JCI Hong Kong

Lead to Impact



2023 E-BIDBOOK SEMINAR I

7 February 2023

Speaker Profile

JC Experience

- 2023 LOM Area Advisor
- 2023 JCIHK Inaugural Ceremony Deputy Chairman (Souvenir and Floor)
- 2022 LOM President
- 2021 National Records and Recognition Director
- 2020 LOM Honorary Secretary
- 2019 LOM Honorary Treasurer
- 2018 LOM Associate Honorary Treasurer
- 2017 LOM Officer
- 2013 Joined JCI Apex

Award Judging Experience

- 2018 JCIHK National Convention
- 2022 JCI Asia and the Pacific Conference
- 2022 World Congress



Carol Wong
2022 JCI Apex President

Awards

- 2022 WC Most Outstanding Local Organization
- 2022 WC Most Outstanding Local Project (Top 3)
- 2022 WC Best Local Business and Entrepreneurship Program (Top 3)
- 2022 WC Best Local Inter-organization Collaboration Project (Top 3)
- 2022 ASPAC Most Outstanding Local Organization
- 2022 NC Most Outstanding Chapter President (91+ Members)
- 2022 NC Best Growth and Development Program
- 2022 NC Award for LOM with the Best Contribution in NOM Activities (91+ members)
- 2022 NC Best Chapter of the Area (91+ Members) (Merit)
- 2021 NC Most Outstanding NOM Director
- 2020 NC Award for LOM with the Best Contribution in NOM Activities (56-90 members) (Merit)
- 2018 NC Award for LOM with the Best Contribution in NOM Activities (56-90 members)
- 2018 JCI World Public Speaking Championship (Hong Kong Selection) JC Class 2nd Runner-Up
- 2017 ASPAC Best Inter-Organization Collaboration Program
- 2016 NC Best Inter-Organization Collaboration Program





Agenda

- What is Bidbook?
- Objectives of Writing Bidbook
- Bidbook Preparation
- Time Management
- Bidbook Team Formation & Work Division
- Useful Information on JCI Websites
- Filing of Documents & Photos



WHAT IS BIDBOOK?

Proposal vs Bidbook

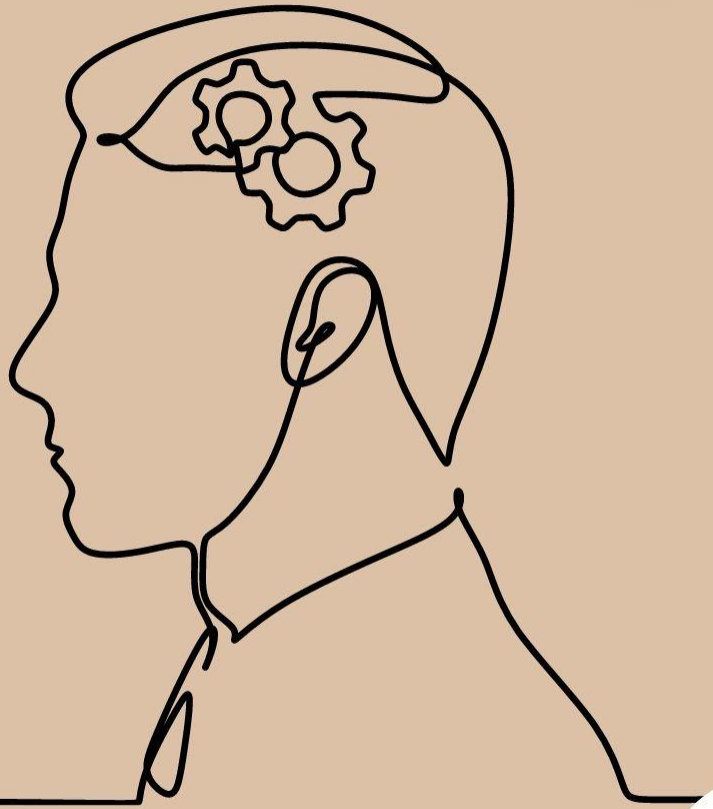
Proposal

- Executive Summary
- Company Background
- Project Objectives
- Project Scope and Tasks
- Project Timeline
- Marketing Strategies
- Pricing
- Action Plan

Bidbook

- Overview
- Objectives, Planning, Finance and Execution
- Impact on the Local Organization’s Membership Growth
- Added Value to JCI Members and Stakeholders
- Impact on the Local organization’s Finances
- Impact on the Local Organization’s Brand Awareness
- Long-term Impact of the Program

