

Outstanding Initiative Award 2008

Federation of Hong Kong Business Associations Worldwide Application Form

Please return the Application Form to the Federation Secretariat by **15 July 2008** 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 the Association's event calendar of the year and other 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 2007 and completed by 30 June 2008)

- 3) Objectives of the initiative

- 4) Participation

Target audience:

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) Innovativeness (20%)

(Example: Is it a new concept not commonly adopted in other associations / organisations / your country?)

2) Degree of members' participation (15%)

(Example: Participation can be at any levels such as initial concept development, execution or on-site support etc)

3) Ability in attracting new members (10%)

(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) 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.)

6) Other achievements (10%)

(Example: Making 20 business matching, 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 **4 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: _____