



Presentation by  
National Mainland Affairs Commission Chairman  
Kenneth Yu

# Speaker Profile

## JC Experience

- 2017 - JCI APDC Officer
- 2017 - NOM Mainland Affairs Commission Chairman
- 2016 - LOM President
- 2015 - NOM Director (CD)
- 2014 - LOM Advisor
- 2014 - TOYP, Secretary
- 2013 - LOM Vice President (Business Affairs, Mainland and International Affairs)
- 2012 - LOM Vice President (Leadership Development)
- 2011 - LOM Director (Leadership Development)
- 2011 - TOYP, Sub-committee Chairman

## Award Judging Experience

- 2015 World Congress
- 2015 ASPAC
- 2014 JCIHK National Convention

## Awards

- 2016 Most Outstanding Chapter President (91+ members)
- 2016 Best Chapter of the Area (91+ members) (Merit)
- 2016 Best Long-term Local Community Development Program
- 2016 Networker Scheme Gold Level
- 2011 Best Corporate Communication Program



**Kenneth Yu**

# **Why Do I Write Bidbook ?**

Only Reason to Write

**WIN**



# “WIN” is The Result

Analysis →

Create Project →

Form OC Team →

Launching → Evaluation →

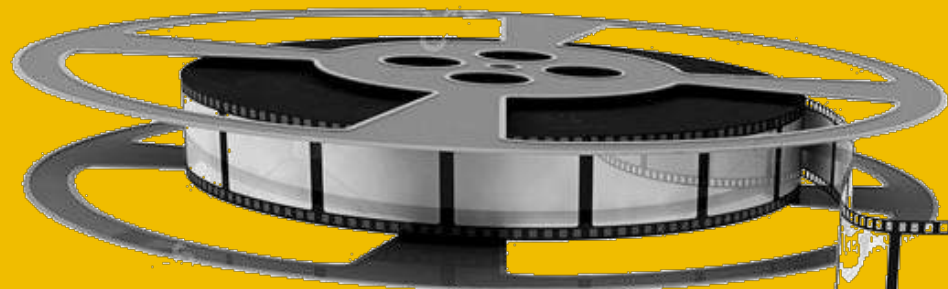
**Bidbook → WIN !!**

Active Citizen Framework



**What is missing ??**

**Happiness, Recognition, Growth...**





原來Bidbook才是IPP的終極宿命.....😓

#每年此時此刻都要表揚發明競投冊的人

#bidbook唔寫唔知身體好

#三點鐘咖啡耗盡早抖了



Dea Wong with Fish Leung and 6 others.

August 28, 2016 · Sai Kung · 🌟

JCI Island Bidbook Party - NACEO探班篇 (Special thanks to JCI Lion Rock)



Edith Ko with Calvin Kwok and 6 others.

August 28, 2016 · 🌟

🕒 Bidbook deadline倒數23小時：挑戰冇訓覺超過30小時既極限，太平山人作最後衝刺！📄📄

p.s. 有人已由遞橙🍊進化到按摩👤



Why you can WIN ??