OBJECTIVES OF WRITING BIDBOOK

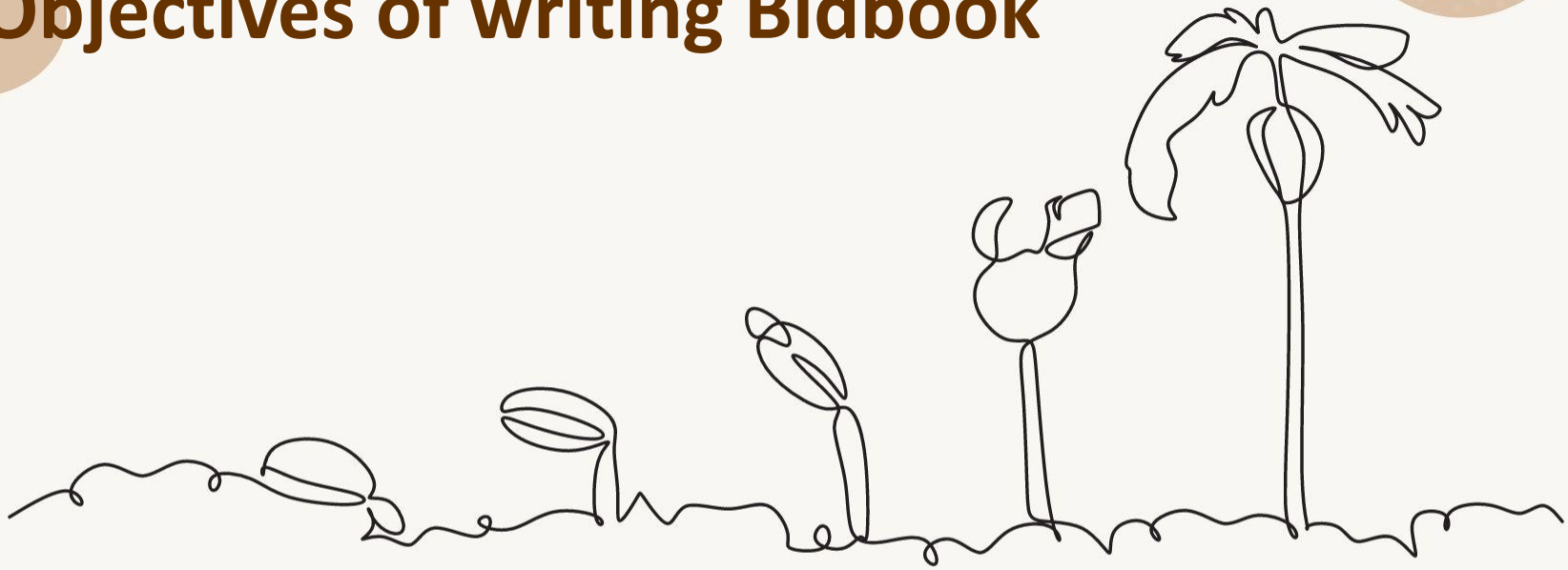


One of the Reasons to write bidbook

WIN



Objectives of writing Bidbook



Research & Analysis → Develop Project → Form OC Team → Execute → Review → Write Bidbook → Win

Training, **E**njoyment, **A**chievement, **M**otivation…

Create Lifetime Memories











You are not alone







Create Lifetime Memories











BIDBOOK PREPARATION



Who are the judges?

JCIHK National Convention

- Nominated award judges from LOMs
- National Executive Committee

ASPAC & World Congress

- Overseas Chapter Representatives



What are in the judges’ mind?

- **Have I heard of this project?**
- **If yes, was it an impactful project?**
- **Let me find out the numbers**
- **Let me find out the photos**



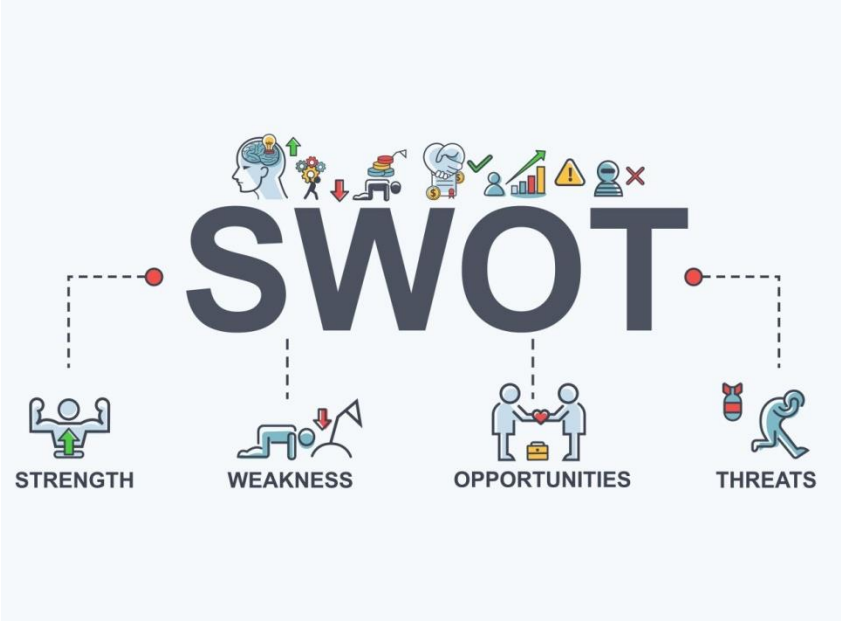
How can you win?



