

# **JCI Hong Kong Corporate Communication Guidelines**

**國際青年商會**

**香港總會**

**企業傳訊指引**

2022 VERSION

## **JCI Creed**

That faith in God gives meaning and purpose to human life;  
That the brotherhood of man transcends the sovereignty of nations;  
That economic justice can best be won by free men through free enterprise;  
That government should be of laws rather than of men;  
That earth's great treasure lies in human personality;  
And that service to humanity is the best work of life.

## **JCI Mission**

To provide development opportunities that empower young people to create positive change.

## **JCI Vision**

To be the leading global network of young active citizens.

## **青商信條**

篤信真理可使人類的生命具有意義和目的;  
人類的親愛精神沒有疆域的限制;  
經濟上的公平應由自由的人通過自由企業的途徑獲得之;  
健全的組織應建立在法治的精神上;  
人格是世界上最大的寶藏;  
服務人群是人生最崇高的工作。

## **青商使命**

提供發展機會以促進青年人創造積極正面的改變。

## **青商願景**

成為全球具領導性的青年積極公民網絡。

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## **1. Facts on Junior Chamber International Hong Kong**

### **1.1. Introduction of Junior Chamber International Hong Kong**

With more than 2,000 members from all walks of life in Hong Kong, the Junior Chamber International Hong Kong (JCIHK) is a non-profit making organization dedicated to developing leadership potentials among young people. JCIHK represents a network of highly-motivated and forward-looking young people between the ages of 18 and 40 who come together to under a common mission: "to contribute to the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship and fellowship necessary to create positive change".

Since its establishment in 1950, JCIHK has proactively responded to challenges in the community, helping to generate awareness on important social and economic issues which have an impact on our daily lives. The organization's objectives are carried out through the "four areas of opportunity", namely leadership; community; international; and business.

#### **Leadership**

Through various leadership training programs, members develop valuable skills such as goal setting, time-management, public speaking, parliamentary procedures, protocol, etc., thereby equipping them with necessary techniques to become future leaders of the community.

#### **Community**

Through various community development programs, members identify social needs and issues, and develop projects to improve the well-being of the community. Awareness and sensitivity on community problems are thus enhanced.

#### **International**

Through a network of JC members in more than 110 countries around the world, members gain valuable international exposure, develop international friendship, and derive awareness on cross-border, cross-culture issues.

#### **Business**

Members can pursue personal business interests through the National Business Network as well as worldwide international networking activities. Each year, various business seminars and contact sessions are organized by the National Business Network.

List of Past National Presidents can be found in the following link:  
<http://www.jcihk.org/en/presidents.php?menuid=1&groupid=127&id=0>

List of Affiliated Chapters can be found in the following link:  
<http://www.jcihk.org/en/general.php?menuid=2&groupid=15&id=1>

## 1.2. 國際青年商會香港總會簡介

國際青年商會香港總會為一非牟利之國際性領導才能訓練青年組織，隸屬於國際青年商會，本會之宗旨是為年青人提供發展領導才能，培育社會責任感，提供商務發展及增進友誼之機會，冀能藉此締創建設性之改進，為全球社會發展作出貢獻。自一九五零年成立後，至今會員人數已超過二千人，年齡均介乎十八至四十歲，分佈於二十一個分會。本會依循四大發展機會 – 個人發展、社會發展、國際關係及商務發展等各方面，無間斷地推出各類型之工作計劃。秉承「訓練自己，服務社會」，以達到本會的宗旨。

### 個人發展

個人發展機會目的是為會員提供一系列訓練計劃，例如目標確立、時間管理、演講技巧等，藉以訓練其領袖才能，作為訓練青年領袖的基石。更可從工作小組的會議程序中，使各組員深切體會應有的權利與義務，加強做良好公民的意識。

### 社會發展

社會發展工作訓練機會目的是一方面鼓勵會員組織創新而有意義於香港社會發展的工作計劃，透過參與策劃過程，促進會員個人成長，提供領袖發展機會，發揚青商信條之「服務人群是人生最崇高的工作」的精神。

### 國際發展

國際關係發展機會目的是促進國際友誼，增加國際間的認識及文化交流，攜手合作，締造國際友誼，世界和平及美好明天，由於青年商會本身是一個國際性組織，會員國多達 110 個，6,000 個分會遍佈全球，全球會員人數多達 20 萬之多。所以會員能夠擴闊的國際視野，以及促進與各地分會締結姊妹盟的機會，更可從參加每年的亞太區及世界大會，會

