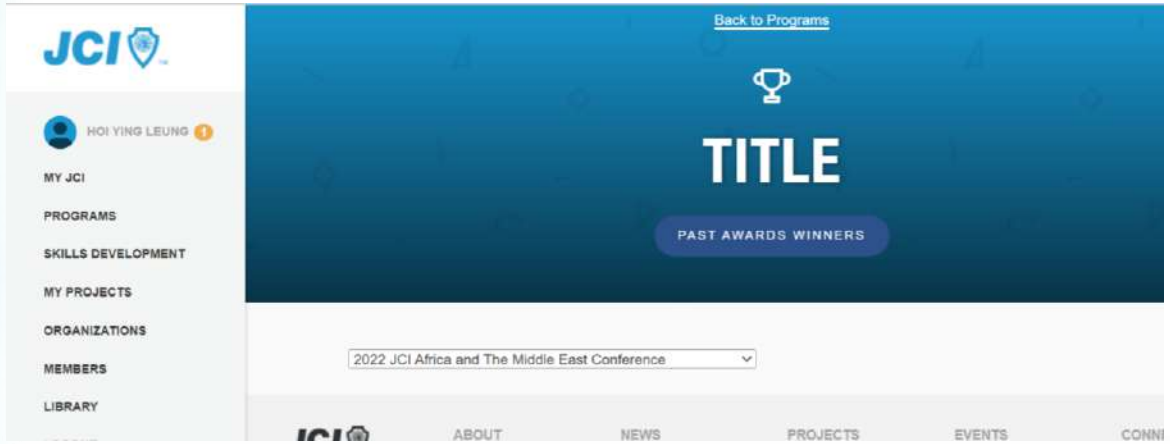


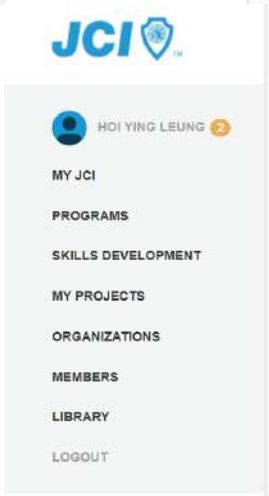


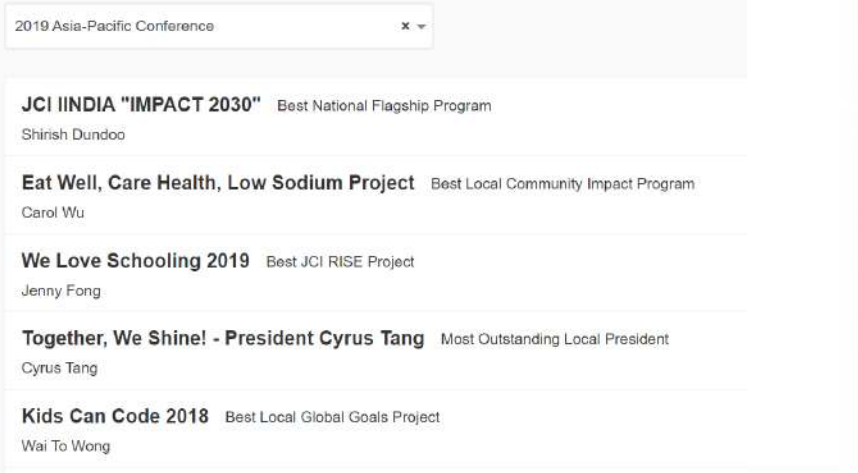
Past Winning Bidbook











JCI Hong Kong

be the Change

万事倶備

Venue and Food!!!

JCI Hong Kong

be the Change















P's Home…

JCI Hong Kong

be the Change























Don’t forget to have FUN!!











