

CPRFHK Young PR Professionals Competition 2017

Entry Form and Guide to the Competition

INTRODUCTION

The CPRFHK Young Professionals Competition is the Council of Public Relations Firms of Hong Kong's annual public relations competition for young professionals and students across Hong Kong. The Competition will run from 23 February until 31 March 2017.

The competition highlights and rewards best practice for communications students and young public relations professionals across Hong Kong. Providing a platform for students and young practitioners to showcase their strategic and creative ideas and test their competence, the competition also gives young professionals the opportunity to connect with industry professionals.

A survey completed by the Hong Kong Institute of Asia-Pacific Studies at the Chinese University of Hong Kong in September 2016 has indicated that Hong Kong is suffering from a significant 'brain drain'. Increasing numbers of students are heading overseas to study, but failing to return, thereby not contributing to the cultural or financial development of the city.

2017 entrants are asked to develop a six-month creative and integrated PR plan to promote a fictional government campaign to make remaining in Hong Kong more attractive. The target audience is Hong Kongers under the age of 30 and '2G' immigrants – that is, young professionals born overseas to Hong Kong parents who can 'come back home' to grow their career and contribute to the city's talent pool.

The winners – one student and one young professional – will be announced at a special CPRFHK awards event in April 2017, attended by entrants, industry members, judges and representatives from business and government. Winners will also be listed on the CPRFHK's webpage (www.cprfhk.org) and Facebook page (www.facebook.com/CPRFHK).

Sponsors:

BrandHK

ABOUT THE COMPETITION

Who can enter?

The competition is open to full-time and part-time students studying in Hong Kong and young PR professionals working in-house or at PR consultancies based in Hong Kong.

Entrants will be separated into two categories, and must fall within the following guidelines:

1. **Student** (full-time/part-time): studying public relations or communications in their degree at a university or a tertiary institution in Hong Kong.
2. **Young Professional**: must be aged 28 or under as of 31 July 2017.

Key dates

Open for entries: 23 February 2017

Entry deadline: 31 March 2017

Judging process: 31 March to 18 April 2017

Winners announced: April 2017 – exact date TBC

Judging

A panel of at least five judges will independently assess the competition entries. Care will be taken by the CPRFHK to select a group who offer the right balance of experience and objectivity for the competition. In addition to a representative from the CPRFHK, judges will be drawn from the corporate, government, academic and media sectors. The selected judges will be announced closer to the entry closing date (details will be available at www.cprfhk.org).

Prizes

One winner and one runner-up prize will be awarded in each category.

- Student category: winners will receive a two week internship with an agency member of the CPRFHK and a HK\$5,000 cash prize.
- Young Professionals category: HK\$10,000 cash prize for the winning entry and a place on the CPRFHK Board as the Young Professionals' Representative for the 2017/2018 Council year.

How to Enter

Entrants must complete the official entry form, which can be found at the end of this document or is downloadable from the CPRFHK website. Your written submission must be attached to your entry form and submitted together as one document via email to information@cprfhk.org. Email acknowledgement will be sent to the entrant after application is received. There is no entry fee for this competition. Entries are due by 5:00 pm on 31 March 2017. Entries received after this time will not be considered.

When sending your entry via email, please label your attached document with your full name and the category which you are entering. For example: John Wong – Student; or Sarah Lee – Young Professional.

CAMPAIGN BRIEF: HONG KONG BRAIN DRAIN

One of the world's leading international finance hubs and a true metropolis, Hong Kong has long been an attractive destination for young professionals from all over the world. The city is, however, currently undergoing a brain drain of its own population, with increasing numbers of young Hong Kongers choosing to study abroad, only to then opt to remain abroad and not return to the city.

A recent study by the Hong Kong Institute of Asia-Pacific Studies at the Chinese University of Hong Kong showed that 57% of Hong Kongers between the ages of 18-30 would leave Hong Kong if they had the chance and only 43% of people feel a strong sense of belonging in Hong Kong.

The UK-based University and Colleges Admissions Service (UCAS) has similarly reported a rise in the number of students applying for overseas higher education. Before the 2014 – 2015 year had closed, UCAS had received 6,781 applications for overseas study by Hong Kong students, which was more than double the recorded figure for 2009. Similarly, education-focused marketing intelligence monitor ICEF Monitor have also recorded significant year-on-year increases in Hong Kong enrolment in overseas institutions.

The exodus of Hong Kong's millennials is believed to be linked to the city's increasingly dense population, high cost of living and air pollution. These factors would suggest that Hong Kong needs to present itself as a sustainable and healthy city that its native young people – as well as overseas-born Hong Kongers – would be proud to call home.

In positioning itself thus, young Hong Kongers will help foster a distinct Hong Kong identity among themselves and their peers. Both from a cultural and economic perspective it is imperative that millennials, particularly those with transferable skills or professions, are brought back to Hong Kong so that the city can remain a diverse, dynamic and globally-minded hub of economic and cultural capital in the years to come.

Entrants are invited to build a six-month integrated communications campaign that will help identify Hong Kong as an ideal and attractive home to grow their career, particularly for the target audience of this campaign – young professionals and recent graduates under the age of 30 who are either Hong Kong-born or '2G' immigrants born overseas to Hong Kong parents.

