



IFPHK Financial Education Awards cum Accredited Professional Financial Planning Firm 2013

Guidelines and Entry Samples

Objective

The Guidelines and Entry Samples are designed to ensure all applicants have sufficient information to prepare for the competition.

Submission Deadline

All application materials must reach the IFPHK office by **14 August, 2013**. Any application submitted thereafter will not be assessed.

Materials for Submission

- A completed application form
- Application materials (program(s) outline, supporting documents such as program reports, participant satisfactory survey reports, promotional materials, media reports, event pictures or any materials that can back up the achievements). Six print copies and six soft copies are required. Soft copies must be in the form of PDF and saved on a CD.
- For submission on “Children’s Book of the Year” and “Adult’s Book of the Year”, six books or publications are required.

Points to Note

1. All education programs and tasks submitted by the applicants must be undertaken or completed between 1 January 2012 and 31 December 2012.
2. The format of entry samples below are provided for reference only. The applicant should file their materials according to the requirements as stated in each award.
3. Soft copies of application materials should be in the form of PDF and saved on a CD.
4. Program outline can be presented in the form of text, tables, graphics, bullet points, etc.
5. Applicant must state clearly the Awards Category and the Award(s) they wish to apply for.
6. The number of tasks submitted for the following awards is unlimited. The applicant is encouraged to list all the tasks participated in or organized.

<u>Children & Youth Category</u>	<u>Adults Category</u>	<u>Professional Training & Development Category</u>
<p>Excellence in Wise Money Management</p> <p>Excellence in Education Planning</p>	<p>Excellence in Women’s Financial Education</p> <p>Excellence in Wealth Management Education</p> <p>Excellence in Credit Management Education</p> <p>Excellence in Medical & Life Protection Education</p> <p>Excellence in Retirement Planning Education</p> <p>Excellence in Family Financial Planning Education</p>	<p>Professional Training & Development Company of the Year</p>

7. The number of tasks submitted for the following awards is unlimited to ONE only.

<u>Children & Youth Category</u>	<u>Professional Training & Development Category</u>	<u>Publication & Multi-Media Category</u>
Financial Competition of the Year	Best Professional Training & Development Program	Children's Book of the Year Adult's Book of the Year Website of the Year Financial Mobile Apps of the Year Innovative Educational Game of the Year

8. Please make sure that the supporting documents (such as promotional leaflets, media reports, event reports, photos and etc) are attached with the submitted education program or task.
9. The applicant can present the application materials (including supporting documents) in an extra format or hyperlink if necessary.
10. The samples provided in the Guidelines and Entry Samples are fictitious. Any resemblance to real events and persons is purely coincidental.

Please contact the IFPHK (Tel: 2982 7888 or Email: marketing@ifphk.org) for any assistance or questions regarding the application.

The Awards

Financial Education Awards 2013

<u>Children & Youth Category</u>	<u>Adults Category</u>	<u>Professional Training & Development Category</u>	<u>Publications & Multi-Media Category</u>
Excellence in Wise Money Management	Excellence in Women's Financial Education	Best Professional Training & Development Program	Children's Book of the Year
Excellence in Education Planning	Excellence in Wealth Management Education	Professional Training & Development Company of the Year	Adult's Book of the Year
Financial Competition of the Year	Excellence in Credit Management Education		Website of the Year
	Excellence in Medical & Life Protection Education		Financial Mobile Apps of the Year
	Excellence in Retirement Planning Education		Innovative Educational Game of the Year
	Excellence in Family Financial Planning Education		
	Best Adult Financial Education of the Year		
Company of the Year			

Accredited Professional Financial Planning Firm 2013

Accredited Professional Financial Planning Firm	Banking Sector Insurance Sector Independent Financial Advisory Sector
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Guidelines and Entry Samples

Financial Education Awards 2013

Awards Category: Children & Youth Category

Guidelines:

- Applicant should submit application materials as required by each award. The entry should include Name of Program, Date (Duration) of the Program, Participants, Contents and Effectiveness.
- The format below is applicable to “Excellence in Wise Money Management”, “Excellence in Education Planning” and “Financial Competition of the Year”.
- The number of tasks submitted for “Excellence in Wise Money Management” and “Excellence in Education Planning” is unlimited. The applicant is encouraged to list all the tasks participated in or organized.
- The applicant who applies for “Financial Competition of the Year” is limited to submitting ONE competition only.

