THE HONG KONG JUNIOR CHAMBER OF COMMERCE

AWARD BID BOOK

Hong Kong Junior Chamber of Commerce

II.10 Public Relations Award (II.C.4.3)

Pusan World Congress - 1996

NAME OF THE PROJECT: P.R. in Action

DESCRIPTION OF PROJECT OR ACTIVITY:

The " P.R. in Action" project is an all year-round national program covering both external & internal public relations. The main objectives are to create public awareness of the Hong Kong Junior Chamber of Commerce, foster goodwill with the media and the government, and strengthen the skills and knowledge of members in handling public relations. The major activities are summarised below:

1. Press & Publicity- Regular bi-weekly "JC Column" published in one leading local newspaper throughout the year for promotion of JC activities and membership recruitment.
2. Media Relations - Press conferences, press releases and regular contacts were maintained with the press to disseminate information about the organisation.
3. P.R. Commission - In addition to the P.R. Handbook for members' reference, this year we organised a large-scale P.R. Seminar for both members and the public in order to enhance our P.R. skills of members.
4. Support to government - Initiates support not only to government departments as well as other organisations, participates in public activities to promote corporate image.
5. Participation - Actively participates in international conferences, organising large scale projects e.g. Main Emphasis Theme projects series, in order to arouse the public awareness of organisation.

NAME OF THE NATIONAL ORGANIZATION: Hong Kong Junior Chamber of Commerce

PLAN OF ACTION SUMMARIZED

OBJECTIVES	ACTIONS TAKEN	RESULTS ACHIEVED
1. Create public awareness of Hong Kong Junior Chamber. 2. Strengthen relationships with the media. 3. Strengthen relationships with government and other organisations. 4. Recruit new members. 5. Strengthen skills and knowledge of members on handling P.R.	1. Arrange press supplements in leading newspapers. 2. Maintain frequent contacts with the press briefings, conferences & meetings. 3. Regular courteousy visits were arranged to government departmentsand other organisations. 4. Increase exposure of HKJCC in the public eyes thru organising the Main Emphasis Theme projects series. 5. Organise a series P.R. Seminars for members and general public.	1. Substantial positive media publicity was generated. 2. Enthuiastic response from the media achieved : high attendance rate of reporters at all Jaycee events. 3. HKJCC was invited by the government to be represented in various committees related to youth, community issues, etc. 4. Large no. of inquiries received regarding membership. 5. Skills of members were enhanced.

BRIEF STATEMENT ON BENEFITS OF THE PROJECT OR ACTIVITY:

1. The series of "P.R. in Action" program is unique in scale and nature, and addressed the needs of the local chapters. The program provided excellent training opportunities for NOM officers & JC members to improve their P.R. techniques, marketing know-how, & develop a stronger sense of belonging to the organisation.
2. The " P.R. in Action" program successfully generated an atmosphere of trust and harmony between NOM & LOM officers and amongst individual members.
3. Public awareness has been enhanced and the social network of Hong Kong Junior Chamber has been remarkably extended as evidenced from the wide media coverage received and the presence of many celebrities in our functions.
4. Good relationship was established with government bodies and other organisations. Generous support and sponsorship was received throughout the year.

RECOMMENDATIONS:

1. As JCI is an international organisation, we should outstand our strength in international networking. More international events should be organised to achieve stronger P.R. results e.g. International Jaycee Week.
2. The success and impact of P.R. set an excellent framework and reference for future NOM/LOM administration, it also strengthened the relationship among chapters.
3. The solid image built added momentum to our membership recruitment and facilitated our soliciation of sponsorship and support.

BEGINNING DATE:	ENDING DATE:	NUMBER OF COMMITTEE MEMBERS:	NUMBER OF OTHER VOLUNTEERS:
1 November 1995	30 October 1996	8	40
TOTAL PROJECTED INCOME US$:	**TOTAL ACTUAL INCOME US$:**	**TOTAL PROJECTED EXPENDITURE US$:**	**TOTAL ACTUAL EXPENDITURE US$:**
4,711.53	4,550.00	4,711.53	4,487.18

Entry Form

JUNIOR CHAMBER INTERNATIONAL
GROUP II ENTRY FORM
AWARDS FOR NATIONAL ORGANIZATIONS

INSTRUCTIONS:
- Refer to the Awards Manual.
- Complete this form and attach five copies to your scrapbook as instructed in the Awards Manual.
- Attachments to this form are not permitted.
- Any financial information must be accompanied by the exchange rate into United States dollars (US$) at the date of completion of this entry form.
- Scrapbooks for Group II Awards are restricted to 30 pages.
- Please include a photograph relevant to the project or activity described in the entry form.

NATIONAL ORGANIZATION: Hong Kong Junior Chamber of Commerce

CERTIFICATION OF NATIONAL PRESIDENT
I hereby certify that the information in this entry form is true to the best of my knowledge.

Signature _____ Date 1 November, 1996

Name (Print) Justin Lui

AWARD NUMBER:	AWARD TITLE:	NAME, ADDRESS AND FAX NUMBER OF SUBMITTING NATIONAL ORGANIZATION OR CHAPTER:
II. 10	Public Relations Award (II.C.43)	Hong Kong Junior Chamber of Commerce 1/F, 60 Bonham Strand East Sheung Wan, Hong Kong Fax NO.(852)-2543-6271

CURRENT DECLARED NUMBER OF MEMBERS:	CURRENT DECLARED NUMBER OF CHAPTERS:
1,150	18

BUDGET AND FINANCIAL STATEMENT: In the space provided below, fill in the applicable amounts in local and U.S. currency. The "Proposed Budget" column reflects the project's anticipated income and expenses at the planning stage. The "Actual Budget" column reflects actual income and expenses.

Conversion Rate HK$7.80 =US$1.00	PROPOSED BUDGET	ACTUAL BUDGET
Income:		
Membership Dues	NIL US$ NIL	NIL US$ NIL
Other	HK$36,750 US$ 4,711.53	HK$35,490 US$ 4,550.00
Total Income:	HK$36,750 US$ 4,711.53	HK$35,490 US$ 4,550.00
TOTAL EXPENSES	HK$36,750 US$ 4,711.53	HK$35,000 US$ 4,487.18
TOTAL PROFIT/DEFICIT	NIL US$ NIL	HK$490.00 US$ 62.82

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Originality

Major Emphasis Theme Project

This year, all NOM / LOM Community projects were group under the Major Emphasis Theme Umbrella (MET)e.g. Hope Library, The Power of Now Seminar, New Arrivals , Ten Outstanding Young Person s Selection and the Outstanding Students Award. Throughout these large scale project, we gained wide media coverage and publicity for further enhancement of JC image towards the public.



Students bid for top honours

By Ada Yeung

FINAL interviews for the ninth New Territories Region Outstanding Students Selection, co-organised by the Yuen Long Jaycees and Keelung Junior Chamber, were held last week.

A total of six promising students who were selected from 100 entries submitted by secondary schools and institutes in the NT Region, were interviewed.

The results will be announced at the prize-giving ceremony on 17 August.

Adjudicators included Legislative Council president Andrew Wong, director of Mandarin Films Limited Raymond Wong Pak-ming, Central Committee member on youth sub-committee chairman Junia Ho, Hong Kong Junior Chamber's national president Justin Lui and the Education Department's principal education officer (Service) Chong Kwok-kit.

The adjudicators tried to create a relaxed atmosphere as questions on youth problems, unmotivated students, civic education, the effect of the population boom on the economy, trends of locally produced films, dating and much more were discussed.

But most students said they found the question, "What's the meaning of life?", a surprise.

"It is important to be happy throughout your whole life. To be able to look for a good job, to support my parents and families", was the most popular answer given by the students.

The judges assessed the students' academic achievement, civic knowledge, leadership and personality.

Active involvement in the community, extra-curricular activities and leadership training also received equal merit.

Legislator Andrew Wong said interest in politics was not necessary to be chosen as outstanding students.

"Leadership, a willingness to serve society, having potential and being gregarious will do," said Mr Wong, who has been an adjudicator for several years, and was able to tell from experience, if the students participated in voluntary work to build up a good resume or to help society.

Another adjudicator, Junia Ho, said that students' understanding of the meaning of life was still ambiguous, but they showed a very mature attitude towards their success or failure of being selected as outstanding students.

Secondary Four student Poon Hoi-ling from Yuen Long Public Middle School, the youngest among a pool of Secondary Six and Seven pupils, and Wong Ah-na, a student from SKH Lam Woo Memorial Secondary School said that they were honoured to have been in the final and did not mind whether they were selected or not.

"There are too many contributing factors I won't be disappointed if I'm not chosen. Attending the interview was a very good experience," Hoi-ling said.

The winners will embark a one-week cultural exchange tour of Taiwan.