- Project itself
- Bidbook Preparation
- Bidbook Presentation

How can you win?

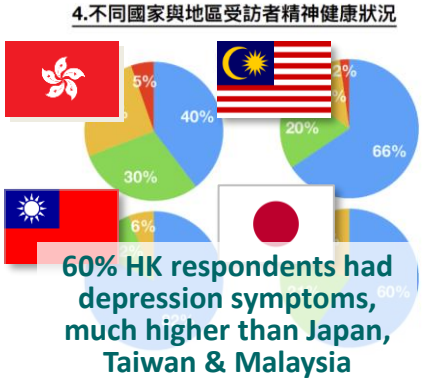




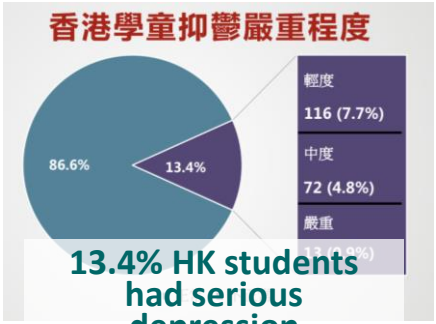
- JC Values, Uniqueness, Creativity, Execution, Achievements, Target Accomplished
- Figures to Support

- SWOT Analysis

Project Planning



“International Mental Health” Survey



“Mental Health of Children” Survey



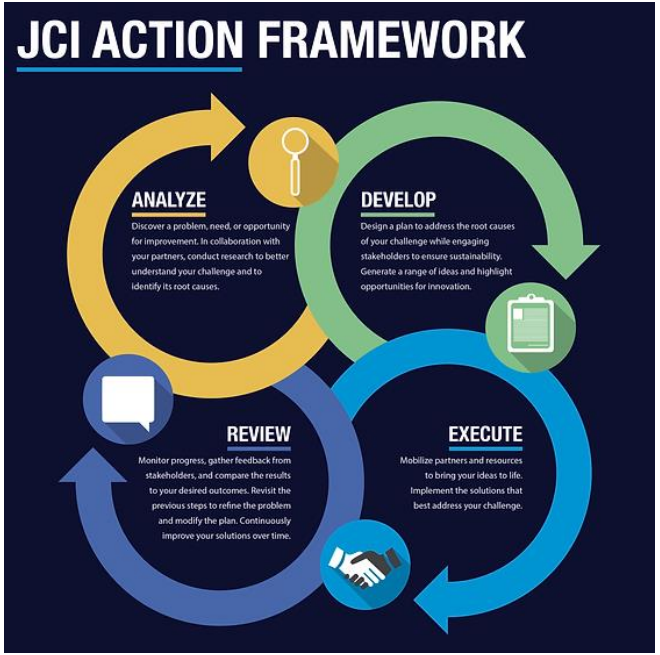
“Challenges Facing SMEs in Times of COVID” Survey

Conduct research to choose the right topic

Universal issues
- Create resonance

Local issues
- Comparison situation in different regions

Project Planning





Make use of Action Framework / SDGs / JCI Plan of Action

Project Planning

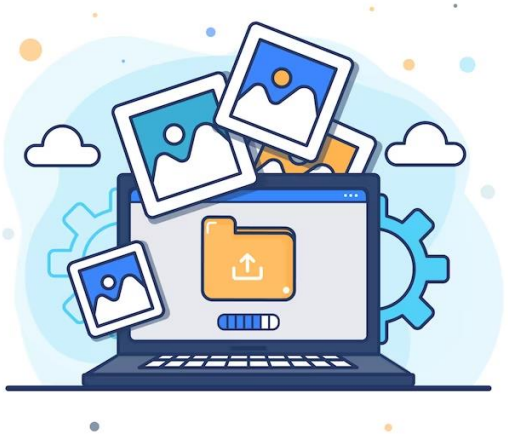
- How to measure your Project/ LOM success?
- Does the expected result address the issue?
- How to measure your own growth?
- Project sustainability



TIME MANAGEMENT



How many working hours are required to complete a bidbook?