員可與不同國家的青商作經驗和意見交流。

### **商務發展**

商務發展機會目的是透過會員間互相參與、實踐而加深了解,進而能在商務合作中事半功倍,另外亦藉此機會加強國際間的商務交流,從而使自己的商務經驗及眼界得以擴闊,進一步建立合作關係。

歷任總會會長名錄在此連結:

<http://www.jcihk.org/tc/presidents.php?menuid=1&groupid=127&id=0&langcode=tc>

附屬分會在此連結:

<http://www.jcihk.org/tc/general.php?menuid=2&groupid=15&id=1&langcode=tc>

## 2. Corporate Image

The JCI Constitution states:

This international association of Junior Chambers shall be known as JCI (Junior Chamber International, Inc.). The use of the name shall be limited to National Organization Members, Local Organization Members and Individual Members of this association whose affiliation is duly recorded, and groups of NOMs which have been formally recognized under the provisions of Policy 3-11. All NOMs applying for affiliation or reaffiliation are required to use only the word "JCI" followed by the name of the nation or local community in their names and those of their LOMs. The right to use the name shall be automatically and forthwith forfeited on termination of any member's affiliation or any such group's formal recognition.

The use of the naming system outlined in the Constitution is necessary to properly apply the JCI Corporate Identity guidelines as stated in this document.

- The official Spanish translation shall be:  
Cámara Júnior Internacional
- The official French translation shall be either of the following:  
Jeune Chambre Economique  
Jeune Chambre Internationale

### 2.1. The JCI Logo

#### JCI Logo

The JCI Corporate Mark is comprised of two trademarked elements:



1. The logotype
2. The JCI Shield

The JCI Mark is a registered trademark, and its use by any other organization is not allowed without expressed, written permission from the JCI Secretary General, Tel.: 1.636.449.3100, e-mail: [identity@jci.cc](mailto:identity@jci.cc)

The primary purpose of a registered trademark is to prevent people from becoming confused about the source or origin of a product or service. Trademarks help people answer the question: "Who makes this product?" and "Who provides this service?"

As people become familiar with JCI's Mark and the goods or services it represents, it can acquire a secondary meaning as an indicator of quality. Thus, established trademarks help people answer another question: "Is this product or service a good one?" For this reason, JCI trademarks are valuable assets worth of protection.

JCI's corporate identity is an important asset, and managing it is an important responsibility. The objectives of JCI's corporate identity are as follows:

- To present a well-articulated, consistent and legally protected corporate identity;
- To lay the foundation for recognition of and preference for JCI among customers, associates, vendors, investors and the general public; and
- To demonstrate the essence of the JCI Brand.

### **Correct Formats of the JCI Logo**

There is one format of the JCI Logo for use on the international level. The use of this logo *without* the name of the Local or National Organization is restricted to JCI international events and other official JCI materials. A JCI National or Local Organization must follow the guidelines for National and Local Organizations when creating their logo.



### **JCI Tagline**

JCI's tagline is "Developing Leaders for a Changing World." In 2022, JCI will continue focusing on this message and putting our members first. We will recruit young talented people who will become empowered through the JCI framework to lead their communities and businesses. We will focus on the four areas of opportunity – business and entrepreneurship, individual development, international cooperation and community action – aligned in the JCI Constitution.



## 2.2. The JCI Typeface

For continuity and simplicity, we use one typeface to form the JCI Logo and in our communications: Helvetica Neue. It has been chosen for its clarity, legibility and versatility. Helvetica Neue is not the same font as Helvetica. The three varieties of the Helvetica Neue font necessary to create JCI National and Local Organization logos and the official business papers (letterhead, business cards, envelopes, etc) are listed below. All font styles in the Helvetica Neue font family are permitted for use on additional materials where no required template exists.

abcdefghijklm  
ABCDEFGHIJKL  
1234567890

Helvetica Neue Light

abcdefghijklm  
ABCDEFGHIJKL  
1234567890

Helvetica Neue Medium

abcdefghijklm  
ABCDEFGHIJKL  
1234567890

Helvetica Neue Bold

Where Helvetica Neue is unavailable, Arial must be used. However, it is preferable to use Helvetica Neue whenever possible. This applies to business documents, correspondence, promotional materials, displays, product labels, signs, Web pages and other media. However, the JCI Logo must always appear in Helvetica Neue. To obtain the Helvetica Neue font, please visit [www.linotype.com](http://www.linotype.com) or another website for purchasing fonts.