The 16 finalists will join the NT Region Outstanding Students' Association formed by previous outstanding students to serve New Territories.



"New Arrivals"-
The Younger Generation From China





專業管理課程
加大學認可學分



新界傑出學子



TEN OUTSTANDING
YOUNG PERSONS
SELECTION 1996



Originality

Concern on civic issue

This year the HKJC set up a special section in the b-weekly press supplement in order to increase the pubic awareness on civic issues. Different topic was discussed each time. For example Crisis Management, Be polite, JC experience, How to utilize your leisure, and Concern for the Elderly.

Extract from different news articles

趣味小品──危機意識

挑戰人生新一頁──再培訓計畫

趣味小品 禮多人不怪

趣味小品 寒流中的反思

趣味小品 一笑解千愁

善用餘暇

趣味小品

不經不覺參加青商已有四年，對於這個組織的感情與日俱增。對於這個組織有幾方面令我印象非常深刻和認同。

第一當然是它的訓練機會，在這裏每個人只要願意便可以嘗試和接觸不同的崗位和事物。在籌備活動過程中，籌委會成員可以接觸各界不同人士，嘗試宣傳工作、節目安排，場地物料統籌、會議紀錄監督計劃……等等不同工作。在會務方面又可以參與董事局學習各樣會議程序，會務安排，督導管理……等等職務。最重要是背後有許多資深會員提供寶貴意見和指導。

第二是團隊精神的培養，青商朋友來自不同階層和行業，當組合一起工作，當中牽連複雜的人際關係，尤其是大家都是利用工餘時間來參與，如何去推動大家的士氣和合作精神便提供一個很好的人際關係鍛煉機會。當一組人合作無間地完成一個工作計劃，順理成章地便成為好朋友了。

最後青商令我最深刻的是青商是一個着重過程中會員的得着，而不是活動結果的成績，會員被鼓勵在籌備活動時爭取參與和實踐，就算結果不如理想也不會受到攻擊。反之更加鼓勵會員在下一次工作計劃中繼續努力。這是不是很可愛呢，會員可以有無限次機會去鍛煉自己而毋須擔憂被人踢出局。

編輯 黃慧珠

香港青年商會第三十一屆週年大會特刊

籌辦分會：浩洋青年商會

Originality
Supportive Action From the Press
The year NOM structure with photos of NOM officers and LOM Presidents were established in two leading local newspaper: Sing Tao Daily & The Hong Kong Commercial Daily. Together with a free supplement for the National Convention (All in full page)

Press supplement in Sing Tao News Daily - National Convention

大會主禮嘉賓獻詞



欣逢香港青年商會舉行第三十一屆總會週年大會，我謹向籌備這項盛事的會員致賀。

商業是香港經濟的命脈。香港青年商會為二十一至四十歲的青年才俊，提供理想的機會，讓他們彼此交流資訊、分享經驗。商會不僅協助會員開拓個人前途，還促進本港的企業發展。

我謹祝香港青年商會事事順遂、會務蒸蒸日上。

運輸司蕭炯柱太平紳士

總會會長獻詞



青年商會是一個着重締造積極及正面改變的國際組織。會員透過「從實踐中學習」鍛練自己：發展其領袖才能、增進其社會責任感及培育其企業精神。此外，透過我們籌辦之社會發展及商務發展工作計劃，使我們身處之社區得到正面改進。現正（在十月四至六日期間）舉行之週年大會正好讓我們檢討一年工作進展及制訂未來發展路向。

今年大會主題 [illegible] 服務帶動，此轉變既給企業 [illegible]，亦帶來機會。將來怎樣呢？深信是次主題講座定能前瞻本港企業未來發展之方向。此外亦啟發青商會員思索商務機會的工作方向，俾本會屬下商務協進部更能發揮其功能，為促進香港及鄰近地區的經濟發展與商務拓展盡一份力。

在此感謝運輸司蕭炯柱太平紳士為大會主禮及各演講嘉賓及贊助機構對本會的大力支持。

雷永強

週年大會總監獻詞



今天是香港青年商會一年一度之週年大會開幕的盛事。是次週年大會除今晚於文化中心音樂廳舉行之開幕典禮外，於明天及後天將會在香港金鐘港麗酒店舉行為期兩天的全體會員大會及一連串的訓練講座。

今年大會之主題為：香港企業－挑戰與躍進，以香港企業在香港回歸成為中國之特別行政區轉變及將會面對甚麼新挑戰作為議題。今年大會請到多位企業界及政府的專家為是次主題作出闡述。此外，大會亦安排了一個以「如何達成協議」為題目的講座。

除此之外，大會所舉行的全體會員大會亦選舉及執行董事局成員，大會今年更榮幸地邀請到港府太平紳士為開幕典禮之主禮嘉賓。浩洋青年商會很榮幸能在香港回歸中國前最後一次週年大會，故此我們特別安排了生面並以「香港的變奏」為主題的綜合表演於今晚的開幕典禮中，更邀請到名歌星呂珊小姐獻唱。

是次週年大會能成功舉行，實在有賴各界社會人士的贊助，在此本人謹代表香港青年商會及籌辦分會向兩間贊助機構，新一代（集團）卡拉OK有限公司及[illegible]酒的慷慨贊助致萬二分謝意，此外亦要向各其他贊助商對是次大會的支持及協助，及籌委會成員多月來辛勞表示感謝。

大會贊助商獻詞



香港青年商會在過去四十多年來，秉承其【服務社會、訓練自己】的宗旨，每年皆培育不少"社會領袖"，人才輩出。每年所舉辦之"十大傑出青年選舉"，更是香港一年一度的盛事，成績有目共睹，屬下之十八分會，更以"關心年青一代、培育明日領袖"的主題，舉辦大大小小不同的社會服務工作計劃，成為培養香港有為"新一代"的主流。

作為東南亞最具規模的卡拉OK連銷店，本公司"新一代（集團）卡拉OK有限公司"，亦以提供均衡的娛樂給廣大市民為經營宗旨。同時為回報社會，本公司亦積極參與公益慈善活動如公益慈善唔、公益金月餅券等。今年更成為　貴會第三十一屆週年大會之主要贊助商，實在甚具意義，作為香港回歸中國前最後一次週年大會，　貴會以"香港企業：挑戰與躍進"為主題，更配合香港人及本公司「勇於創新、領導潮流」的特質。

本人謹代表本集團及另一贊助商"TUBORG 啤酒"，恭賀貴會在一連三日精彩而緊湊的各項活動、講座及會議，均能順利進行。同時在此間所選出之九七年領導班子，更能領導香港青年商會，在這劃時代的關鍵時刻中，再寫下輝煌一頁，成為香港的TOP-ONE。

第三十一屆週年大會簡介

週年大會是香港青年商會最重要的盛事，藉此盛會，會員能聚首一堂，討論彼此共同關心的問題，計劃未來青商走的路向，並透過正統的選舉程序，投票選舉出來年的會長及執行董事局成員，雖然節目好像只是為青商內部的決策及統籌，但鑑於青商是一個領袖才能訓練的組織，我們還加上一系列有質素的訓練課程，大會今年邀請了不少知名人士及社會賢達，就大會主題進行講座及訓練。這項青商的週年大型活動，為期三天，估計將吸引全港逾半數的會員約900人參加。而且，總會週年大會舉辦大部份的項目，亦歡迎公眾人士出席。