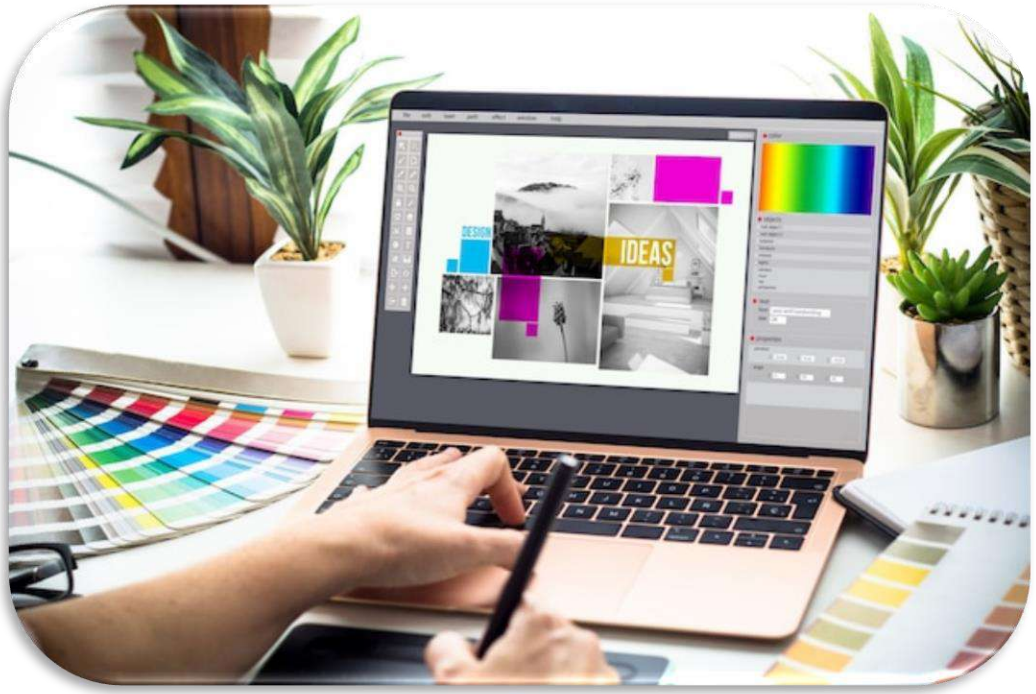
Let's start!!



Bidbook Presentation



Words



Graphics

What to prepare (Words)

-Outline of words

-List out all important project info

-Magic Words

-Word count?



Word presentation

- Wordings:
- 1) SIMPLE English 2) Variation of words



Motivate

Encourage

Inspire

Empower

Support

Influence

Word presentation

- Wordings:
- 3) JCI commonly used language









Word presentation

- Structure & Content: 1) Name it!

Describe how your project targeted membership growth.

Benefit to members – 5C

Caring - members of good change and growth
Collective - Bonding enhancement and target orientation
Commitment - Dedicate to work toward goals
Challenge - Durability of commitment to compete with teammate
Chance - Opportunity for experiential learning and team work

Benefit to Chapter – SMILE

S – Sustainability of Quality and Quantity
Keep progressing quality and quantity members

M – Members Retention
Retain member and maintain steady membership growth..

I – Involvement
Participation for balancing he rights and responsibility

L – Long term impact
To provide development opportunity for young people to create positive change

E – Enjoyment
all the member could enjoy their life in JC and get friendship from JC.

Past Winning Bidbook Reference



Most Outstanding Local Organization

Featured description

Section

Community Development Programs and Results

How many RISE projects were organized?

The S.E.R.V.E initiative

SERVICE to Humanity without any expectation return
ENGAGE with the Local Authorities and Stack Holders
REACH the communities need
VALUEs are important to hold, grow and development in our action plan
ESTABLISH a sustainable solution

Initiated projects that associated with United Nation Sustainable Development Goal with Active Citizen Frame Work

Word presentation

- Structure & Content: 2) Clear subtitles

Section

Impact on Local Organization

What responsibilities did this person take on as a JCI member?

President Cyrus fulfils his responsibility as:

【OPINION LEADER】

Cyrus provides opinion to:

· Members needing advice when making critical DECISIONS OR SPECIFIC NETWORK, with his President's AUTHORITY, NETWORK and JC-EXPERIENCE;

· JCIHK Events Organizers for EVENT/MC ADVICE AND SUPPORT, with his expertise as a professional Emcee and Events Director;

· Hosting Chapter of NATIONAL CONVENTION for advice with experience as FORMER NATIONAL CONVENTION DIRECTOR who achieved great success.

【MOTIVATOR】

· Cyrus motivates his team and members by serving as a living example, proactively attending other LOMS or NOM events while engaging in JCI City events.

· Brothers enjoy the sense of achievement just like what he did and deliver the message that JC work can be fun and fruitful.

【TRAINER】

· Cyrus believes "ELOQUENCE EQUALS LEADERSHIP" and initiated "LEADERS CAN SPEAK" series.

· He attends all first and evaluation meetings of all projects to instill right direction and JC Values to OC team.

Past Winning Bidbook Reference



Word presentation

- Structure & Content: 3) Lists & numbers

Past Winning Bidbook Reference



How many trainings were organized?