- Name of the Program
- Date (Duration) of the Program
- Participants - e.g. beneficiary group, staff, co-organizers and etc.
- Contents - e.g. aims, key knowledge, learning style and etc. The applicant can provide supporting documents such as promotional flyer, leaflet, etc.
- Effectiveness - describe achievements and contribution of this program to financial education. The applicant can provide post-event report, survey, media reports, event photos and awards received for this program for reference.

Entry Sample – Excellence in Wise Money Management

Name of the Program	Smart Saving Workshop
Date (Duration) of the Program	2 May, 2012
Participants	120 young teenagers aged 12-14
Contents	<p>The workshop aimed at enhancing teenagers' awareness of money management. They learnt the concept and skills of saving, spending and donating through seminars and games.</p> <p><i>Attachment: Leaflet of Smart Saving Workshop</i></p>
Effectiveness	<p>A survey was conducted after the workshop. The survey showed that the participants agreed that the Workshop was effective in enhancing their knowledge in saving, spending and donating.</p> <p><i>Attachment: post-event report and event photos</i></p>

Entry Sample – Excellence in Education Planning

Name of the Program	“Education for Future” Seminar
Date (Duration) of the Program	6 August, 2012
Participants	140
Contents	<p>The Seminar was organized by ABC Company with an aim to provide updates on overseas education system, school fees and expenses of studying abroad. The speakers included a renowned local education expert, a professional in overseas education, representatives from overseas universities and a senior financial planner from ABC Company.</p> <p><i>Attachment: PowerPoint of the Seminar</i></p>
Effectiveness	<p>The participant survey showed that nearly 90% of the participants were satisfied with the Seminar and had obtained practical tips from the financial planner.</p> <p><i>Attachment: “Education for Future Seminar” participant survey and event photos</i></p>

Entry Sample – Financial Competition of the Year

Name of the Program	The Young Financial Planning Competition
Date (Duration) of the Program	10 April, 2012 – 2 October, 2012
Participants	<ul style="list-style-type: none">➤ Event Organizer: ABC Company➤ Supporting Organization: Education Bureau➤ Media Partner: xxx Media Group➤ A total of 300 students from 70 secondary schools joined this competition. A total of 20 staff from ABC Company was sent to teach the students the basic skills of financial planning.
Contents	<p>The competition consisted of two stages.</p> <p>In the first stage, mentors of ABC Company visited participating schools and delivered a talk to the students regarding financial planning.</p> <p>In the second stage, students were required to work as teams of four to write a financial proposal based on the standard case provided by the organizer. The teams that entered the final round were required to do an oral presentation in front of the judges. The judges then selected the winner for this competition.</p> <p><i>Attachment: Brochure of The Young Financial Planning Competition</i></p>
Effectiveness	<p>The Competition stepped into its fifth year and has recorded a steady increase in the number of participants. The majority of the participants said that the Competition enhance their knowledge in financial planning.</p> <p><i>Attachment: Post-event report – participants’ comments, media reports and event photos</i></p>

Awards Category: Adults Category

Guidelines:

- Applicant should submit materials as required by each award. The materials should include Name of Program, Date (Duration) of the Program, Participants, Contents and Effectiveness.
 - The number of tasks submitted for all awards (excluding “Best Adult Financial Education of the Year”) under the Adults Category is unlimited. The applicant is encouraged to list all the tasks participated in or organized.
 - The applicant cannot nominate themselves for “Best Adult Financial Education of the Year”. The Award goes to the organization that scores the highest marks in the Adults Category.
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- Name of the Program
 - Date (Duration) of the Program
 - Participants - e.g. beneficiary group, staff, co-organizers and etc.
 - Contents - e.g. aims, key knowledge, learning style, etc. The applicant can provide supporting documents such as promotional flyer, leaflet, etc.
 - Effectiveness - describe achievements and contribution of this program to financial education. The applicant can provide post-event report, survey, media reports, event photos and awards received for this program for reference.