Select photos



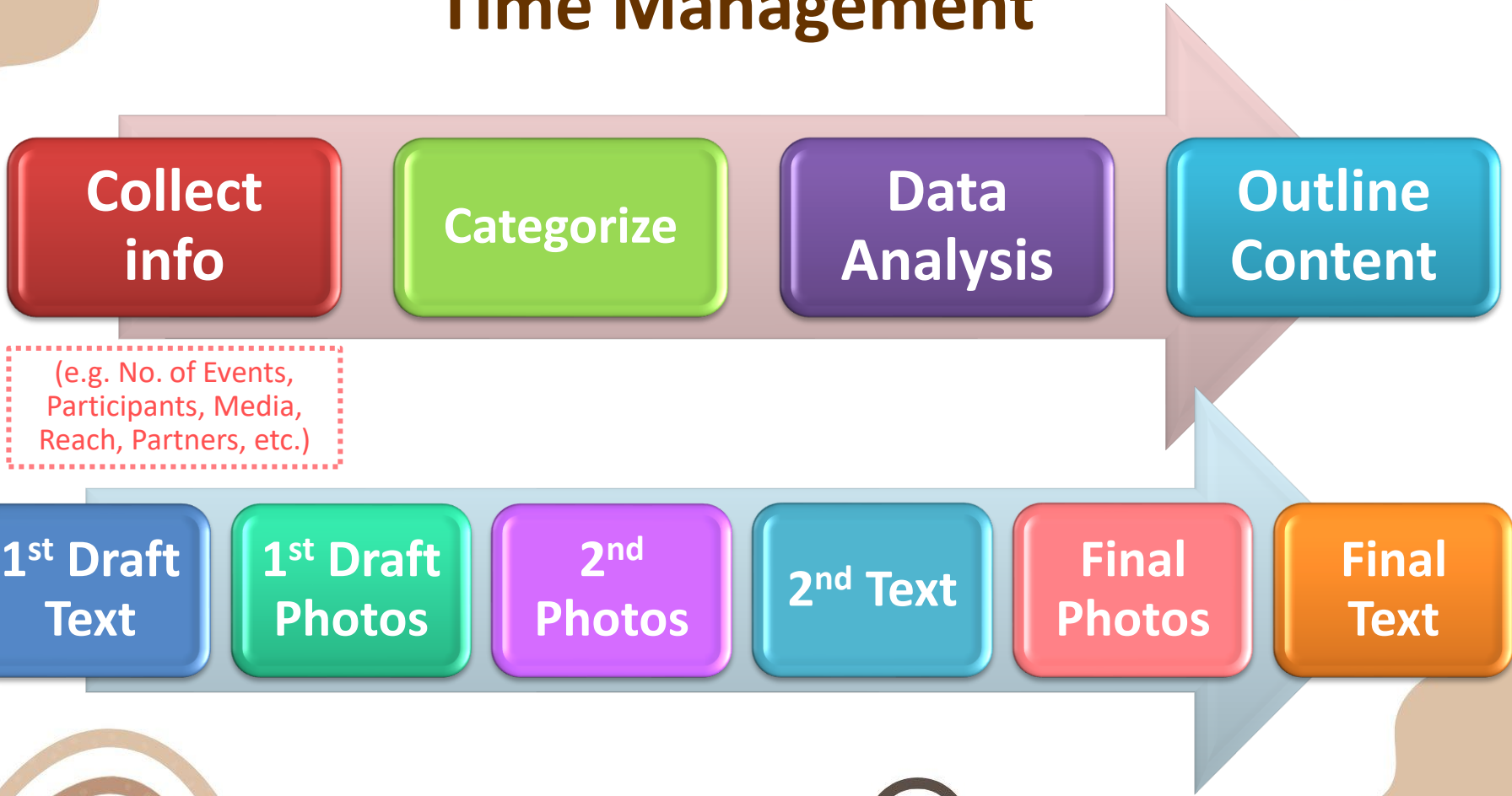
Write word contents



Prepare artwork and design

Around 50 - 60 hours per bidbook!

Time Management



Time Management



Work Overnight



Start writing near submission deadline



BIDBOOK TEAM FORMATION & WORK DIVISION

Bidbook Ingredients

- JCIHK Information
- JCI Information
- Project Details
- Statistics
- Infographics
- Logos
- Photos
- Magic Words,
  e.g. positive change



Be the master chef
to create your own unique dish!