**IMPACT**



# What kind of IMPACT ?





**Right  
Category**



**Unique  
Idea**



**Time Management  
& Manpower**



**Effective  
Presentation**



# THE GOLDEN FORMULA

**Impactful**

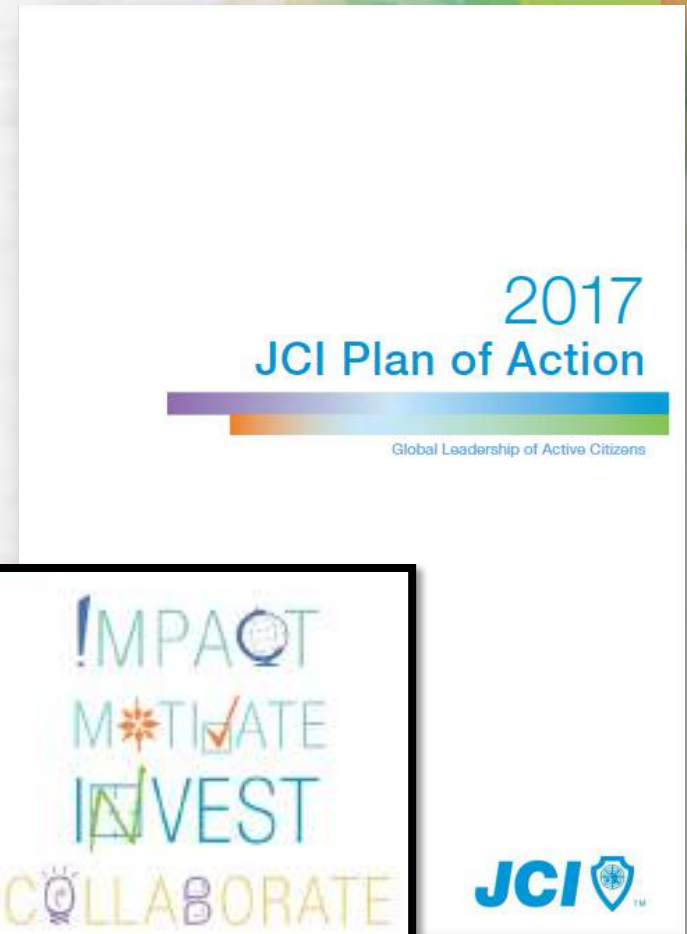




# **THE OVERALL STRATEGY**

# Read this before Start Writing

- **To read:**
  - JCI Plan of Action 2017
  - Active Citizen Framework
  - JCI Mission and Vision
- **Learn the POWER Phrase**
  - “Mobilize all sectors to ...
  - “...to create sustainable impact”



- Category
- Requirement & Criteria
- Is it “JCIHK only” ?
- Your major competitors
- How to use the bidbook system ?

**III.A.8**

**Best Sustainable Development Program**

**Definition:** This award is for the recognition of the best contribution toward improving the quality of life in the local environment executed in the most original and efficient manner.

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

Award Judging Criteria	Points
Objectives, Planning, Finance and Execution	20
Membership Participation	15
Community Impact	25
Impact on Quality of Life in Local Environment	30
Long-term Impact of the Program	10

**Note:** This award will be granted by JCIHK only. The former name of this award is called “Best Environment Development Program”.

- Winners**
- 1999 – City
  - 2000 – Ocean
  - 2005 – Sha Tin
  - 2006 – Sha Tin
  - 2007 – Sha Tin
  - 2008 – Ocean
  - 2009 – Victoria
  - 2010 – North District
  - 2011 – Sha Tin
  - 2012 – Peninsula
  - 2014 – City Lady
  - 2015 – Bauhinia
  - 2016 – Lion Rock

- Certificate of Merit**
- 1996 – Sha Tin
  - 2000 – Sha Tin
  - 2009 – North District
  - 2010 – Sha Tin
  - 2015 – City Lady

# Categories Available

## Group I (Individuals)

Award No.	Award Name
I.1	Most Outstanding Senator
I.2	Most Outstanding Trainer
I.3	Most Outstanding Member
I.4	Most Outstanding New Member
I.5.1	Most Outstanding Chapter President (25–55 members)
I.5.2	Most Outstanding Chapter President (56–90 members)
I.5.3	Most Outstanding Chapter President (91+ members)

## Group II (Individuals – NOM)

Award No.	Award Name
II.1	Outstanding NOM ExCom Member Award
II.2	Outstanding NOM Director/Officer Award

## Group III A (for LOMs)

Award No.	Award Name
III.A.1	Best Publication Award
III.A.2	Best E-Marketing Award
III.A.3	Best Community Empowerment Program
III.A.4	Best Long-term Community Development Program
III.A.5	Best Economic Development Program
III.A.6	Best Personal Skill Development Program
III.A.7	Best Inter-organization Collaboration Program
III.A.8	Best Sustainable Development Program