籌辦分會浩洋青年商會會長獻詞

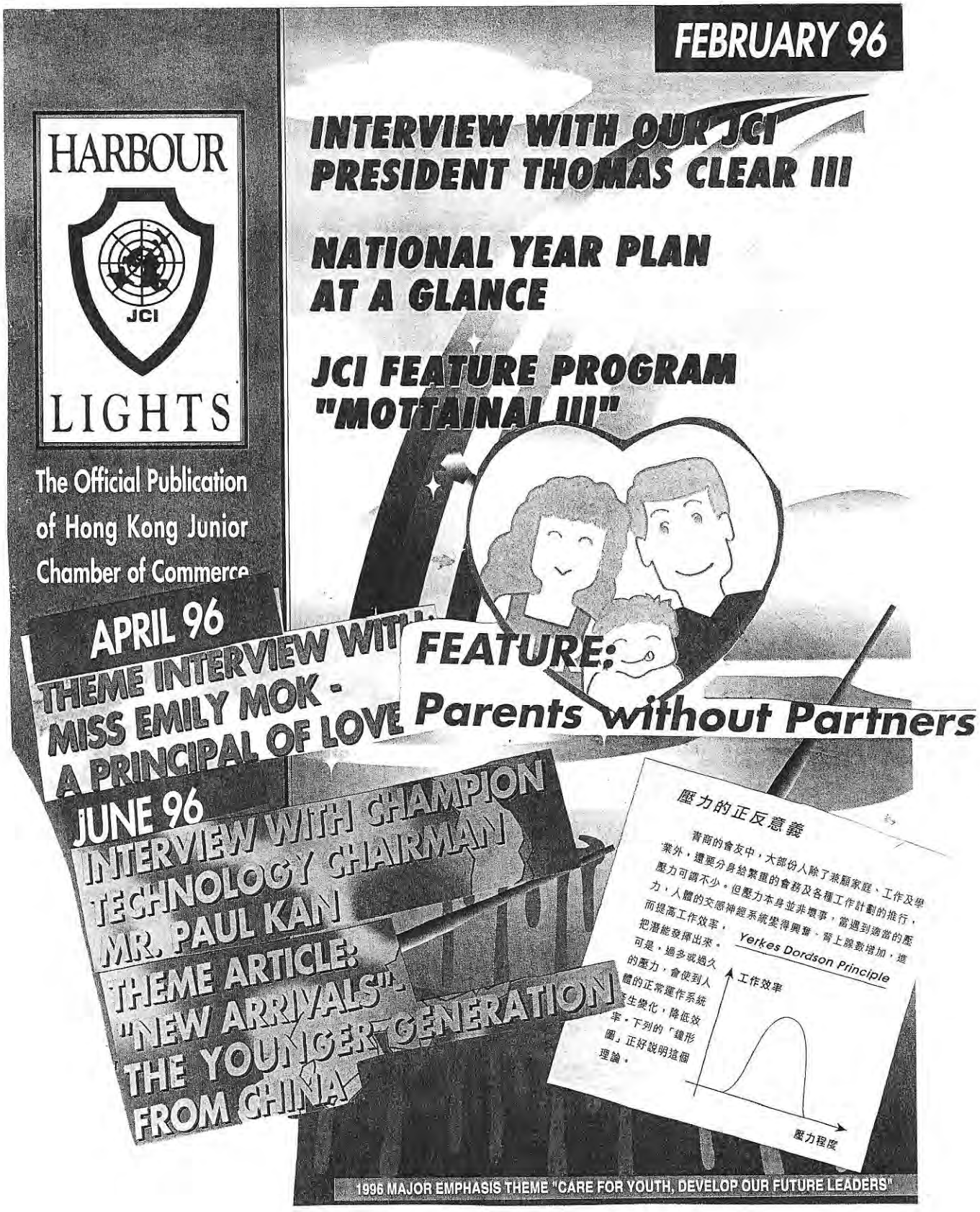


作為香港青年商會第十六個分會，本會非常榮幸能於今年籌辦第三十一屆總會週年大會。

本會自1987年成立至今，共有九年歷史。多年以來本會切實秉承香港青年商會的宗旨，以"服務社會，訓練自己"為經，發展五大機會「個人發展、行政管理、國際事務、社會發展、商務發展」為緯，不斷籌劃不同工作計劃，希望能令會員及參加者有積極的改變。

Publications of HKJCC

To express our care for the community, the first time we make use of the "Harbour Lights" - official publication to look into special feature stories on community concern issues e.g. principle of love, New Arrivals, Parents without parents and Stress management



Promotion via different channels

Various channels were used to promote the JC image. This year, an well-known youth magazine with circulation more than 200,000 copies "Recruit" interviewed us on the history of HKJCC and their opportunities. Together with the interview by television and radio, diversified our promotion channels into all means.



R·22

R DEVELOPMENT

理論+實踐=成功

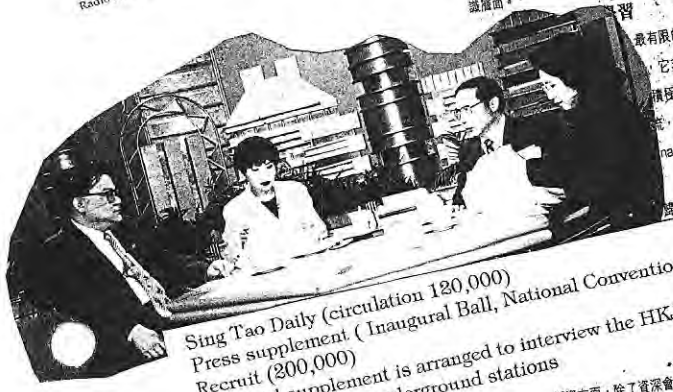
呂允健

在資訊科技瞬息萬變的今日，青年人也可以在自己的天地同禮，必須放眼世界，努力充實自己，爲個人前途作出投R Development，專訪一些專業協會及組織，為年青的大家踏出成功的第一步



Radio Interview of Mr. Francis Li, 1995 awardee

香港青年商會（Hong Kong Junior Chamber of Commerce）是一個國際性的領袖培訓機構，亦是全球性的國際青年商會成員。香港青商已有 46 年的歷史，現時擁有會員約 1,800 人，它的宗旨是透過不同的學習與活動，提供培訓機會，使會員能提升個人的質素及知識層面。



Sing Tao Daily (circulation 120,000)
Press supplement (Inaugural Ball, National Convention, and Ten Outstanding Young Person Awards)
Recruit (200,000)
A special supplement is arranged to interview the HKJCC and distribute throughout all the underground stations





HONG KONG JUNIOR CHAMBER OF COMMERCE
ON-TO KANAZAWA ANPAC
MAY 22-27 1976

■ 百多名會員如身前往參加亞太大會

青商 18 分會

分會	成立年分	性別	官方語言
九龍	1965	男女	英
九龍西	1965	男女	英
港島	1966	男	英
半島	1966	男女	中
香港女青商	1969	女	英
獅子山	1971	男女	中
海港	1977	男女	中
元朗	1977	男女	中
太平山	1978	女	中
紫荊	1980	男	英
離島	1980	男女	英
東九龍	1980	男女	中
城市	1981	男	英
經緯	1984	男女	中
北區	1985	男女	中
青衣	1988	男女	英
大田	1987	男女	中
荔峰	1994	男女	

師資方面，除了資深會員，前會長等會跟會員分享會務管理、運作的經驗外，國際青商亦會培訓各地會員成為導師，而香港便有約 60 個這樣的導師。青商亦會「一對一手」，擔任個別專門課題的導師。

實務

青商最獨到之處是它會安排不同會員出任各個獨立工作計劃的隊伍去完成不同任務。通常會與他們本身職業大相徑庭，這樣可讓青商的工作計劃可絕非小兒科，多年前的家計會口號「一個蟻、兩個少、三個吃不消」便是青商工作計劃



■ 青商掌握「猛人」為會員學習，當中的訓練即是一例



■ 青商最新的國際兒童繪畫比賽是跨國性社會事務計劃

會員可以參加亞太大會、世界大會及各地區的個別商務會議，藉此擴濶眼界。在世界大會上，近期的活動包括盲身導師的訓練、mind mapping 訓練（國際青商是獲准教授 mind mapping 的聯可機構之一）、學習管理的遊戲，以及讓會員互相輕鬆交流的文化之夜。

除此以外，會員也有拓展商務的機會。香港青商設有商務協進部，主要是一個記錄會員資料及他們所經營業務的網絡，內裏的資料等同國際青商的國際商務網絡。這個服務可以幫助你找尋供應商、買家、生意夥伴及開拓新市場的機會。同樣地，本地與海外的商人也可能會找會員洽商，無形中擴闊會員的接觸面。

18 分會

香港青商屬下設有 18 個分會，除了部分分會較多參與地區事務外，大致上各分會的運作模式相似，但分會中有性別與官方語言之分。大部分分會都同時接受男女會員，只有五個分會例外。官方語言主要分中、英文兩種，分層的文件處理與會議進行會採用其指定官方語言，最新成立的「荔峰分會」更採用了普通話作為官方口頭語言。

申請人可按照本身喜好，選擇分會加入。

會員的收穫

1. 個人發展訓練
2. 參與行政管理
3. 認識社會事務
4. 擴闊國際層面
5. 拓展商務網絡

香港青年商會

地址：香港上環文咸東街 60 號一字樓
電話：2543893
入會資格：21 至 40 歲
費用：$250

香港青年商會 青商脈搏

關心年青一代 培育明日領袖



宏利保險第三年度贊助選項工作計畫。

環保創意展繽紛

一個名爲《環保創意展繽紛96》的大型綜合活動，將於今夏舉行，由城市青年商會主辦，綠色大青聯盟，大學電腦聯會和城市大學學生會攝影學會，聯合協辦，該活動旨在提昇各界人士對環保概念之認識，及喚醒大家實來參與環保之追切。

首先以兩項比賽作前綵，其一爲甚具創意的《電腦遊戲軟件設計比賽》；透過遊戲認識環保，其二爲富感染力的《全港攝影比賽》；表現本港保護環境的得失，最後以《樂富槓紛嘉年華》將活動推上高潮，參加者均可獲贈《家居環保手冊》乙份。