- What is your story?
- Impact on People & Organization
- Emotions

Bidbook Team Formation

President				
Vice President	Project Chairman	OCs	Advisors	Past Presidents

Work Division

Generate ideas

Prepare words

Collect figures

Categorize photos



Search for graphics

Artwork & Design

Proofread content

Produce Video

Work Division Example

Initial planning EVERYONE
- All points to be discussed together before starting to work

Supervise 1 pax
- Oversee progress, see who need guidance or need motivation
- Ensure quality and united direction



Word development 2 pax
- Those who are good at English
- Make sure the overall message is united and aligned

Artwork design 1 to 2 pax
- Same person responsible for the same question
- Team communication is needed

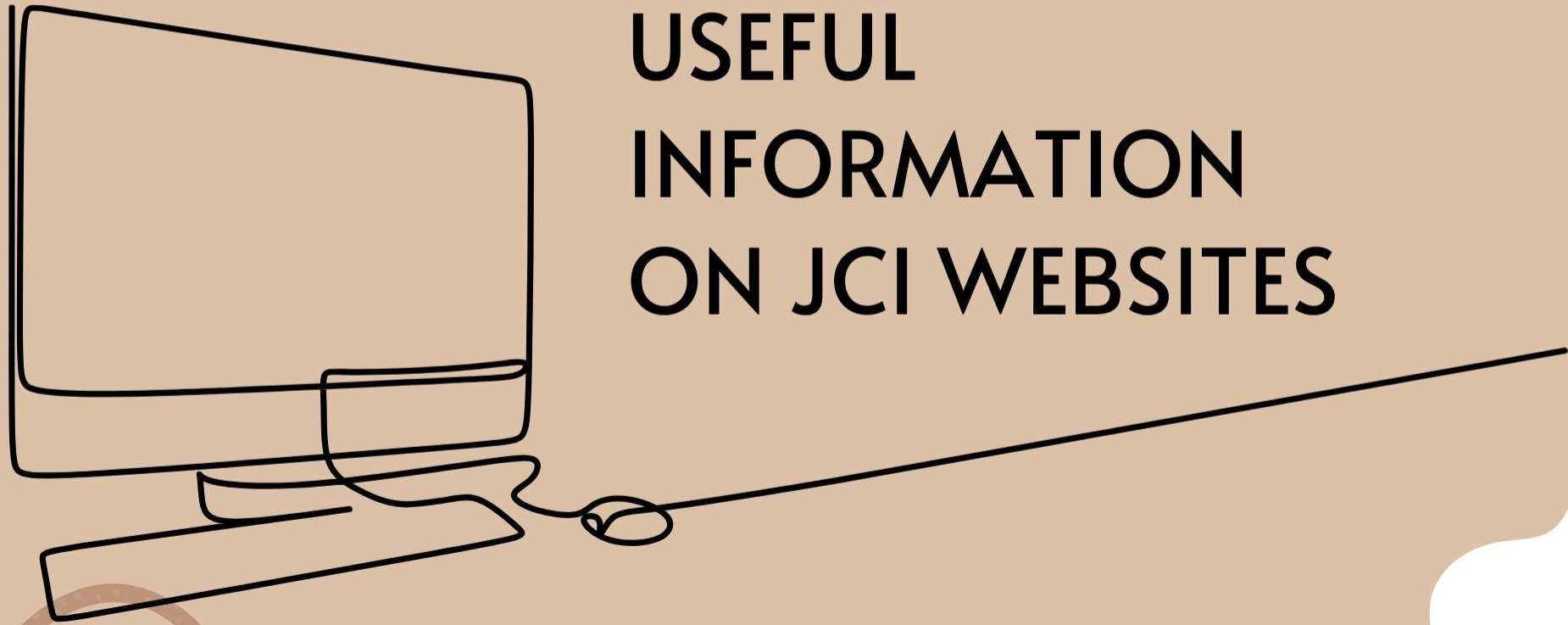
Supporting 1 to 2 pax
- Provide any information / figures / photos the team needed
- Master the jci.cc platform

Produce video 1 to 2 pax
- Highlight project achievements in video

Work Division

Work Individually	Work Together
More focus	Good atmosphere
More efficient	Motivate each other
May lack ideas or stuck in a thought loop	Easier for communication and discussion
Best for those who prefer working independently	Best to have a discipline master to monitor progress