III.A.9	Best Corporate Communication Program
III.A.10	Best Growth & Development Program
III.A.11	Best Global Goals Project
III.A.12	Best Corporate Social Responsibility Program
III.A.13	Best Mainland Affairs Program
III.A.14	Best Local Peace Project
III.A.15	Best New Project
III.A.16	Best JCI Members Development Program
III.A.17	Best of the Best

## Group III B (for LOMs – Special Award)

Award No.	Award Name
III.B.1.1	Best Chapter of the Area (25–55 members)
III.B.1.2	Best Chapter of the Area (56–90 members)
III.B.1.3	Best Chapter of the Area (91+ members)
III.B.2	Outstanding Progressive LOM Award
III.B.3.1	Award for LOM with the Best Contribution in NOM Activities (25–55 members)
III.B.3.2	Award for LOM with the Best Contribution in NOM Activities (56–90 members)
III.B.3.3	Award for LOM with the Best Contribution in NOM Activities (91+ members)
III.B.4	The Best NOM Project hosted by LOM

PREPARATION

PICK RIGHT  
CATEGORY

IDENTIFY  
COMPETITORS

Time  
Management  
& Manpower

**THE OVERALL STRATEGY**

# PICK RIGHT CAT



- Project you have done
- Chapter's overall plan



**Your selling point**

# PICK RIGHT CAT



- Don't make wrong!!
- Fulfil all requirement?

## III.B.4 The Best NOM Project Hosted by LOM(s)

Definition: This award is for the recognition of the best NOM project organized by a NOM appointed Committee or a LOM.

Description: A plaque with the name of the winner project and each Chairman inscribed on it.  
A floating award.

Eligibility:

1. The LOM must have submitted the project file, the I/E Statement and all supporting documents to Chamber Office.
2. The Project I/E Statement must have been adopted by National Board by August Joint Board Meeting.

Award Judging Criteria	Points
Creativity	20
Strategic Plan	20
Membership involvement	20
Partners Engagement	20
Impact	20



# THE OVERALL STRATEGY

### III.A.4 Best Long-term Community Development Program

**Definition:** This award is for the recognition of the most effective period of more than one year to improve the community in line with the JCI Mission.

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

Award Judging Criteria
Objectives, Planning, Finance and Execution
Membership Participation
Community Impact
Impact on Local Organization
Long-term Impact of the Program

Note: Award is allied to JCI Award Programs.

**Winners**

- 2012 – North District
- 2013 – Lion Rock
- 2014 – Harbour
- 2015 – Harbour
- 2016 – Harbour

**Certificate of Merit**

- 2012 – Lion Rock
- 2013 – North District
- 2014 – Peninsula/Lion Rock
- 2015 – Lion Rock
- 2016 – Dragon

### III.A.5 Best Economic Development Program

**Definition:** This award is for the recognition of a project or program best promoting the principle of free enterprise. Projects to be entered might include privatization, founding and securing new businesses, training managers, industrial and business projects for the environment, international business cooperation, etc.

**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
Promotion of Free Enterprise	15
Impact on Local Economy	25
Impact on Community and Participants	20
Partnerships and Public Relations	10
Long-term Impact of the Program	15

Note: Award is allied to JCI Award Programs. The former name of this award is called "Best Business Development Program"

**Winners**

- 2002 – City
- 2003 – City
- 2004 – City
- 2005 – City
- 2006 – City
- 2007 – City
- 2008 – City
- 2009 – City
- 2010 – City
- 2011 – City
- 2012 – City
- 2013 – City
- 2014 – City
- 2015 – Apex
- 2016 – City