## National and Local Organization Logos

The usage guidelines are the same for Local and National Organizations.

### Format

There is one approved logo layout for National and Local Organizations. Due to the fact that the JCI tagline, “Worldwide Federation of Young Leaders and Entrepreneurs,” has been phased out, National and Local Organizations are to use the new logo format, if they have not already. Organizations must eliminate the use of the tagline on any new materials produced. To have a logo created for an organization that does not include the tagline, or for additional information, e-mail [identity@jci.cc](mailto:identity@jci.cc).

The National or Local Organization name must be placed directly below the corporate mark. If a Local Organization wishes, they may include their National Organization’s name in parentheses after the name. The elements of the logo may not appear in any other layout or format in relation to each other.



### Color

National Organizations must choose one of the JCI secondary colors for their logo. All Local Organizations affiliated to that National Organization must use the same secondary color in their logos. You can read more about the secondary colors in another section of this document.



## Fonts

The font Helvetica Neue Bold is required to create your National and Local Organization's logos. Note that the actual Helvetica Neue Bold font must be used. The bold button that certain programs have is not suitable. Also note that Helvetica Neue and Helvetica are different fonts. It is best to have a graphic arts professional create your logo based on the samples available for download from the JCI website.



## Alignment

The National and Local Organization logo has specific alignment and spacing guidelines (pictured below) to ensure consistency. The best way to ensure you have the proportions and layout correct is to use a sample or template. Samples and templates are available for download from the JCI website. Click on Downloads -> Corporate Identity



The National or Local Organization name should be centered between the J and the point of the shield. When the name is too long to fit, it may be left aligned with the J. Helvetica Neue 75 Bold



## Minimum Space Requirements

The JCI Logo should always have a minimum clearance zone around it. This ensures clarity of communication and prevents the logo from becoming lost or crowded.



## Examples of Incorrect Usage



- Do not stretch or distort the logo



- Do not change the proportions of any part of the mark in relation to the other parts



- Do not use color in any way other than as described in the guidelines



- Do not change the appearance, shape or layout of the logo



- Do not cut off any part of the logo

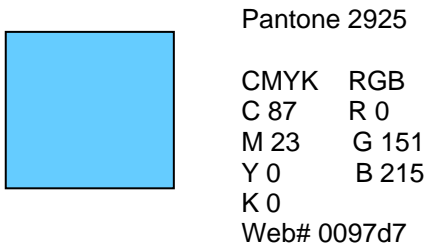


- Do not use the elements of the logo independently from one another

## The JCI Color Palette

### The JCI Primary Color Palette

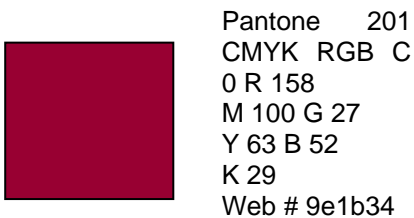
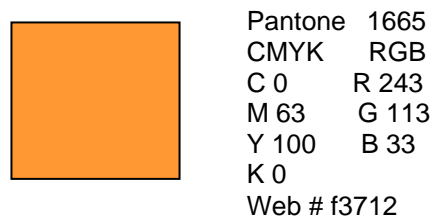
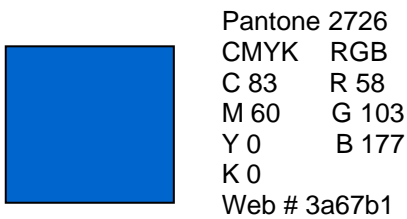
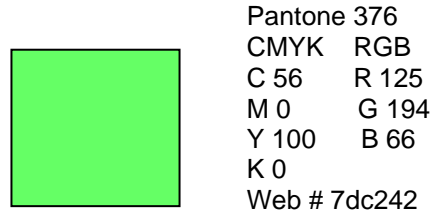
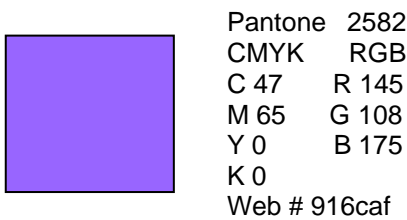
The Primary color of JCI Aqua was chosen to give JCI a fresh feel while also reflecting the organization's heritage. The color is important to the overall branding and should be identified with JCI. The color reference for JCI Aqua is PMS2925 from the Pantone Matching System, an internationally recognized standard of matching colored inks used in the printing industry. This color should always be a main color on all materials produced by JCI and JCI National and Local Organizations.