項　目	截止報名日期	查詢電話/舉行地點
電腦遊戲軟件設計比賽	七月廿二日	26985880
全港攝影比賽	七月廿二日	26985880
槓紛嘉年華	八月廿一日	九龍樂富中心2期平台

商務維新講座

面對激烈的商業市場競爭，不少公司企業爲爭取更高效率的運作而尋求管理突破及改革。如能充分利用現今高科技及配合革新的管理技巧，相信更能發揮公司的潛力。

爲中層以上的管理人士更能了解商務維新（BUSINESS RE—ENGINEERING）的作用，由海港青年商會主辦及城市大學校外進修部協辦於八月九日至十一日舉辦一個名爲「企業如何配合廿一世紀的激烈競爭」的商務維新講座及管理個案討論，地點於城市理工大學。

主講嘉賓分別爲 NEWPORT UNIVERSITY 之 DR. PETER LIAO、城市大學之 DR. JOHN LEUNG 及 DR. KOKIN LAM 當中除了介紹商務維新之基本理論外，並會以一所著名的電腦公司作爲管理個案討論（MANAGEMENT GAME）。並且首次公開利用過程模擬工具（SIMULATION TOOLS）爲參加者示範商務維新的使用過程。歡迎有興趣者參加，報名表格可到以下地點索取：中環三聯書局、油麻地中華書局、香港青年商會，或查詢請與譚先生（電：七二二八三四七）或歐陽小

六年十大傑出青年選舉

十大傑
香港青年商
上有卓越表
社會服務，
個人事業及公
多名傑出青年
順潮醫生更獲

今屆十大傑
選團成員包括昌
、李國章教授及
動。甄選顧問亦
，請踴躍參加！

初選	八月底至九月初
最後甄選	九月廿及廿一日
結果公布	十月廿一日
頒獎典禮	十一月十七日



大會預祝今年十傑順利誕生。

筆槍舌

紫荊青年商會鑑去年
再接再厲，舉辦一個名爲
目的是鼓勵青少年的寫作
並透過討論指定題目，鼓
更積極的人生！

是次比賽之題目有三：
選」人與人之間的距離？（
十年代青少年的男歡女愛……

參賽者可自由地選擇討論
及高組，並以兩個回合進行
練評判團的評分，在每組參賽
進入第二回合的比賽，而此回
稿日期爲一九九六年七月十二日
期五），郵寄稿件會以郵戳爲準
二回合爲公開演說比賽——入圍
在一九九六年八月十八日（星期
於沙田新城市廣場之羅馬圓形劇
，即席演繹其入圍作品。

此外，大會相當榮幸邀請到主
賈薇博士、張瑞莉、陳永泰及宋立
組成的評判團，作爲是次比賽的仲
人，務以提高賽果的質素。

各位有興趣挑戰自己的同學，可向貴校或到各大市政局、區域市政局之公共圖書館、商務印書館及香港青年商會——上環文咸東街六十號金閣大廈一樓索取報名表格。如有任何垂詢，亦歡迎致電紫荊青年商會七六六三六〇〇五與伍小姐聯絡。

台大比拚

全港公民教育齊參與」，今年
舌劍擂台大比拚」的比賽！其
賽其公開演說的技巧和自信，
主及改善人際關係，從而邁向

際資訊網絡（Internet）「拉
與父母溝通的妙法（三）九
題目。比賽會分爲初級組
合爲徵文比賽，大會會根
甄選出最高分的八份作品

爲增加青少年對本港轉變及發展的關心，並提高歸屬感，港島青年商會繼九四年成功舉辦以提倡環保之「香港是吾家」青少年攝影比賽，現再次舉辦，主題訂爲「當年今日情」。

參賽者需爲中、小學之日校學生，先自選一幀表達昔日香港的事、景或物之相片或圖片，並於同一最貼描其蛻變或發展後的新貌作參賽。比賽截止日期爲八月五日，評判團包括名攝影家李樂詩，鄧鉅榮等；勝出者可獲豐富獎品及獎金，敬請踴躍參加。

查詢及索取報名表格，請致電七九〇三八三三八與比賽籌委主席麥子淳聯絡。

九六香港是吾家青少年攝影比賽

This is the first time that we had 2 months consecutive coverage in the local newspaper

趣味小品 九七偶感

香港正處於一個歷史的時刻，一九九七年七月一日，一個令香港人矛盾的重要日子。一方面爲香港能歸還中國感到高興，另一方面卻感受到九七問題對香港產生的各種衝擊及影響。

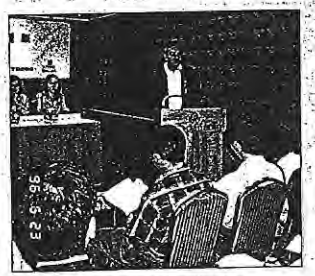
一向以來，在殖民地的統治下，我們知道只要奉公守法便可平平穩穩地過活，政府會安排和計畫香港的發展路向，小市民少有參與其中。當科中英談判開始，香港便在激烈的轉變，各種政治力量在這裏角力，將香港的前途做籌碼。最後，就是升斗市民做了犧牲品。

只要看這幾年香港罹慢著末世紀風情，有能力的努力地往外尋找第二收容港，然後再回來拚了老命在賺錢。從各方不同的調查都指出許多人都只是留下來賺取最後一桶金，只要香港有任何差池，他們會毫不猶疑地帶著所有財產離開香港。

中英聯合聲明後，香港的政治氣氛更是變幻莫測，中英相方都未能給予香港人足夠的信心，也從不將香港的利益放在第一位。就是那些一向號稱爲香港人出力的政治，非政治人物，也只在鼓護個人利益，前途。在這幾年，我們見到的政治把戲，虛偽而孔，在在叫香港市民不能安心，也令投資者卻步，香港經濟每況愈下，除了世界性經濟衰退外，政治的因素實在是一大主因。缺少了投資者的資金，香港經濟又何來生機。

再者，中國的管理方法也令香港人懼怕。按鄰中國香港比任何地方都了解中國這幾十年來的變化。它的黑暗時代，那種翻來覆去的政治運動，封閉式家長管治都令香港人心寒。並不是香港一切都好，而是一種相比下的穩定和繁榮，令香港人懼怕回歸後香港要體驗這些使人心寒的政治運動，中國經然幫稱五十年不變，香港人都不敢肯定此種可能性。現在已每天在變，何來五十年不變呢。

在這個特殊的日子，我個願中英港各方代表，能夠在未來三百多天從香港的利益着想，心平氣和地談判，公平公正地做決定。爲香港未來的安定繁榮創造基礎。



傑青協會主席劉秀成分享得獎心得。

編緝：黃慧珠

「環保兒童創作室」

香港女青年商會今年暑假正舉辦一個名爲「環保兒童創作室的繪畫比賽。主旨是鼓勵兒童將他們對環保的認識和感受利用圖畫表達出來，從而令他們更明瞭保護環境的重要性。是次比賽的得獎作品會被送往美國，參加由國際青年商會舉辦之國際比賽。最後得獎作品將會被出版爲一本「圖片日記」在國際上展出及協助環保運動的推廣活動。

擔任今次比賽的評判有張碧莉，李樂詩，張振燕，蔡容仁及麥彭珍會長。獎項分爲「最具環保意識獎」，「最具創意獎」及「最佳色彩配搭獎」，組別分爲初級組（四至六歲），中級組（七至九歲）及高級組（十至十三歲）。參加辦法是利用水彩、木顏色、蠟筆等顏料繪畫在 A3 尺寸畫紙上，可隨意加上文字註釋及故事，寄回香港上環文咸東街六十號金閣大廈一樓香港女青年商會「環保兒童創作室」收即可。任何查詢可於辦公時間致電二五二四四一七七林小姐或二八〇一五二九二馬小姐。

致：香港文咸東街60號金閣大廈1/F
香港青年商會會員事務董事
電話：25438913
本人有興趣成爲青年商會會員，請寄上資料及報名表格乙份
（請在附回郵地址信封）

姓名：_____（中文）_____（英文）
職業：_____ 學歷：_____
性別：_____ 年齡：_____
地址：_____
_____
電話：_____（日）_____（夜）

Originality
Ten Outstanding Young Person Selection 1996
MP2
8

Originality

Ten Outstanding Young Person Selection

With the continuos support of the Press, wide coverage of the TOYP in different newspaper and television





With the great effort of the organizing committee, we broke the record to have over 30 reports from local press.