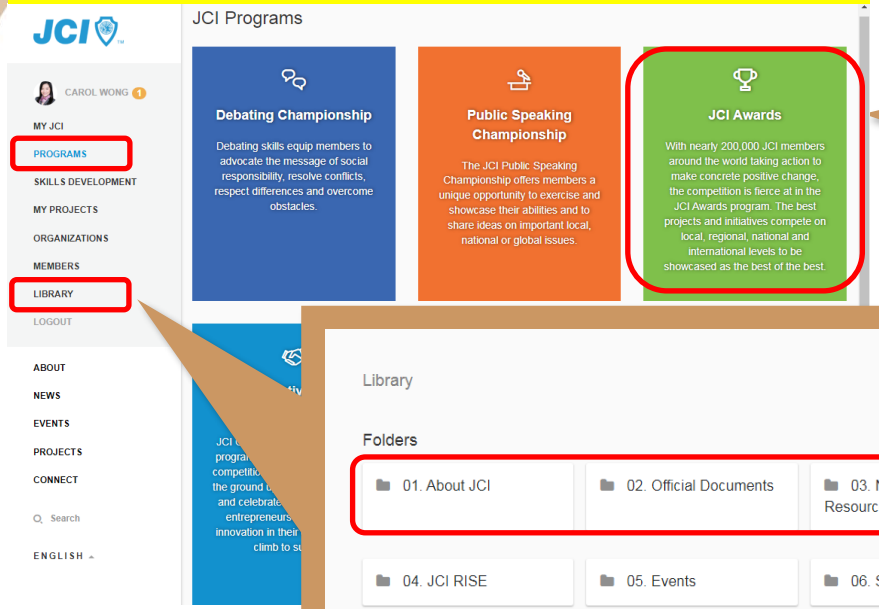
To walk fast, walk alone.
To walk far, walk together!