Entry Sample - Excellence in Women's Financial Education

Name of the Program	ABC Women Financial Planning Centre
Date (Duration) of the Program	Established since September 2011
Participants	Provided financial planning services to over 900 women
Contents	<p>The Centre is committed to providing integrated and effective financial planning services to women to serve their needs in achieving life goals.</p> <p>The Centre is conveniently located at each branch of ABC Company. The Centre's facilities and equipment, including interior space, products and collaterals, are designed around women's specific demands. CFP professionals stationed at the Centre are well-trained to provide unique and attentive services to female clients.</p>
Effectiveness	<p>ABC Women Financial Planning Centre is the first-of-its-kind in the region. Clients were satisfied with the services provided by the Centre. The figures showed a significant growth of clients by 40% since its establishment in 2011.</p> <p><i>Attachment: Program report - ABC Women Financial Planning Centre</i></p> <p>The Centre was named "Best Enterprise of Caring for Women" by DEF Women Authority in October 2012.</p> <p><i>Attachment: Media report and photos of the awards presentation ceremony</i></p>

Entry Sample - Excellence in Wealth Management Education

Name of the Program	Electronic Investment Email
Date (Duration) of the Program	1 March, 2012 – Present
Participants	ABC Company would send emails to 50,000 clients each month with market updates and detailed investment reports.
Contents	<p>This service would keep clients abreast of the latest wealth management information including investment, risk management, funds analysis, insurance, retirement planning, estate planning, etc. Advice from financial planning experts would also be included.</p> <p><i>Attachment: Email content in May and June's issue</i></p>
Effectiveness	<p>An evaluation survey was conducted in 2012. A total of 63% of clients found the service satisfactory.</p> <p><i>Attachment: Client satisfaction survey 2012 - Electronic Investment Email</i></p> <p>ABC Company was the winner of "The Outstanding Electronic Mail 2012"</p> <p><i>Attachment: Media report, photos of the awards presentation ceremony</i></p>

Entry Sample - Excellence in Credit Management Education

Name of the Program	"Smart Kit of Credit Management" (3 episodes)
Date (Duration) of the Program	March – April 2012
Participants	<p>ABC Company produced a series of education programs to promote the public awareness of smart credit management. The episodes were broadcasted three times a day on KBB buses from March to April.</p> <p>According to the passenger statistics provided by KBB Bus Services Ltd., around 1,200 passengers were on the KBB buses during the broadcast hours. Thus, an estimation of 220,000 people could watch the program during the broadcast period.</p>
Contents	<ul style="list-style-type: none">➤ Aimed to educate the public about the effective ways to manage credit, spending and debt.➤ There are three key messages in the episodes :<ul style="list-style-type: none">■ Savings planning■ Use of credit card■ Personal debt➤ The story was about a young man named Chris who had a problem with credit management. He solved the problem and improved his credit situation by taking advice from financial planning professionals. <p><i>Attachment: video clips: www.abc.com.video3</i></p>
Effectiveness	<ul style="list-style-type: none">➤ Aligned with the objective to reach mass public.<ul style="list-style-type: none">■ Expected that around 220,000 people could watch the program on KBB buses.➤ The total click rate reached 1,000 per day since the episodes was launched on ABC Company's website.

Entry Sample - Excellence in Medical & Life Protection Education

Name of the Program	ABC Medical & Life Insurance Calculator
Date (Duration) of the Program	June 2011 – Present
Participants	The total hit rate reached 16,000
Contents	<ul style="list-style-type: none">➤ The ABC Medical & Life Insurance Calculator is to educate the public about the importance of medical and life protection.➤ It is a simple online calculation tool and is configured with calculation formulas for general medical and life insurance products. The user simply enters personal information; the calculator then displays the relevant insurance policy and quotes for free. <p><i>Attachment: www.abc.com.caluculator</i></p>
Effectiveness	<ul style="list-style-type: none">➤ 16,000 hit rates were recorded. <p>In March 2012, ABC Medical & Life Insurance Calculator was named one of the most innovative insurance tools in AAA Competition.</p> <p><i>Attachment: photos of the awards presentation ceremony</i></p>