**Certificate of Merit**

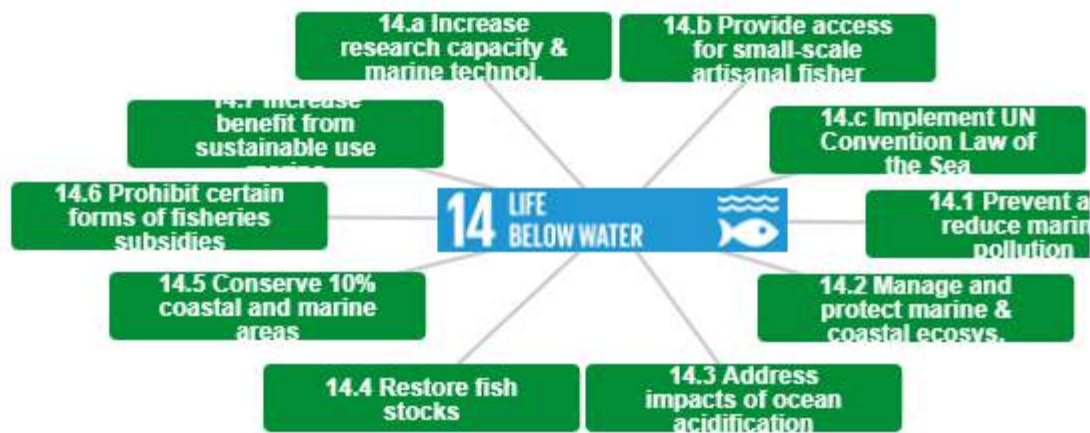
- 2006 – Victoria
- 2008 – Victoria
- 2009 – Victoria
- 2013 – Ocean
- 2014 – Apex
- 2015 – City
- 2016 – Apex

# IDENTIFY YOUR COMPETITORS

	TOP 1	TOP 2	TOP 3	TOP 4	TOP 5	TOP 6
Issues within Canada	<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>10</b> REDUCED INEQUALITIES 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>13</b> CLIMATE ACTION 	<b>4</b> QUALITY EDUCATION 
Issues in the World	<b>2</b> ZERO HUNGER 	<b>1</b> NO POVERTY 	<b>6</b> CLEAN WATER AND SANITATION 	<b>13</b> CLIMATE ACTION 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 
Existing Initiatives in your company	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>4</b> QUALITY EDUCATION 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 
Issues for your company	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>13</b> CLIMATE ACTION 	<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>4</b> QUALITY EDUCATION 



14.6 By 2020, prohibit certain forms of fisheries subsidies which contribute to overcapacity and overfishing, eliminate subsidies that contribute to illegal, unreported and unregulated fishing and refrain from introducing new such subsidies, recognizing that appropriate and effective special and differential treatment for developing and least developed countries should be an integral part of the World Trade Organization fisheries subsidies negotiation



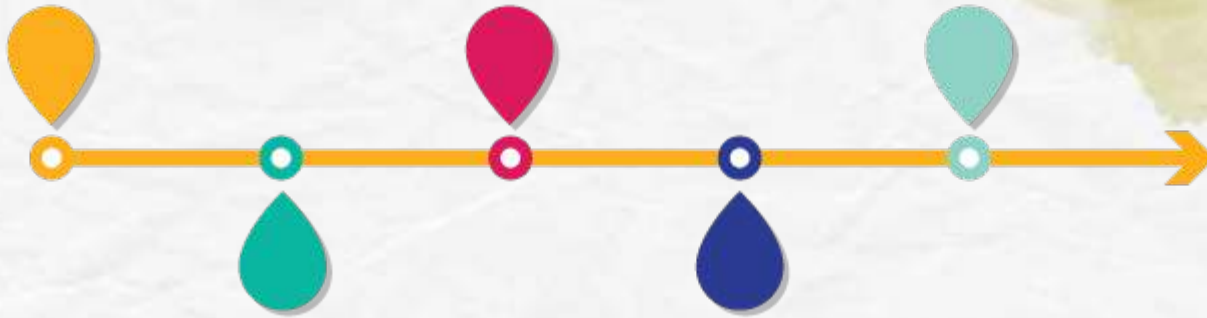
Sustainable Development Goal    Target    Indic





# **THE OVERALL STRATEGY**

# Time Management & Manpower



- **S**tat
- **D**eliver
- **G**raphic



BEST  
WORK  
OF LIFE