今屆十大傑青選舉 提名八月十六截止

青商會呼籲對社會有貢獻者參選

青商會主辦 鼓勵青年服務社會

十大傑青選舉接受提名

以個人成就及對社會貢獻為評選準則

由香港青年商會主辦

十大傑出青年選舉

今起提名八月十六日截止

Originality

Participation in International Gatherings

Being a member of an international organizations, HKJCC had the chance to join different meetings. This year, we joined in some international conferences e.g. UNESCO, IBN Kenya Conference and the Children Convention in which it is the first time to us and through these opportunities, we enhance our image internationally.



Beijing visit



法 國

領袖高峰會

UNESCO





Asia Pacific Children Convention





Hong Kong delegates in the Kenya Business Conference

Achievements from the Press

SING TAO NEWS DAILY

A bi-weekly JC Column, named JC Pulse, was arranged in one of the local newspapers in order to promote the JC image and our major emphasis theme " Care for Youth, Develop our Future Leaders."

The following topics were designed:

1995	November	Ten Outstanding Young Person Selection World Congress - Glasgow
1996	January	Inauguration Press Supplement
	February	Inauguration Press Conference How to utilize your leisure time? Crisis Management
	March	Care for the Elderly Unemployment and Training
	April	Be polite How to enjoy life?
	May	A series of Major Emphasis Theme project IBN Kenya Business Conference JC Olympics
	June	Kanazawa ASPAC MET kick off - New arrivals
	July	Ten Outstanding Young Person Selection (I) Ten Outstanding Young Person Selection (II)
	August	Ten Outstanding Young Person Selection (III) Ten Outstanding Young Person Selection (IV)
	September	NLP training
	October	Grandparents Day

Civic Concern topics were discussed in the bi-weekly column in the local newspaper

MP4

SEPTEMBER 96

RBOUR

GHTS

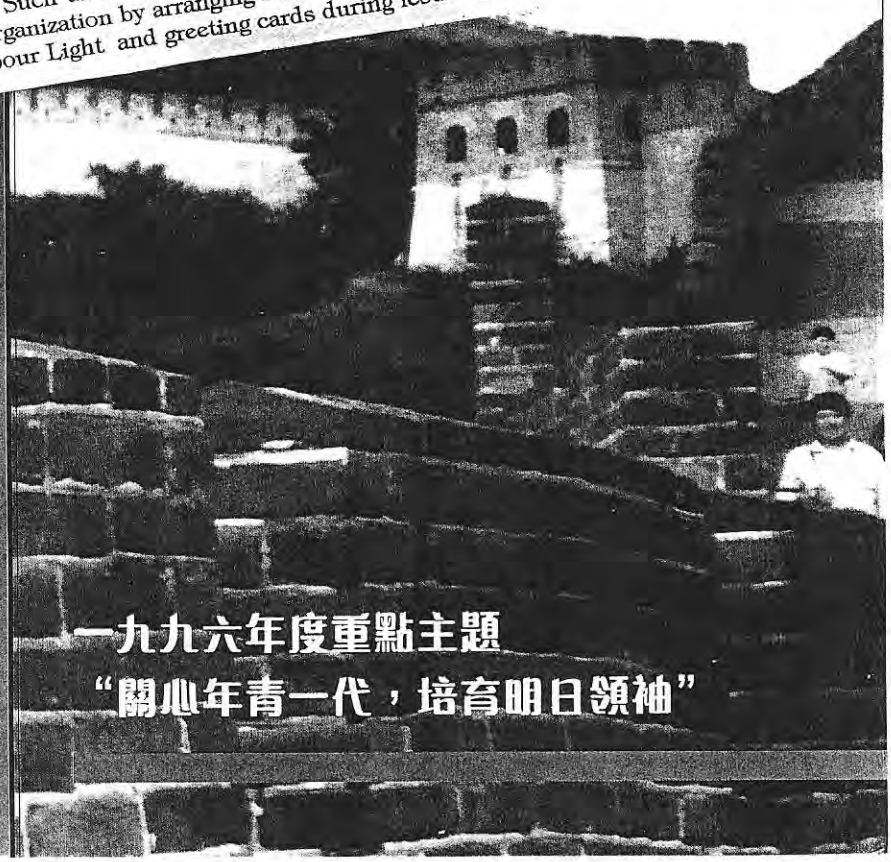
ficial Publication
ng Kong Junior
ber of Commerce

會長的話 — 方向探索交流會

與廉政公署有個約會

報導北京之旅

Hong Kong Jaycees took the initiative to extend contacts with the local authorities. Such as members of the Executive & Legislative Council, District board and other organization by arranging lunch meeting and mailing them the monthly publication - Harbour Light and greeting cards during festive seasons.



一九九六年度重點主題
"關心年青一代，培育明日領袖"

rate Sponsor:

CONTRACTING CO.

Planning & Execution

Developing Strategy and Objectives

A comprehensive strategy to upgrade the overall PR impact of the Hong Kong Jaycees was the main focus of the year round.



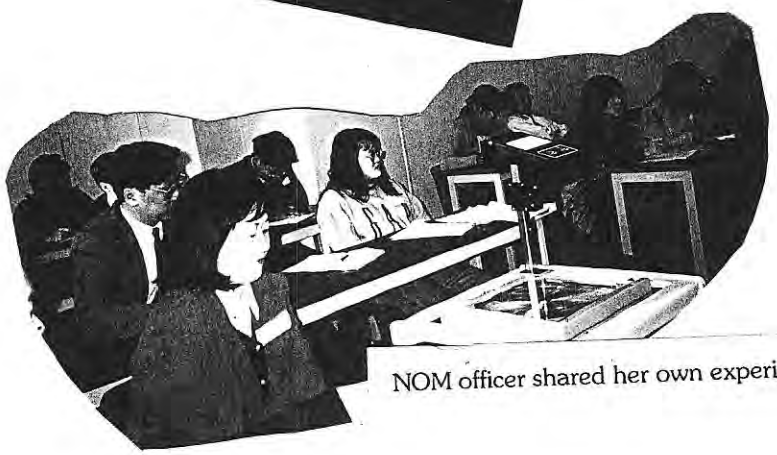


Comprehensive Strategy

1. Develop and implement innovative ideas for promoting a uniform corporate image for the HKJC e.g. Press supplements
2. Develop and implement training program for NOM and LOM officers to strengthen their skills in public relations
3. Research and maintain a database of external organizations including government officers, non-profit organization and major corporations.









NOM officer shared her own experience during the Joint Board Meeting

Courtesy Visit

To strengthen external relationship with government bodies, the Public Relations Commission arranged courtesy visits to exchange views and ideas.



Mrs. Lau, the Director of Home Affairs, gave us many valuable advice on how to establish linkage with the District Offices



By visiting the Director of Trade, Mr. Alan Lai, we also promoted our Major Emphasis Theme by presenting an "MET umbrella" to him as souvenir

Planning & Execution

Liaison with other organizations
HKJC established long time relationships with local organization such as Xin Hua News Agency, Chamber offices as well as other youth organizations





Visit to Xin Hua News Agency



Closer link between HKJCC and TOYPA through joint fellowship



Visit the American Chamber of Commerce





Courtesy Visit to Beijing



Discussion with the Xin Hua News Agency officials

Planning & Execution

Communications with the Press

A very good relationship was established with he Press. Regular gatherings will be arranged to discuss matters. On the other hand we also received great support from them by publishing many articles on Jaycee activities.



青商會辦連串活動
關心青年培育俊彥
將安排會員訪京交流工作事務

十大傑青選舉接受提名

青商會舉行就職禮
今年主題「關心年青一代 培育明日領袖」







由香港青年商會主辦
十大傑出青年選舉
今起提名六月十八日截止

深圳時報

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Senior Reporter
Local News

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直線 二九九〇 八四七〇
傳真 二三七〇 三八八六
傳呼機 七一二八〇八（五七二）

12 APR 1996

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Telephone: 2335-2238 Fax: 2358-0453
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WONG SO
Reporter

20/1/96

大公報
TA KUNG PAO (H.K.) LTD.

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10/1/96

成報

Winnie Chow
Senior Reporter

成報報業有限公司
SING PAO NEWSPAPER & PUBLICATIONS LTD.

Public Relations Handbook
The 95-page Public Relations Handbook, updated regularly, contains the guidelines and recommendations set by the Public Relations Commission

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Planning & Execution

Press Conference

To arouse the public attention towards the NOM / LOM activities, a series of press conference were held during the year. e.g. Inaugural Ball and Ten Outstanding Young Person Selection.