JCI National and Local Organization logos can also appear in JCI Aqua with their secondary color, or in white or black.

**The JCI Secondary Color Palette**

The Secondary Color Palette’s main function is to provide a visual distinction for JCI National and Local Organizations. And as such, it may also be used in publications, PowerPoint presentations and websites relating to that country. However, they should never overpower the primary color, JCI Aqua.

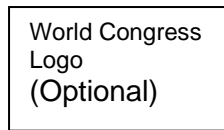


## JCI National Organizations Identity and Color Variants

Each JCI National Organization should choose one of these secondary colors to form their logo. All Local Organizations must adopt the secondary color chosen by their National Organization. The name of the organization will appear in the secondary color in the logo.

### Logo Sequence

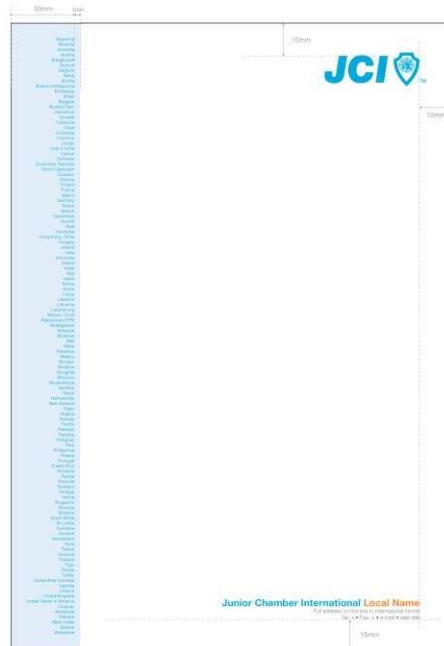
The logo sequence please see below:- (World Congress and JCI Rise- optional)



## 2.3. JCI Stationery

### 2.3.1 The JCI Letterhead

The JCI letterhead is printed on white letter size or A4 size paper. It should include the corporate logo and address printed in JCI blue (PMS 2925). The JCI Logo should appear at the top right of the page. The words “Junior Chamber International\_\_\_\_\_” in the appropriate color for the National or Local Organization must appear in the bottom right corner above the contact information. The font used is Helvetica Neue, ranging in size from 8 pt. to 22 pt. on the letterhead.



### 2.3.2 The JCI Envelope

JCI uses #10 white business envelopes with the JCI logo placed in the upper left, in PMS 2925. “Junior Chamber International\_\_\_\_\_” in the appropriate color for the National or Local Organization must appear below the JCI logo. The address should appear directly below the logo and be aligned left, flush with the left side of the logo, and printed in black ink. The typeface used for the address is Helvetica Neue Regular.



### 2.3.3 The JCI Business Card

JCI business cards are printed on white card stock. The dimensions of the card are fixed and the template must not be changed. All Local and National Organizations are encouraged to adopt the official business card designs as shown on the JCI website. Members are encouraged to use the back of their JCI cards to print their own business information or other pertinent local information. “Junior Chamber International\_\_\_\_\_” in

the appropriate color for the National or Local Organization should appear in the lower right corner above the contact information.