Total of 22 Individual Development Projects planned with 22 completion to date on Personal Development,Membership Recruitmen & Retention

22 JCI Official Training Course completed for members include
1) JCIKL Local Academy – 10 BoD members
2) JCI Goal Setting & Personal Coaching– 11 participants
3) JCI Strategy Planning Committee - 11 participants
4) JCI Oregon debate – 10 participants
5) JCI Parliamentary Procedures – 15 particapants
6) JCI Discovery – 65 members
7) JCI New Member Orientation – 25 members
8) JCI Admin (3 courses)- 35 members
9) JCI Achieve (4 courses)– 48 members
10) JCI Impact (4 courses)– 49 members
11) JCI Admin– 40 members
12) JCI Presenter– 7 members
13) JCI Project Management– 20 members
14) ACF Workshop – 20 members

Empower the YOUNG ACTIVE CITIZEN to participate in the International Conference,National Conventi
Chapter Hosting Ceremony to inculcate the mind-set of "Brotherhood of Men Transcends The Sovereignt

Section

Economic Development Programs and Results

How many RISE projects on economic topics were organised ?

The W.I.N.E initiative

WE are YOUNG ACTIVE CITIZEN which responsible in local economy activities with equip of the value of THE ECONOMIC JUSTICE CAN BEST BE WON BY FREE MEN THROUGH FREE ENTERPIRSE

INSPIRE through programs that aim to inspire YOUTH to start their own business

NETWORKING is valuable way to expand our knowledge, learn from the success of others, attain new clients and tell others about our business.

EVOLUTION is essential for successful entrepreneurs

10 series of TOP CEO W.I.N.E Night been organized
10 CEOs sharing been invited for business sharing
5 venue sponsors with collaborate with JCIKL
1 Corporate Visit to MACC
1 International W.I.N.E networking

1Integrity as foundation the Healthy Nation–MACC Integrity Talk: JCIKL initiated Awareness Campaign Talk with topic on INTEGRITY at Malaysia Anti-Corruption Commission Head Quarter. The objective to create awareness on Anti-corruption Education to the public and bring along Corporate Social Responsibility (CSR) to our Corporate Partners and with JCI Values Together inspired more people become ACTIVE CITIZEN. (UNSDG16,CSR#10)

JCIKL persistently Promote practicing INTEGRITY, GOOD ATTITUDE, & POSITIVE MINDSET and adhere to JCI VALUES

Word presentation

- Structure & Content: 4) Statistics

Results:
UNITE TO IMPACT – Chemical elements merged with D.R.E.A.M and CARE Programs, these break our HIGH RECORD RESULTS, that are:

Recruitment:
- 45.61% net growth on full members
- 83 full members, record high since establishment in 1994
- Recruited 36 PMs as of August
- 1 PMOs held, with almost 60 attendance and over 50% conversion rate
- 6 members won JCIHK Networker (1st among 21 chapters)
- Winner of JCIHK Networker (Medium-sized chapters)

Retention
Achievements in APEX
- Approaching 80% retention rate
- 100% retention rate for senior members
- 91.2% members participated in APEX's Projects
- 100% members joined Membership Monthly Missions
- BA, CD and UN projects had the high rate of attendance (Over 100)
- Remarkably number of members, over 100 in Food Paradise Group, among 4 interest groups

Achievements in JCIHK
- 12 non-board members are titled in JCIHK
- Over 30% Past Presidents contributed in JCIHK projects
- 116% Efficiency Index (3rd among 21 chapters)
- Approaching 100% participation rate for all JCIHK projects
- The highest number of attendance in JCIHK's Inaugural Ceremony, Change Maker Forum, COC Sport Day and 27th 5-Star Training Camps
- 14 members participated in JCI ASPAC 2017 (3rd among 21 chapters)
- Co-host JCIHK Public Speaking, our Member won the first runner-up in open class