Entry Sample – Excellence in Retirement Planning Education

Name of the Program	"Good Life" Retirement Planning Conference
Date (Duration) of the Program	10 September, 2012
Participants	12 speakers 18 supporting organizations Over 500 participants
Contents	<p>The Conference was held annually with an aim to arouse public awareness in retirement planning through the presence of prominent financial figures and academic professionals.</p> <p>The Conference explored the following topics:</p> <ul style="list-style-type: none">➤ The challenges to retirement in Hong Kong➤ How to prepare for retirement expenses➤ Points-to-note for retirement planning <p><i>Attachment: "Good Life" Retirement Planning Conference - Agenda</i></p>
Effectiveness	<p>The Conference has aroused the interest of the public in retirement planning.</p> <p>Among the participants, 80% of them found the information provided was useful and nearly 90% of them expressed their interest in next year's Conference.</p> <p><i>Attachment: "Good Life" Retirement Planning Conference – Event Report</i></p>

Entry Sample – Excellence in Family Financial Planning Education

Name of the Program	ABC Company Family Financial Planning Workshop
Date (Duration) of the Program	30 October, 2012
Participants	ABC Company sent 5 senior financial planners to attend the workshop and introduced the concept of family financial planning to 30 households with 60 participants in total.
Contents	<p>Targeting low income groups, the Workshop covered lecture, games and sharing sessions.</p> <ul style="list-style-type: none">➤ Lecture: financial planners introduced concept of family financial planning and related skills.➤ Role-play game: Each participant was assigned to act as a family member and tried to solve his/ her financial problems. The game aimed at encouraging participants to better understand the financial needs of other family members and enhancing their financial planning knowledge.➤ Sharing session: The participants were invited to share their financial planning tips and the problems they encountered in daily life. Financial planners and other participants were encouraged to provide constructive feedback and personal experience for self-motivation purpose. <p><i>Attachment: ABC Company Family Financial Planning Workshop – Lecture Handouts</i></p>
Effectiveness	<p>Targeting the low income groups in Hong Kong, the Workshop was constructed to meet their special financial needs in housing, children's education, transport, food and medical care, etc. The workshop aimed at enhancing their financial skills and knowledge to utilize their resources in the most effective way.</p> <p>Most of the participants found the Workshop satisfactory.</p> <p><i>Attachment: ABC Company Family Financial Workshop – event report</i></p>

Awards Category: Professional Training & Development Category

Guidelines:

- Applicant should submit materials as required by each award. The entry should include Name of Program, Date (Duration) of the Program, Participants, Contents and Effectiveness.
 - The number of tasks submitted for “Professional Training & Development Company of the Year” is unlimited. The applicant is encouraged to list all the tasks participated in or organized.
 - “Best Professional Training & Development Program” is limited to one program submission only from each applicant.
 - The format below is applicable to both “Best Professional Training & Development Program” and “Professional Training & Development Company of the Year”.
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- Name of the Program
 - Date (Duration) of the Program
 - Participants - e.g. beneficiary group, staff, co-organizers, etc.
 - Contents - e.g. aims, key knowledge, teaching mode, etc. The applicant can provide supporting documents such as promotional flyer, introduction leaflet, etc.
 - Effectiveness - describe achievements and contribution of this program to financial education in 2012. The applicant can provide post-event report, survey, media reports, event photos and awards received for this program for reference.

Entry Sample - Best Professional Training & Development Program

Name of the Program	ABC Financial Training Center
Date (Duration) of the Program	Established since 2005
Participants	The Center has: <ul style="list-style-type: none">■ 20 full-time instructors■ Provided training to over 300 staff of ABC Company
Contents	<ul style="list-style-type: none">➤ Aims: To enhance their professional skills and knowledge in financial planning through provision of systematic training.➤ Key knowledge:<ul style="list-style-type: none">■ To introduce and provide updates on financial planning products and services including insurance, investment, taxation, retirement and estate planning, etc.■ To improve and enhance financial planning skills through regular training.➤ Training mode: The Centre provides various kinds of training channels such as seminars, online learning platform, education subsidies on examination, etc.➤ Instructor profile<ul style="list-style-type: none">■ All instructors are financial planning experts in various areas. Half of the instructors have won awards in financial planning competitions. They are capable of providing proper counseling to trainees regarding their financial planning professional or career development needs. <p>Supporting documents: Training Schedule 2012</p> <ul style="list-style-type: none">➤ <i>Soft Copies (Please click onto the hyperlink)</i>➤ <i>Hard Copies (as attached)</i>
Effectiveness	<ul style="list-style-type: none">➤ As of 31 Dec 2012, over 1,200 staff at ABC Company has received training since its establishment.➤ The Centre provides at least 38 training hours annually for each member of staff.➤ A survey regarding the performance of the Centre was conducted in 2012. More than 80% of trainees said that the training could enhance their financial planning skills, which is important to their daily work. <p><i>Attachment: photos taken at training classes and survey report on ABC Financial Training Center 2012</i></p>