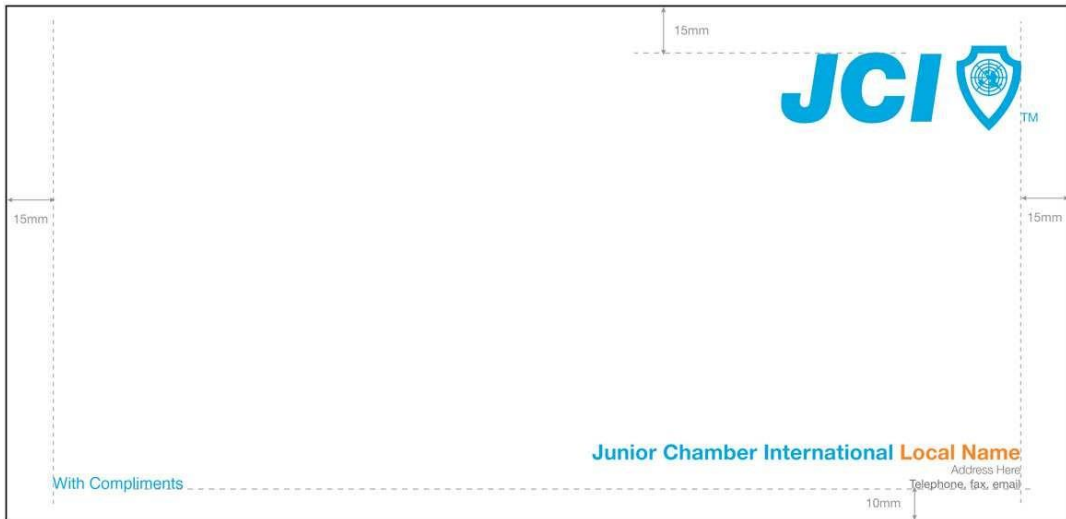
### 2.3.4 The JCI Compliment Slip

The JCI compliment slip is printed on white paper. “Junior Chamber International\_\_\_\_\_” in the appropriate color for the National or Local Organization should appear in the lower right corner above the contact information.

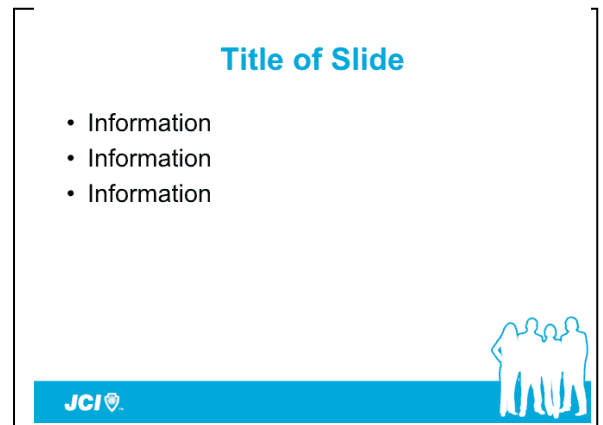
### 2.3.5 PowerPoint Presentations

PowerPoint presentations are an integral part of the overall brand of any institution. The templates provided comprise of a generic cover page and

text slide. The National or Local Organization logo should be placed on the cover slide and the master slide, so it appears on every page. The name of the organization that created the presentation should be visible at all times so that the origin of the information is clear.



In keeping with all JCI communications, all PowerPoint presentations should be clear and concise. A slide is not intended to contain a large amount of text but should be used as an aid when making presentations. It is recommended that text is kept to a minimum and slides are not too crowded.



### 2.3.6 Official JCI International Events

#### Logos for JCI Area Conferences and JCI World Congress

The organizing committees of official JCI international events may create a logo for their event. Event logos must follow the guidelines below and must be approved by JCI before use in any materials. After being finalized and approved by the JCI World Headquarters, the logo must not be changed, recreated, edited, retyped, distorted, stretched or altered in any way without permission. It is recommended to work closely with the JCI World Headquarters from the beginning to ensure an appropriate and professional logo.



#### JCI World Congress and JCI Area conference logos must:

- Incorporate the JCI Logo
- Include the full event title such as “JCI World Congress” or “JCI Asia-Pacific Conference”
- Include the year
- Include the city where the event will be held
- Include the country if the city is *not* listed as an international stand-alone city in the datelines entry of the AP Stylebook
- Use JCI Aqua (Pantone 2925)
- Be provided to JCI in vector format with all fonts converted to outlines
- Be in a JCI official language, and must use English for JCI World Congress
- Use at least one version of Helvetica Neue font
- Include the word “candidate” on materials distributed before the location is voted upon by the General Assembly