JCI President Thomas Clear III was interviewed by a local newspaper







Press Conferences were arranged to publicize JC activities





National President was interviewed by the Press after press conference



We gained various support from different papers

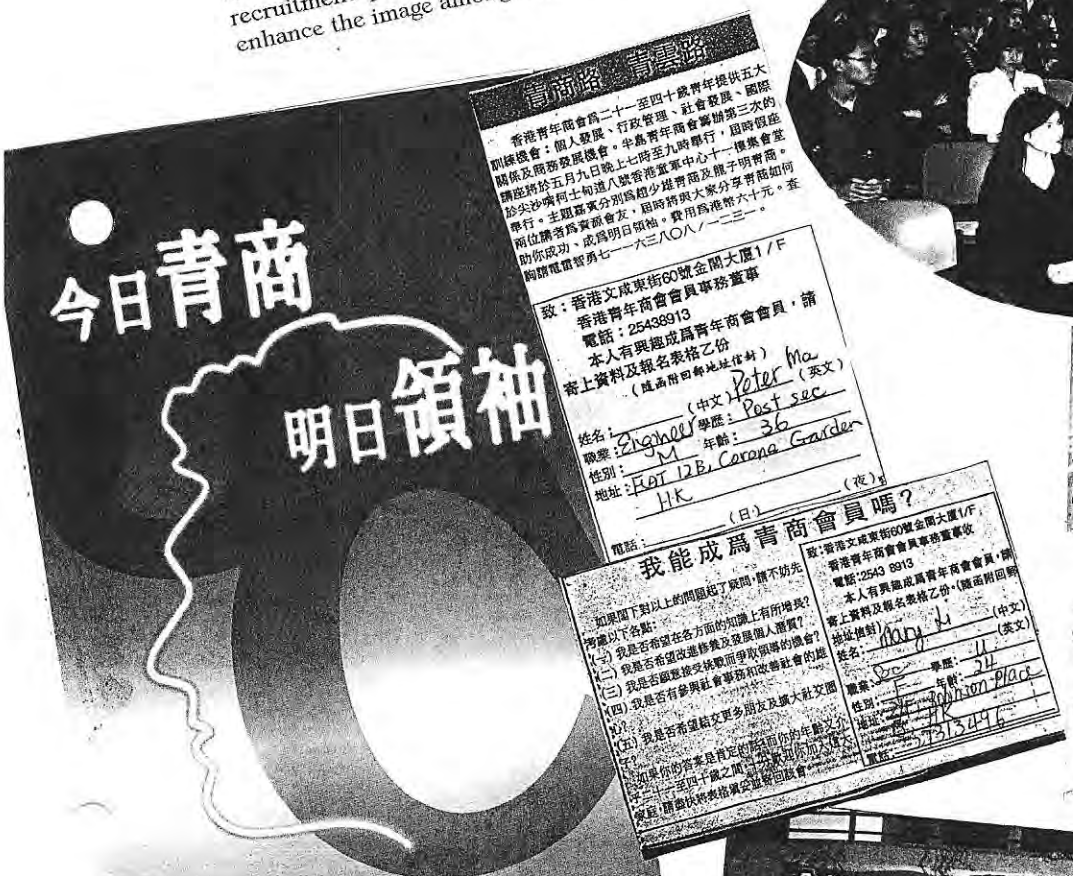
Internal Benefits to NOM

Promotion via Recruitment

With the great support of commercial sectors and academic institutes, Hong Kong Jaycees has spread a comprehensive network of distributing our application form, exhibition board through newspapers advertisement and convenience stores.

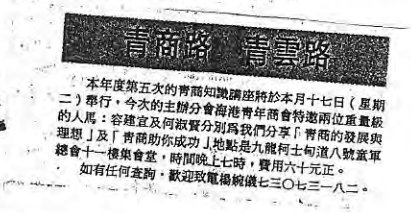
Advertisements are put on various newspaper every time for promotion and recruitment purpose - more than 1,000 young executive attended the PMO which enhance the image among different group of people.







Membership extension exhibition to attract new member





Internal Benefits to NOM

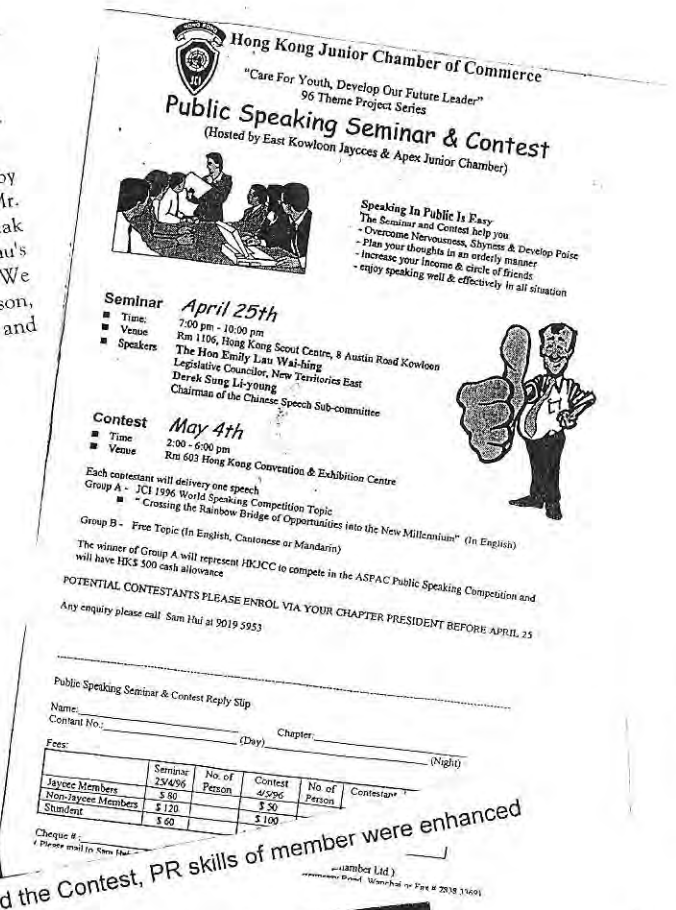
Public Speaking Seminar and Contest

Public Speaking Seminar

The 1996 Public Speaking Seminar was instituted on April 25.

After the opening ceremony, the seminar began with the first speech by our honorable speaker, the Hon. Emily Lau and followed by our friend Mr. Derek Sung. The Hon. Emily Lau gave us a speech on how to speak confidently and right to the point. We all know that the Hon. Emily Lau's speech always been described as the Chinese saying "Sting and bleed". We certainly could experience the sharpness of her speech. By comparison, Mr. Derek Sung's speech was mild but was equally entertaining and enriching. The seminar was finished in a jubilant atmosphere.





Hong Kong Junior Chamber of Commerce

"Care For Youth, Develop Our Future Leader"
96 Theme Project Series

Public Speaking Seminar & Contest
(Hosted by East Kowloon Jaycees & Apex Junior Chamber)

Speaking In Public Is Easy
The Seminar and Contest help you
- Overcome Nervousness, Shyness & Develop Poise
- Plan your thoughts in an orderly manner
- Increase your income & circle of friends
- enjoy speaking well & effectively in all situation

Seminar *April 25th*
- Time: 7:00 pm - 10:00 pm
- Venue: Rm 1106, Hong Kong Scout Centre, 8 Austin Road Kowloon
- Speakers: The Hon Emily Lau Wai-hing, Legislative Councilor, New Territories East; Derek Sung Li-young, Chairman of the Chinese Speech Sub-committee

Contest *May 4th*
- Time: 2:00 - 6:00 pm
- Venue: Rm 603 Hong Kong Convention & Exhibition Centre

Each contestant will delivery one speech
Group A - JCI 1996 World Speaking Competition Topic
- "Crossing the Rainbow Bridge of Opportunities into the New Millennium" (In English)

Group B - Free Topic (In English, Cantonese or Mandarin)

The winner of Group A will represent HKJCC to compete in the ASPAC Public Speaking Competition and will have HK$ 500 cash allowance

POTENTIAL CONTESTANTS PLEASE ENROL VIA YOUR CHAPTER PRESIDENT BEFORE APRIL 25

Any enquiry please call Sam Hui at 9019 5953

Public Speaking Seminar & Contest Reply Slip

Name: _____
Contant No.: _____ (Day) _____ Chapter: _____ (Night)

Fees:

	Seminar 25/4/96	No. of Person	Contest 4/5/96	No. of Person	Contestant
Jaycee Members	$ 80		$ 50		
Non-Jaycee Members	$ 120		$ 100		
Student	$ 60				

Cheque #: _____

With the Public Speaking Seminar and the Contest, PR skills of member were enhanced









Internal Benefits to NOM

Gatherings

Spiritual & financial support rendered by HKJCC past President, Senators, and senior members in order to help narrow the generation gap between the old and the new and definitely promoted mutual understanding and support.



Graduation Ceremony in the National Convention



Senate Gathering





Gathering with the Business Network Club

Past National President support the Inaugural Ball





JCI VP Joey 's dinner reception enable member to meet JCI Excom

Internal Benefits to NOM

NOM / LOM Communications

The NOM Excom member frequently attended regular gathering to facilitate communication and understanding in NOM / LOM policies and experience sharing.