Entry Sample - Professional Training & Development Company of the Year

Program (1)

Name of the Program	ABC Financial Training Center
Date (Duration) of the Program	same as above
Participants	same as above
Contents	same as above
Effectiveness	same as above

Program (2)

Name of the Program	Joint financial planning courses with other academic institutions
Date (Duration) of the Program	2007 to present
Participants	100 students with 20 graduates in 2012
Contents	<p>The courses aim to enhance practitioners' knowledge and personal development in financial management and financial planning. Both diploma and degree programs are provided. Tuition subsidies will be offered to eligible participants.</p> <p><i>Attachment: Application leaflet</i></p>
Effectiveness	<p>45 people obtained the bachelor's degree since its launch. The course was one of the winners of TFC Education Awards in 2012.</p> <p><i>Attachment: photos taken at TFC Education Awards Presentation Ceremony in 2012</i></p>

Awards Category: Publications and Multi-Media Category

Children's Book of the Year / Adult's Book of the Year

Guidelines:

The applicant should submit application materials as required. The entry should include:

- Name of the Publication
- Publisher : Name of Publisher, Owner of the Publication, Sponsors, etc
- Publication Date: eligibility applies to any publication that is in circulation or distribution in 2012 regardless of its publication date.
- Content & Characteristics: briefly introduce the content, may list out the topics with bullet points, and characteristics such as writing style, case study, illustrations, cartoons, etc.
- Distribution Channel: book stores, schools, institutions, public facilities, etc
- Applicant should attach six hard copies of the book for assessment.
- Any materials backing up the above claims or achievements : e.g. distribution quantity, beneficiary groups, readers' comments, effectiveness in financial education, recommendation by celebrities or authorities, etc
- Each applicant is limited to ONE submission only.

Entry Sample:

Name of the Publication	Tips of Being Wealthy
Publisher	ABC Company XXX Publication Ltd.
Publication Date	March 2012
Content & Characteristics	<p>Content:</p> <p>This financial education publication addressed the questions and misunderstandings of the public about wealth management tools.</p> <p>Features:</p> <p>The publication made use of examples, case study, charts and easy-to-read writing style for a better understanding of investment tools and financial products.</p>
Distribution Channel	<p>4,000 books were printed in its first publication, half of them were sent to non-profit making organizations or charities that provide financial planning education to the public for free.</p> <p>The rest of the books were distributed at the following location:</p> <ul style="list-style-type: none">➤ XXX Publication Ltd. (Sent to readers as gift)➤ Investment seminars organized by ABC Company
Any materials backing up the above claims or achievements	<p>Organizations and charities claimed that the publication was effective in assisting their education to the public about the importance of financial planning. Besides, the publication sold nearly 1,000 copies (as at December 2012) and was voted one of the 100 must-read books in 2012.</p> <p><i>Attachment: media report</i></p>

Website of the Year

Guidelines:

The applicant should submit application materials as required. The entry should include:

- Name of website / Owner of website/ Website address
- Concept(s) : briefly introduce concept of website design and features, such as frequency of updates, image display, functions, etc
- Website content : briefly introduce the content of the website
- User experience: satisfaction survey, users' comments, etc.
- Number of visitors / hit rates : average number of visitors and hit rates per month
- Any materials backing up the above claims or achievements: number of visitors, previous awards, effectiveness in financial education, etc.
- Each applicant is limited to ONE submission only.

