

Best Initiative Award 2009

Federation of Hong Kong Business Associations Worldwide Application Form

Please return the Application Form to the Federation Secretariat by **11 September 2009** by
Fax: (852) 2824 0249 Or Email: hkfederation@tdc.org.hk

Important:

- 1) *ONE application form for ONE initiative only. An initiative can be one single event or a chain of events sharing the same theme.*
- 2) *Please provide supporting documents related to the initiative such as photos, marketing pamphlet, news clippings and CD, etc along with the completed application form.*
- 3) *More detailed answer to each question is recommended in order for the Awards Committee to better understand and assess each submission.*
- 4) *Please use separate sheets, whenever necessary.*

Name of Association / Chapter:

Part 1: Basic Information of the Initiative

- 1) Name of the initiative

- 2) Date/Duration

(Note: The initiative must take place from 30 June 2008 and completed by 31 August 2009)

- 3) Objectives of the initiative

- 4) Participation

- a. Target audience:

b. Members' involvement and role in the event:

5) Is it a solo OR co-organised event? *(Please tick)*

- Solo event *(please go to Question 7)*
 Co-organised event *(Please go to Question 6)*

6) Responsibility of the co-organisers or multipliers involved:

7) Responsibility of the project team in the Association / Chapter involved;

8) Key action plan of the initiative

9) Is this Initiative submitted previously?

- Yes

(Note: If previously submitted, please highlight and elaborate on the differences and key values established from this new submission)

- No.

10) Evaluation on the results achieved from the initiative

Part 2: Description of the initiative in terms of the selection criteria

Please describe how the initiative has met the following criteria (whenever applicable):

1) Value created in enhancing the profile of HKBAs and Hong Kong overseas (30%)

(Example: Influence on the local business community, involvement of the local business community, media coverage etc.)

2) Scale of event (20%)

(Example: Number of attending members and non-members, seniority of guests,)

3) Ability in attracting new members (15%)

(Example: Number of new members being attracted to join the association after the initiative is launched or ability to target a group of potential members for future follow-up.)

4) Ability in generating revenue/ sponsorship (15%)

(Example: Financial gain such as revenue generated from the initiative or sponsorship being solicited.)

5) Innovativeness (10%)

(Example: Use of new ideas/elements, creative adaptation/reinvention of existing events to suit changing business environment)

6) Other achievements (10%)

(Example: Business matching cases, increasing & strengthening alliances with local multipliers.)

Part 3: Additional information

1) Is there anything special that you would like to mention to the Awards Committee about the initiative?

(Example: Cultural factor that makes your initiative distinctive from others)

2) Supporting Documents

Applicant is highly recommended to provide supporting information together with the application. This would give the Awards Committee a more comprehensive understanding of the initiative.

Yes. The Association's **Event Calender** of the year and **5 sets** of supporting information related to the initiative such as CD, marketing pamphlet, news clippings, etc are enclosed together with this application.

No. There is no supporting document.

Part 4: Signature

I certify that this submission is endorsed by our board.

Submitted by: <name of the Association Chairman>

Signature & stamp: _____

Date: _____