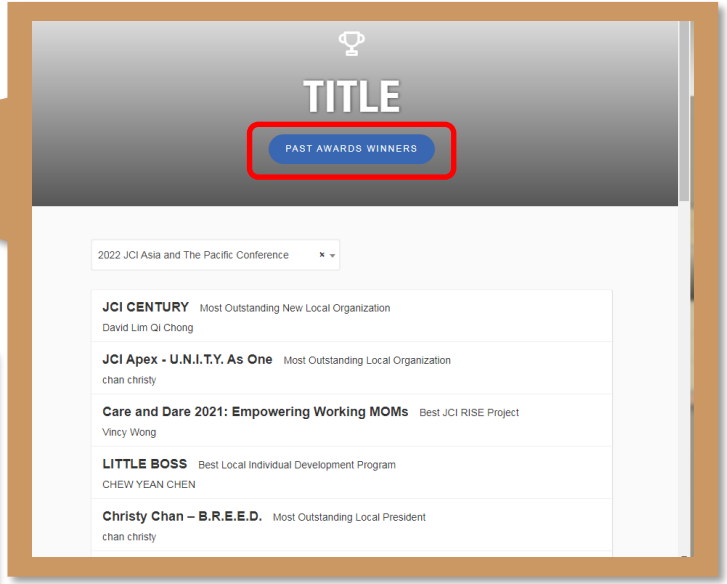


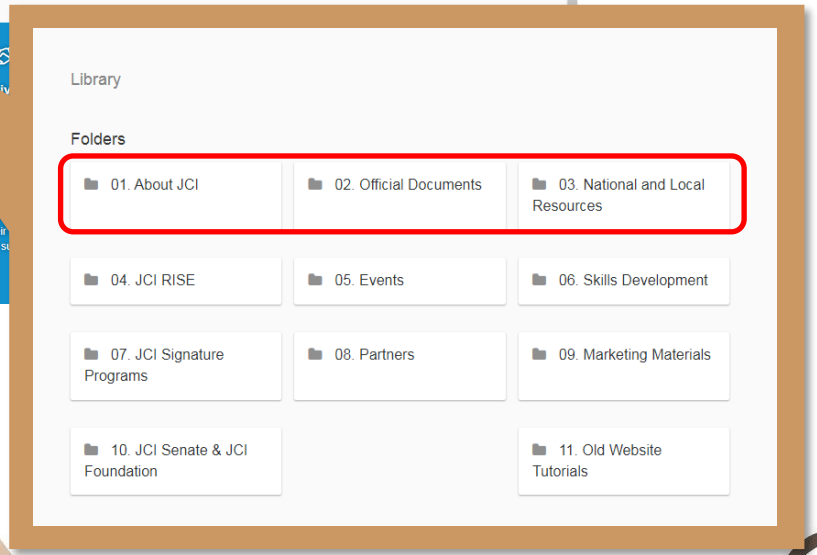
USEFUL INFORMATION ON JCI WEBSITES

Useful Info on JCI Websites

https://jci.cc



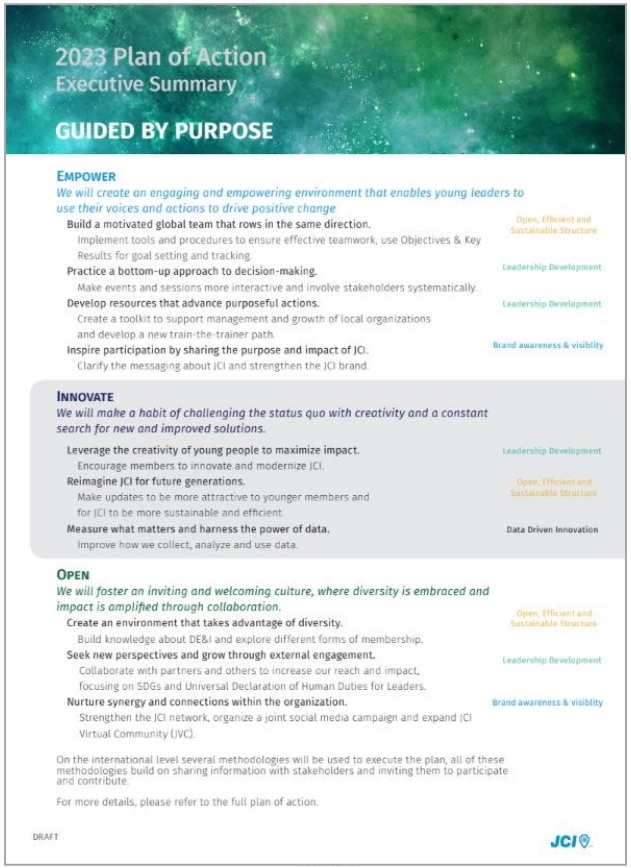


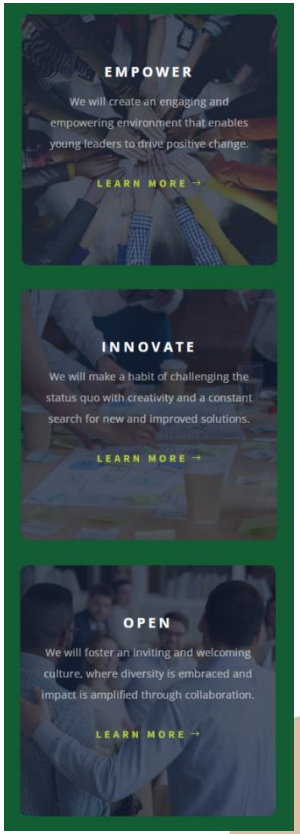


- Past Winning Bidbooks
- JCI Action Framework
- 2023 JCI Goals and Talking Points
- 2023-2027 Strategic Plan
- Plan of Action