Entry Sample:

Name of website / Owner of website	ABC Company Finance Website www.abc.com
Concept(s)	The investors can browse the latest financial information through this free-of-charge website at any time. The website was designed in a user-friendly manner including information, functions and updating speed.
Website content	There are various kinds of information displayed on the website including market updates, fund analysis, experts' comments, internet banking, etc.
User experience	Please click on the link: www.abc.com.useropinion/
Number of visitors / hit rates	The website has become popular since its launch in 2002. The average hit rates are nearly 30,000 per day.
Any materials backing up the above claims or achievements	<p>1. 70% of ABC Company customers opened internet banking account. Besides, 30% of regular website visitors are not ABC Company customers. They said the reason that they looked for information on ABC Company Finance Website is because of its in-depth analysis of market information and easy-to-use functions.</p> <p><i>Attachment: Survey of ABC Company Finance Website 2012</i></p> <p>2. The Website was awarded "Innovative Technology Award – Website" in 2008.</p> <p><i>Attachment: Media report and photos</i></p>

Financial Mobile Apps of the Year

Guidelines:

Applicant should submit application materials as required by each award. The entry should include:

- Name of financial mobile applications (apps)
- Name of developer / Name of owner
- Concept(s): briefly introduce the design concept and characteristics, such as applicable to smart phones, tablet computers, user friendly operation system, image display, updating speed, special features, fees and charges, etc.
- Apps content: the purpose of the apps, information and functions.
- User experience & downloading rates: e.g. satisfaction survey, average or total number of download rates.
- Other materials: previous awards, effectiveness in financial education, etc.
- Each applicant is limited to ONE submission only.

Entry Sample:

Name of Application	ABC Company Life Financial Management
Name of Developer / Name of Owner	Developer: XXX Software Development Ltd. Ownership: ABC Company
Concept(s)	This Apps was designed for the public especially frequent user of mobile applications. It is applicable to all kinds of tablet computers and smart phone systems including iOS and Android. The user can access various features and functions at any time without charges.
App Content	The Apps allowed ABC Company's customers to perform various wealth management activities, including personal loans application, investment, savings, etc. This Apps is also equipped with videos related to financial education such as up-to-date financial products analysis.
User experience & downloading rates	The Apps was launched in March 2012; the average download rate is nearly 600 per day. The users were satisfied with the operation of the Apps. It scored 4.3 out of 5 in a major review website. Please see comments from users in the attachment. <i>Attachment: Users testimonials.</i>
Other materials	ABC Company Life Financial Management is the first apps which combines banking services and financial education. It aimed at helping the users to make the right decisions through the information and service provided.

Innovative Educational Game of the Year

Guidelines:

Applicant should submit application materials as required. The entry should include:

- Name of game
- Owner of game
- Unique concept(s): briefly introduce the design and concept of the game such as target participants, use of innovation and multi-media, etc.
- Content: how to play the game, information or knowledge of the game, etc.
- User experience: satisfaction survey, quality test report, etc.
- Number of users and participants
- Each applicant is limited to ONE submission only.

Entry Sample:

Name of Game	Smart Money Internet Game
Owner of Game	ABC Company
Unique concept(s)	The game was designed for children aged 8-12 years old. The concept is to use animation with children's favorite cartoon characters and music to promote the importance of wise money management. The game is divided into three levels: Junior, Middle and Senior according to the complexity of the concepts and children's age. It is full of excitement with rewards and penalties resulting from different selections in the game.
Content	The difficulty of the game is designed into four levels: savings, spending, investment and donation. The participant would need to decide their action based on the resources he/she possesses. The participant could use his/ her recourses to exchange tips. The winner will be the participant who owns the most resources.
User experience	A testing session was conducted before its formal launch in April 2012. Fifty children aged 8-12 were invited to play the game. 90% of them claimed that they were satisfied with the game and it was an interesting game. They also expressed that the game helped to enhance their knowledge in money management. <i>Attachment: Testing Report of Smart Money Internet Game</i>
Number of users & Participants	In 2012, this game was promoted as one of the extra curricular activities in 100 primary schools in Hong Kong. There were over 6,000 players in 2012.

Company of the Year

Guideline:

The applicant cannot nominate themselves for “Company of the Year”. The Award goes to the organization scoring the highest marks in the Children & Youth Category (20%), the Adults Category (30%), the Professional Training & Development Category (20%) and the Publication & Multi-Media Category (30%).

Accredited Professional Financial Planning Firm 2013

Guidelines:

- Applicant should submit the relevant number of CFP certificants and AFP certificants to IFPHK for verification.

Entry Sample:

Item	Number
CFP professionals and AFP professionals employed by the organization.	136 individuals (100 CFP professionals and 36 AFP professionals)
The total number of employees who are engaged in regulated activities	400 individuals