Past Winning Bidbook Reference



Graphics Presentation

- Powerpoint templates







Graphics Presentation

- Powerpoint templates

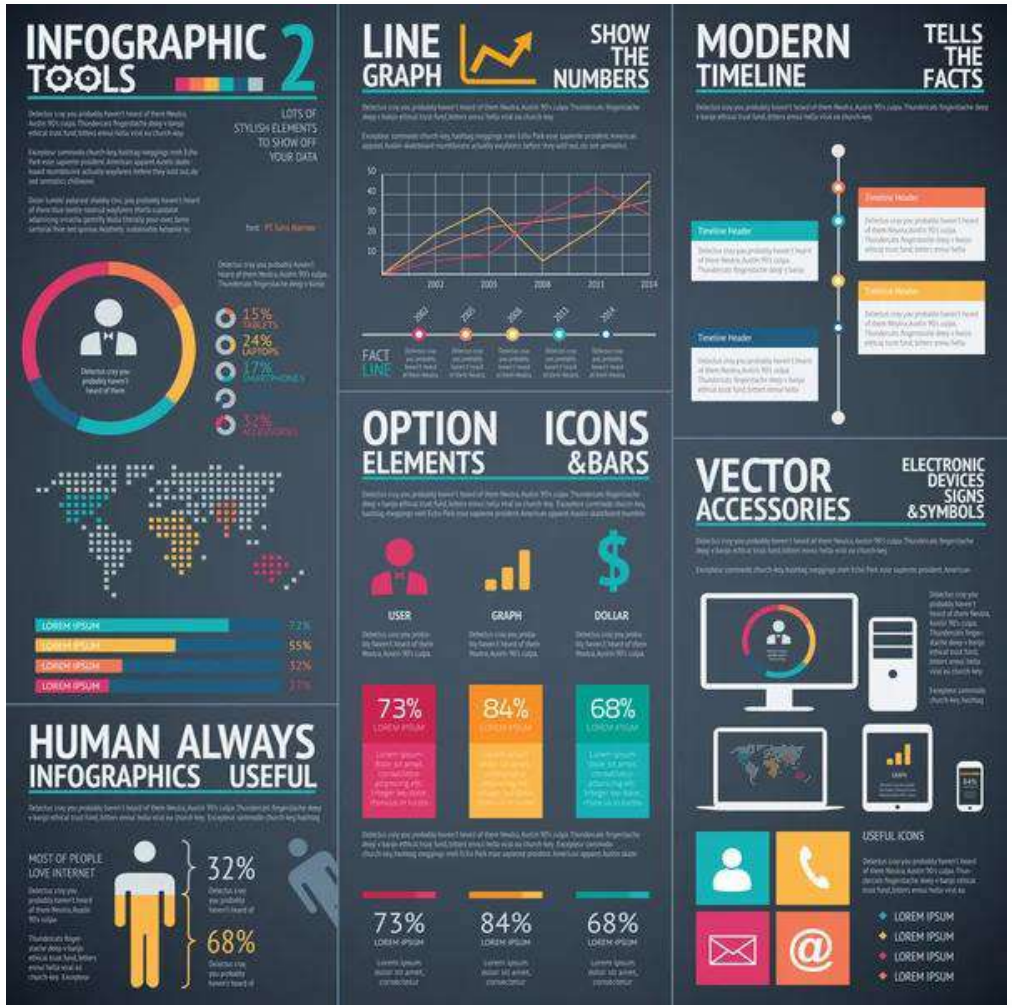




Graphics Presentation

- Infographics



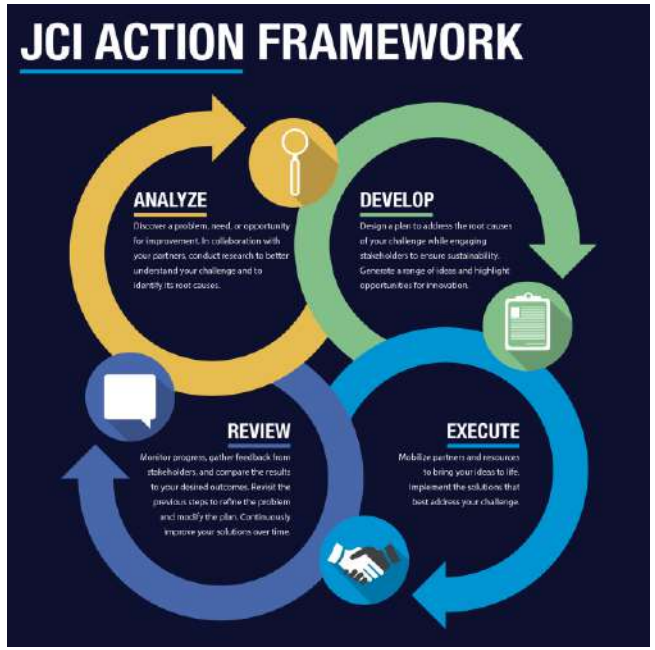


Graphics Presentation

- JCI commonly used graphics







R I S E

Photo Presentation





All group photos?







Photo Presentation

Group photo with different people





What message do you want to send to judges?