Useful Info on JCI Websites







2019 ASPAC Winning Bidbook





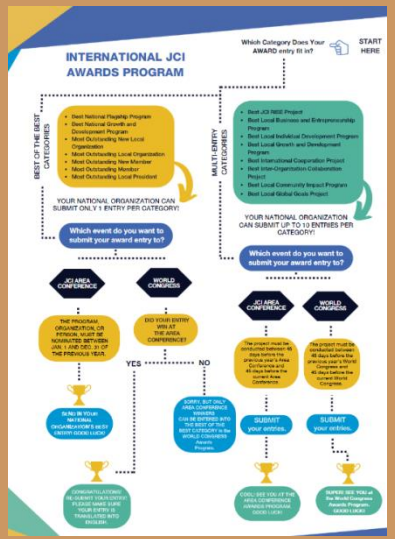


Best International Cooperation Project

Useful Info on JCI Websites

https://trello.com/b/2HtNuMnH/2023-jci-programs





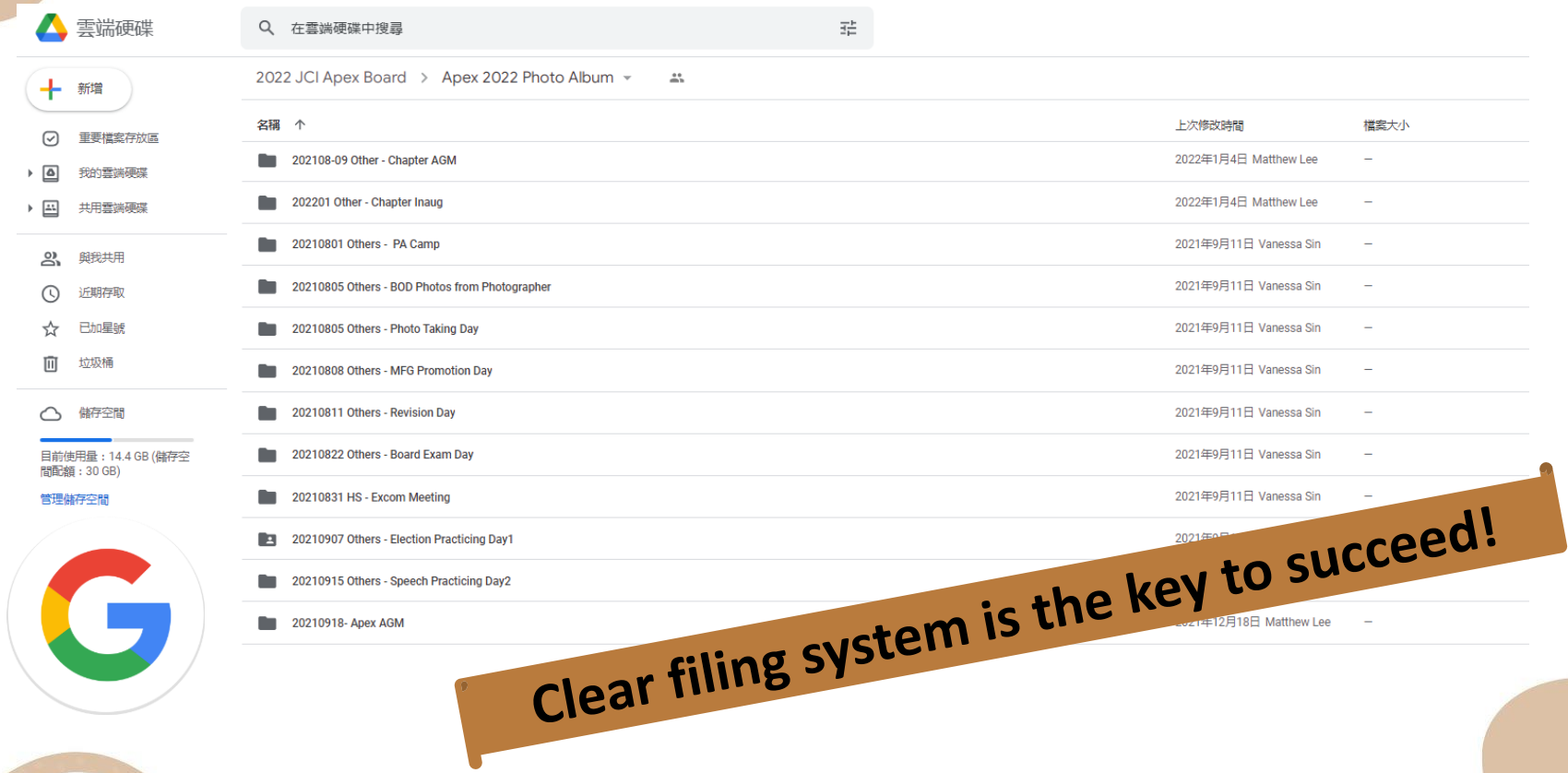


- **Awards Infographic**
- **Weighting Scores**

FILING OF DOCUMENTS & PHOTOS

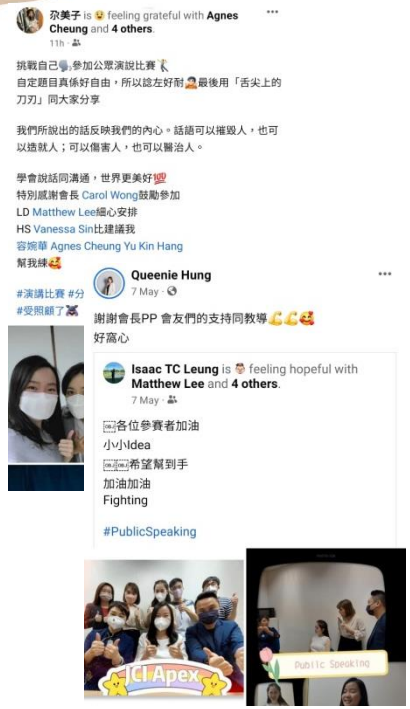


Photo Collection & Categorization



Clear filing system is the key to succeed!

Photo Collection & Categorization











Social Media Posts

Action Photos & Group Photos

Media Coverage

Start Preparation NOW!

- What can you prepare now?
  - Study Awards Manual
  - Basic Information
  - Update list of stakeholders, sponsors and media regularly
- Modify your project
- Fill the missing link
- Pre-marketing