1996 PRESIDENT'S ACADEMY







Experience sharing by senior members and NOM excom in all Jaycee occasion e.g. EDP, Orientation and other training session





External Benefit to NOM

Sponsorship

We are honoured to have government officials, Councilors, representative from PRC to attend our functions





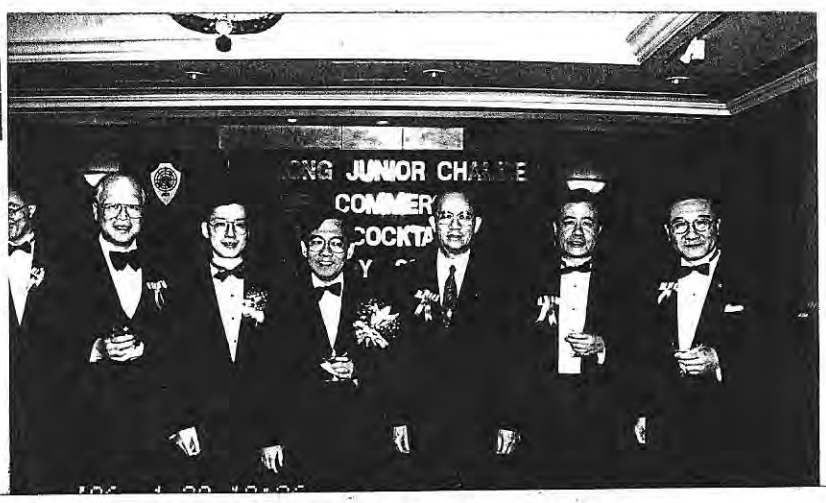


The Secretary of Transport - Guest of Honor of the National Convention



Legislative councilor give a speech on the "Power of Now"





The Secretary of Education and Manpower act as the Guest of Honor in the Inauguration

External Benefit to NOM

Sponsorship

HKJCC maintain a very good corporate image and established long-term relationship with government officials and commercial organization in order to secure sponsorship for various projects.

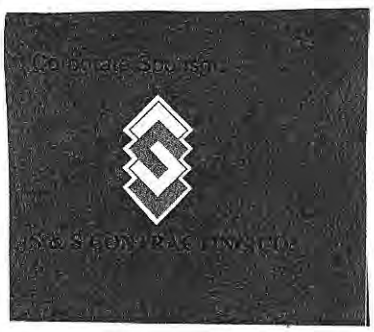




Manulife and Chief Secretary continue to be the patron of TOYP

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ARTHUR ANDERSEN & Co., SC









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rated Network Systems
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Computers Systems Limited
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The Hon. James Pei-chum Tien, OBE,JP
Mr. Eddy Li
Mr. John Wan
Ms. Bonnie Chow
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Mr. Calvin Pang
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Mr. Tony Ma
Mr. David Lung
Mr. David Cheung
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Senator George Lung
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Senator Junia Ho
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Acknowledgement

兵主席
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TUBORG take it higher

External Benefit to NOM

ALL China Youth Federation

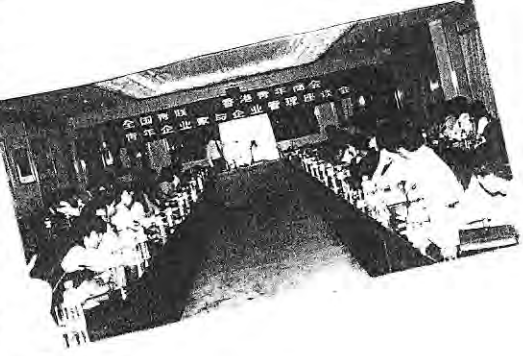


全青聯訪問香港

Since 1989, HKJCC has started annual courtesy visit to the high profile youth organization in China: The All China Youth Federation. This year the National Presidents met with important political leaders and government economic executives from the Chinese Government. The visit was covered by the Press.











陳滋英在會見香港記者時，闡述中國對香港的政策。

昨會見香港記者

陳滋英

須維護一個中國原則

港民間團體可保持國際聯繫

北京團

港關係

在港活動

何合基本法

特稿

在香港青年商會談座上 負抱抒年青地內

本報記者 岑敏兒

「以科技振興中華，這是我們的共同心願！」應邀來港訪問的中華全國青年聯合會訪問團一行十三人，於昨日抵港後，首個接待他們的香港青年社團——香港青年商會，於昨晚在佐敦德興火鍋酒家內舉行了座談會。在香港青商會總會長雷永強、全國青聯訪問團團長趙玉芬的帶領下，內地和香港的青年一下子融洽地交談起來了，數十名與會者暢談抱負時道出了他們的共同心聲。

訪問團成員都是我國的精英分子，有科學家、哲學家、民營企業家、象棋專家、冰上運動家、二胡演奏家、舞蹈家、新聞工作精英等，他們予香港青年的第一印象就是說話的速度很快。在他們的發言中，都體現出當今中國青年一代的新風貌，他們共同的心願，都是爲了以科技教育振興中華，要令中華民族屹立於世界民族之林。

「中國青年中，每一行都要出世界級的大師。」這是國長趙玉芬的心聲，她是化學家，曾獲頒「中國青年化學家」榮銜。

生物頻譜理論家周林表示，中國青年現在充滿機遇，有很多科學技術，若一旦與商業結合起來，形成網絡，那將是大有作爲的。周林所提出的生物頻譜理論假說，在世界上首先發現了生物頻譜在微米—毫米之間，然後發明了能夠模擬人體頻譜，具有治療和保健功能的頻譜治療裝置。他更先後獲得世界知識產權組織（WHO）世界青年發明獎、西班牙卡洛斯國王獎、比利時一級騎士勳章，並被國務院授予「國家級有突出貢獻的中青年專家」稱號。

說話頻率最快的一個，要數哲學科學院教授孟憲忠，他指出，我國在「七五」及「八五」計劃的十年間，國民經濟每年有持續百分之十幾的增長，可是經濟剩餘卻不成正比。他強調，如何創造經濟剩餘，以迎接市場開放的挑戰，是目前最迫切的課題。他透露，在最近一個十大商標的調查中發現，老百姓心目中的十大商標中，佔六個是日本的、佔三個是美國的，只有一個是中國的，那是孔府家酒。孟憲忠又說，在十五到二十世紀這五百年內，對世界最有影響力的科學家、發明家們的平均年齡在四十三點六歲以下，這充分證明青年人對社會的重要性。

民營企業家吳一堅，於八三年當兵復員後，由陝西遠赴海南「下海」，從六百元起家，十個月後發展成爲一家擁有固定資產達三億元的大型企業家，他堅信「成功往往在於失敗的時候再堅持一下」。吳一堅感到共同來提高全國人民的生活水平，是這一代青年人的責任。

External Benefit to NOM

Co-operation with other Organizations

Since the HKJCC always invite government officers, celebrities to attend the functions as well as organize many courtesy visit to the other organizations locally and in the PRC, the name and image of the HKJCC are now known to almost all citizens of Hong Kong and even overseas.





Jaycee functions gained fully support other organizations and government officials





Visit the Hong Kong Youth Charter Founder



Visit the Home Affairs Department

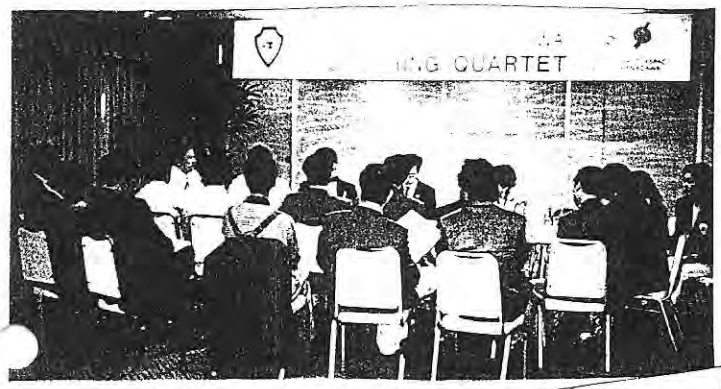


Closer link between HKJC and TOYPA

Participation of LOMs

Participation of LOMs

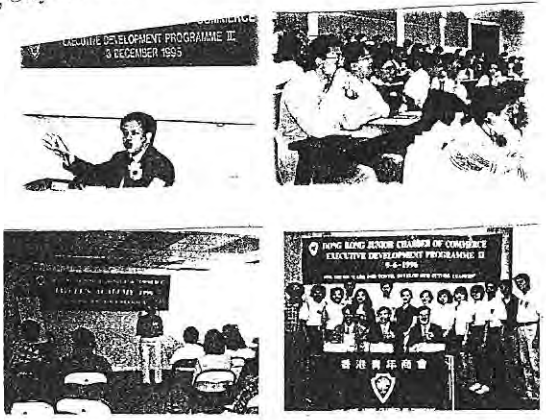
NOM / LOM gatherings and meeting, official gathering and joint directors meeting resulting in participation of LOMs.