This campaign should:

1. Highlight the best aspects of life in Hong Kong for the under 30s, both culturally and economically
2. Position Hong Kong as a leading city of the future
3. Encourage the co-creation of content from Hong Kong's youth and student population
4. Garner support from the industry
5. Build on and complement the Government's existing campaigns promoting Hong Kong (ISD's Brand Hong Kong, Invest Hong Kong, Hong Kong Tourism Board and Hong Kong Trade and Development Council).

STRUCTURE AND JUDGING CRITERIA

Your written entry must be no more than 1,500 words in length. Please use 12-point typed font and double spacing. Students are free to support their entries with creative visuals.

Your plan must be divided into the following sectors:

- Situation analysis
- Objectives
- Target audience
- Key messages
- Strategy
- Tactics and deliverables
- Budget and timeline (approximate)
- Evaluation

When evaluating your submission, the judges will take the following criteria into account:

- **Quality:** Is there a clear writing style, does the plan flow together well? Has the correct structure been used? Has an understanding of the PR planning process been demonstrated?
- **Strategic thinking:** How effective is the plan's strategy? How were the key messages determined? Are the plan's objectives met? Does the plan address the target audience effectively?
- **Creativity and originality:** What creative thought was put into developing the plan? What insights support the creative approach? What tactics have been identified?

NOTE: When preparing your entry, do not be restricted by what could realistically be implemented – the topic is intended to be hypothetical only.

For further information or if you have questions relating to the entry procedure, please contact information@cprfhk.org.

RULES & REGULATIONS

- The CPRFHK Young PR Professionals Competition is operated by the CPRFHK, who reserves the right to amend these guidelines, including the rules and regulations contained herein if necessary or expedient.
- Entrants will be notified of major amendments to the rules and regulations if necessary.
- Entrants must adhere to the rules and regulations set out for this competition. Entrants failing to abide by the rules and regulations will be subject to disqualification or other penalties.
- The CPRFHK's right of interpretation and amendment of the rules and regulations shall be absolute, final and binding.

- Entries are encouraged from communications or public relations university students or young public relations professionals in Hong Kong.
- All entries – including a completed entry form and written submission – must be received by 5pm on 31 March 2017. Any entry received after that date will be considered ineligible for this competition and will not be judged.
- No entrant may enter more than one category. Entrants must elect whether they are entering the “Student” or “Young Professional” category.
- Students can enter in teams of two but note that prize money will be split between each student i.e. HK\$2,500 each. Internships may be offered in two separate businesses.
- Young professional entrants are not allowed to enter as a group.
- “Full-time/part-time Student” entrants must be currently enrolled at a Hong Kong-based tertiary institution and studying communications or public relations within their degree.
- “Young professional” entrants must be aged 28 years or younger as of 31 July 2017.
- Entries should be restricted to 1,500 words and follow the prescribed subheading format described in the entry guidelines. Judges reserve the right to exclude any entries which do not comply with these conditions.
- Judges will be selected by the CPRFHK on the basis of providing a balanced range of experience to the judging panel. Judges will not take part in any panel considering an entry where they have a professional or personal interest.
- Winners will be decided solely at the discretion of the judges. Any feedback about the results will be entirely at the judges’ discretion, and the judges’ decisions are final and conclusive.
- The CPRFHK reserves the right to make all final decisions in this competition.
- No entry shall in any way infringe any third party’s rights. Each entrant shall ensure copyright clearance before any material is included in his/her entry for submission.
- Entrants found to have committed copyright infringement and/or acts of plagiarism in their work will be disqualified.
- Entries will not be returned to the entrants. The CPRFHK reserves the right to use the entries received, wholly or in part, for publishing, any publicity and promotional purposes, or as case studies.
- Information concerning the personal data of the entrants, including the disclosure and transfer thereof to the judges and the media where necessary, will be used by the CPRFHK strictly for purposes relating to this competition.
- Information concerning the personal data of the entrants will be stored and kept by the CPRFHK for a period of 12 months from the date when such data is collected.
- All entrants whose entry forms have been duly completed and submitted may have their names published on the official website and/or official publication.
- Winners will be notified by telephone prior to the public announcement at an awards ceremony hosted by the CPRFHK.
- There is no entry fee to the competition.

**Council of Public Relations Firms of Hong Kong
CPRFHK Young PR Professionals Competition 2017**

ENTRY FORM

- Complete all fields below and return this entry form together with your written submission to information@cprfhk.org by **5:00 pm on 31 March 2017**.
- Please insert the text of your written submission to the bottom of the entry form, where indicated.

Entrant Information

NAME:

EMAIL ADDRESS:

CONTACT PHONE NUMBER:

DATE OF BIRTH:

CATEGORY ENTERED (tick one):

Student

Name of university or tertiary institution: _____

Year you will complete your degree: _____

Young Professional

Job title: _____

Name of organisation: _____

PLEASE INSERT YOUR WRITTEN SUBMISSION HERE:

(Word limit: 1,500)