Photo Presentation

JCI Hong Kong

be the Change

Group photo



Action photo



Photo Presentation

Action photo: different messages



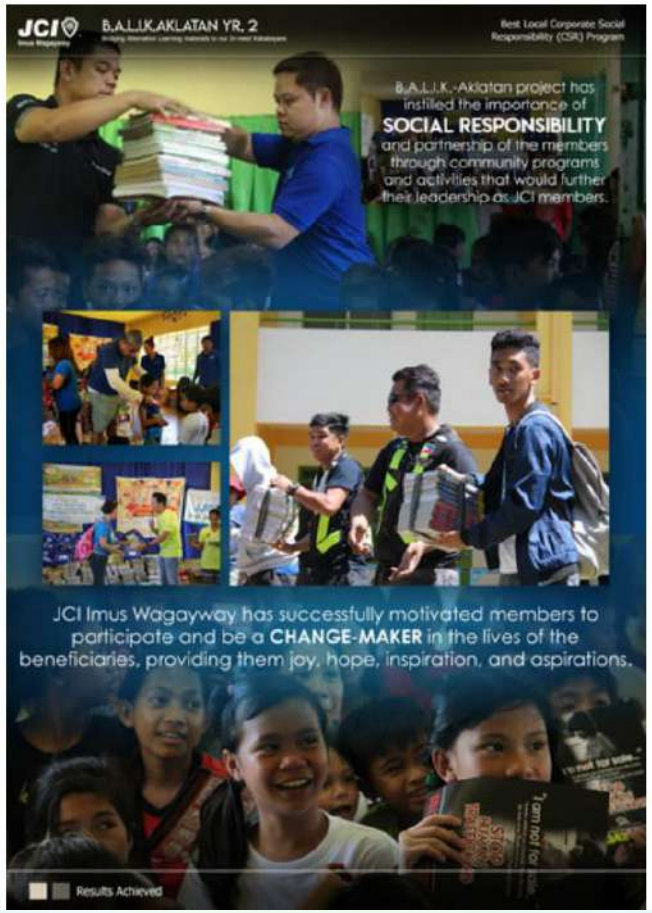






Photo presentation

- Action photos from different angles





Past Winning Bidbook Reference



Photo presentation

- Clear presentation with numbers & description





Past Winning
Bidbook Reference

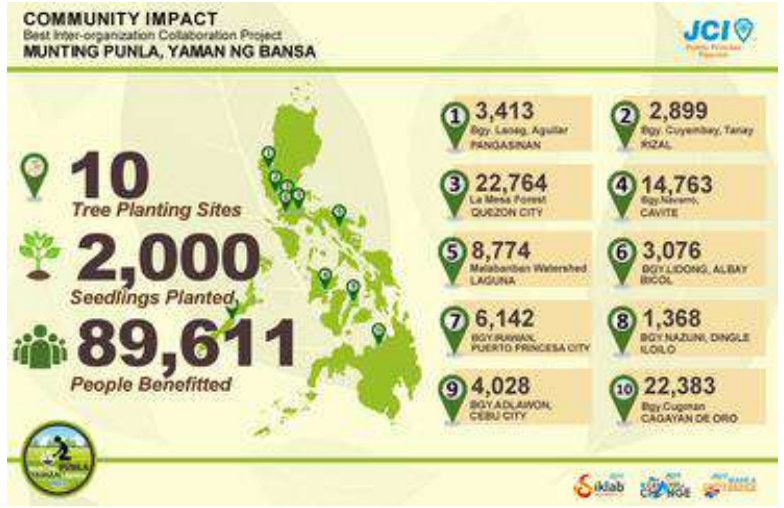


Photo presentation





Zoom?





Photo presentation

IMPORTANT NOTES:

- Photo selection & categorization
- Group Photo/ Action photo/Close Shot
- **What MESSAGE do you want to bring to judges
- DON’T assume they attended your events
- High resolution, crop, angle, no same pictures



Judges

Who are the JUDGES?

IMPRESS them before Bidbook Judging Day

Promotion: Personal+Online marketing

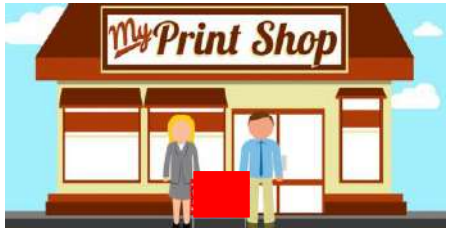


Important notes

- Find Printing Shops
- Have softcopies on hand
- Be ON TIME!









Important notes

- After bidbook submission, not yet the end!
- PROMOTION, PROMOTION & PROMOTION



Your hard work will pay off!







Relax, Enjoy and Have Fun!