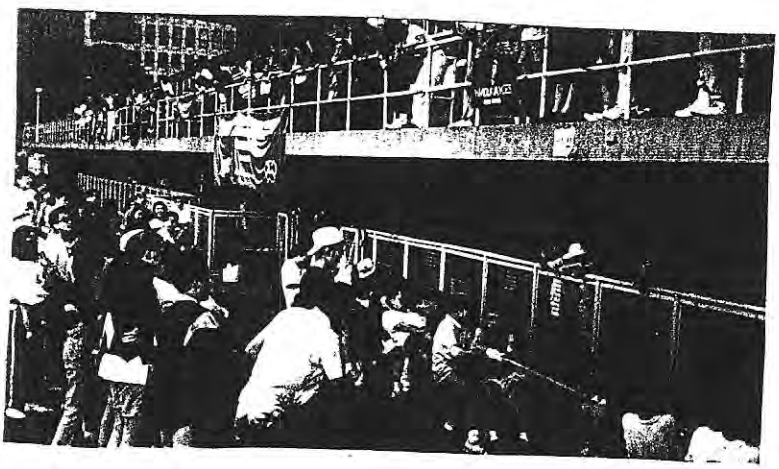




Different levels of training to the members including EDP, Jaycee Academy, the Prime and the Coaching Quartet.









JC Olympics

The JC Olympics - Look how exciting the tug-of-war i

Participation of LOMs

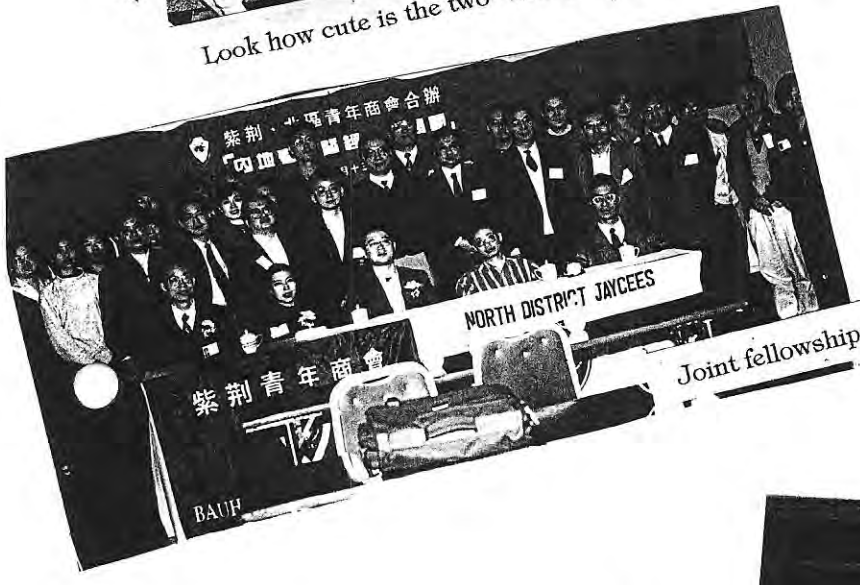
NOM / LOM Program

A series of PR in Action involved HK Jaycee as well as 18 LOMs in establishing internal PR among the chapters.





Look how cute is the two "Past Presidents" dress in Ballet costume!!!





Joint fellowships with different chapters





Officers and 18 Chapter Presidents Sign-in in January

Participation of LOMs

NOM Publications

A large group of dedicated Jaycee members have participated in many outstanding publication and press column.

HARBOUR LIGHTS

The Official Publication of Hong Kong Junior Chamber of Commerce





The Harbour Lights editorial board of work

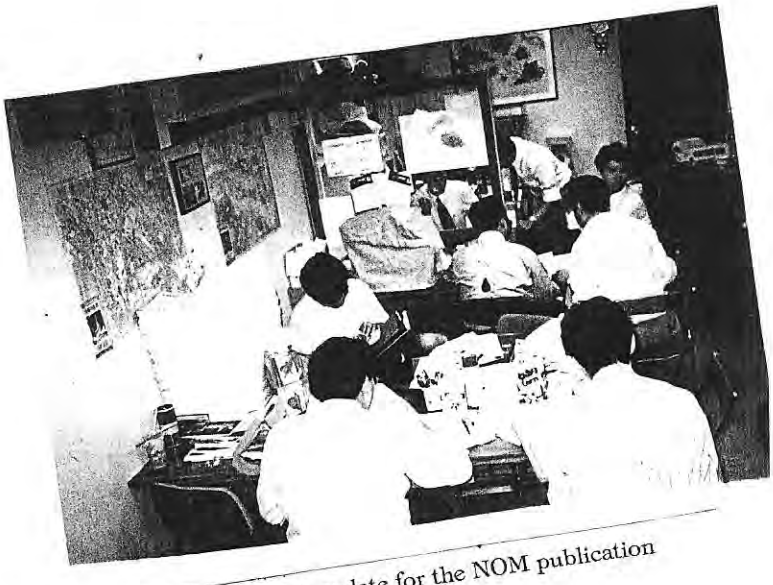


Interviewed JCI President Tom Clear and Past National President Andrew

The Editorial Committee of Harbour Lights :

National Executive Vice President	:	Iris Chan
National Publication Director	:	Leo Leung
Editorial Committee Member	:	Stephen Kam
		Jean-Francois Arnold
		Cecilia Tsui

Corporate Sponsor : S & S Contracting Co.



The editor board work so late for the NOM publication



Justin Lui represent Hong Kong to receive our award in 95 World Congress

Participation of LOMs

Public Relations Seminars

To enhance the PR skills for members, It was the first time for NOM to hold seminars on a two consecutive weeks.



Dr. Charles M Koo Executive Director

MSc., MA., PhD., PMgr., FRSA., FICM., FInstPR.

Advisor, Guangdong Province Public Relations Society, China.
Founder President, Institute of Professional Public Relations Hong Kong
Charter President, Lions Club of Hong Kong (Pacific) Dist. 303
Chairman, Zone 1, Lions Clubs International District 303
Chairman, Working Group, Wanchai District Fight Crime Campaign
Member, Causeway Bay Area Committee, Home Affairs Dept.
Member, Management & Executive Committees, Soc. for the Rehab of Drug Abusers

Sable International Limited

Management/Finance/Communication Consultants
704 Fortress Tower, 250 King's Road, North Point, Hong Kong.
Tel: (852) 2882 2360 Fax: (852) 2882 2430

We were delighted to have a well-known PR professional, Dr. Charles Koo as speaker.

HONG KONG JUNIOR CHAMBER OF COMMERCE

PUBLIC RELATIONS SEMINAR

Have you ever come across crisis on your job?
How did you handle it?
Can you turn it into opportunity?
Is Crisis = Opportunity?
If you want the answer, Do join us!

Date : 22 & 29 June 1994 (Saturday)
Time : 2:30p.m. - 5:30p.m.
Venue : Chung Hgan Club, 10/F China Insurance Group Building
141 Des Voeux Road, Central, Hong Kong
Topics : Crisis & Issue Management
Marketing Communications
Format : lecture & workshop
Language : Cantonese supplemented by English explanation
Speaker : Dr. Charles M Koo, MSc., MA., PhD., FRSA., FICM., FInstPR (孔明仁博士)
-Executive Director, Sable International Ltd.
-Advisor, Guangdong Province Public Relations Society, China
-Founder President, Institute of Professional Public Relations HK
-Charter President, Lions Club of Hong Kong(Pacific) Dist. 303
-Chairman, Zone 1, Lions Club International District 303
-Chairman, working group, Wanchai District Fight Crime Campaign
Enrollment Fee : HK$ 260/person for two days
HK$130/person for one day include Refreshment
Enquiry : JC Patric Leung - Project Chairman (9102 6890)
JC Tina Wong - P.R. Commission Chairman (7283 5311)
Deadline : 15 June 1994

Upon successful completion of the two seminars, each participant will be awarded with a Certificate of Attendance.

Public Relations Seminar Reply Slip

Name: _____ Chapter _____ Tel _____
Cheque no. _____ Bank: _____ Fax _____
No. of person(s) _____ x HK$ _____ = HK$ _____
(Cross cheque payable to HONG KONG JUNIOR CHAMBER OF COMMERCE)
Please mail to JC Patric Leung, Rm 606 Kai Min Lau, Cho Yiu Chuen, Kwai Chung





Participants were required to make presentation on marketing a new product, all with enthusiastic response