

# Best Initiative Award 2009

## Federation of Hong Kong Business Associations Worldwide Rules and Regulations

### A) Objective

To encourage better and more effective promotional strategy in enhancing the profile of the HKBAs and HK overseas

### B) Application Criteria

1. All associations/ chapters are welcome to enter this competition.
2. An initiative can be a promotional event, publicity program, sponsorship drives, etc related to enhancing the profile of their respective HKBAs and Hong Kong overseas that are held within the assessment period. It can be one single initiative / project OR a chain of initiatives / projects spanning over a period of time within the assessment period.
3. All applicants are required to submit the following:
  - i) application form, and
  - ii) events calendar of the Association showing all events it organised during the assessment period, and
  - iii) documents in support to the initiative submitted
4. There is no limit to the number of initiative entries per applicant.

### C) Assessment Period

All initiatives should take place between 30 June 2008 and 31 August 2009, and must be completed by 31 August 2009

### D) Judging criteria

All initiatives will be assessed according to the following criteria:

- Value created in enhancing the profile of the HKBA and Hong Kong overseas (30%)
- Scale of event (20%)
- Ability in generating revenue/sponsorship (15%)
- Ability in attracting new members (15%)
- Innovativeness (10%)
- Other achievements (10%)

### E) Prizes and presentation

All prizes will be presented at the 10<sup>th</sup> Hong Kong Forum, 1-2 December 2009.

#### Grand Prize

- Three winners, regardless of region, each to receive a trophy and a cash award of HK\$ 8,000.

The usage of the cash award is to be decided by the Board Members of the winning associations.

### F) Application and deadline

All applicants must submit a completed application form for each initiative entry and provide supporting documents to the Federation Secretariat **by 11 September 2009**.

### G) Remarks

The Awards Committee reserves the right and discretion to make the final judgment on all applications.