#### It is recommended to:

- Keep the logo simple and graphic
- Use a limited color palette, preferably including one or more of the JCI secondary colors
- Carefully consider the colors to be used in the logo and their associations
- Carefully consider the culture and symbols of the host city and country. Use images that will widely be associated with the location.
- Consider both the internal and external audiences for the logo. It will be primarily aimed at JCI members in your region, however people from all over the world who do not know about JCI will also see the logo. Consider the impression the logo will make on them.
- Consider including the dates of the event in the logo
- For Area conferences and regional events, create the logo in the language that is the primary language of the country if it is a JCI official language.
- Create a logo that will be possible to show in white on a dark color background
- Consider how the logo will be used and how it will fit on banners, brochures, websites, etc.
- Consider text legibility at different sizes

#### Event logos may **NOT** include:

- Overt representations of a country’s flag
- Raster images or photographs
- Abbreviations or acronyms
- Copyrighted or protected images, such as an official country seal or borrowed designs
- A slogan or theme within the logo
- Overt or noteworthy resemblance to another existing logo
- The JCI Logo treated as text. The JCI Logo must be treated as an item

separate from the official event name.

- Roman numerals (XI) or non-roman alphabets or scripts
- More than one format option. Multiple styles or formats of a logo often create confusion for the many people who are working to promote the event
- The logo of a partner or other organization incorporated into the event logo. Partner and sponsor logos should be shown separately in another space
- Imagery that is inappropriate for JCI

**It is NOT recommended to:**

- Use a font other than the versions in the Helvetica Neue font family. The Helvetica Neue family contains over 50 varieties, which provides ample opportunity for a unique combination. Other fonts may communicate a feeling or image that is not consistent with the JCI visual identity.
- Portray the borders or outline of a country, especially when border disputes or other political issues with neighboring countries are present
- Use imagery that could be viewed as religious, political or otherwise controversial

### **Web Addresses for JCI Area Conferences and JCI World Congress**

JCI World Headquarters will provide a standard web address for JCI Area Conferences and JCI World Congress to maintain consistency.

### **National and Local Event Logos**

While it is not required, Local or National Organizations may want to create a logo for a local or national event, such as a national convention. In these cases, it is not obligatory to get the logo approved by the JCI World Headquarters, however the design may be submitted to **identity@jci.cc** for feedback. Any local or national event must clearly state the official name and host of the event so as not to confuse the logo with a JCI international event. It is recommended to follow the guidelines stated here, however local languages may be used for local events.

### **Signage, Imagery, Promotion and Pins**

When the JCI Logo is used for signage or banners, all logo, typography and color guidelines should be followed. For a full review of content and design by the JCI Secretary General, call +1.636.449.3100 or email: **identity@jci.cc** for approval.

## Imagery Specifications

Photographs and illustrations make strong impressions on our audiences. They also play a significant role in conveying our Mission and purpose. You should select images that show the benefits members receive from being part of the JCI experience.

We should always be sensitive to our audiences and their cultures when selecting images for our communications.

## Joint Promotions

Occasionally, JCI enters into a partnership agreement to jointly promote a JCI product or service. Joint promotion initiatives require a full review of content and design by the JCI Secretary General, Tel.: 1.636.449.3100, Email: [identity@jci.cc](mailto:identity@jci.cc) for approval.

## Promotional Products

Promotional products may bear the JCI trademarked elements as long as the logo and tagline specifications are adhered to.

Official merchandise, clothing, awards, jewelry and other promotional applications must adhere to the logo specifications. Please contact the JCI Secretary General, Tel.: 1.636.449.3100, Email: [identity@jci.cc](mailto:identity@jci.cc) for approval.

## JCI Officers Pins

Official JCI Officers pins are only available from JCI World Headquarters. The JCI Officers pins must adhere to the following corporate identity guidelines:

- The pin consists of the JCI logo and the position title.
- The position title is directly underneath the JCI logo with the final letter of the text justified with the bottom point of the JCI shield. The text is in ALL CAPS.
- The National Officer's pins are **GOLD** in color.
- The Local Officer's pins are **SILVER** in color.

## Other JCI Pins

National and Local Organizations are only allowed to create pin and other jewelry if they receive the JCI Secretary General's approval of the design. Also they must follow all the rules of the Corporate Identity.

## **JCI Pins Position**

- Nametag is always worn on your right shoulder near the lapel.
- The JCI member sliver pin can be worn in all settings. It is to be worn on the left shoulder or lapel area.
- The officer pin is reserved for formal events and is to be worn on the right shoulder near lapel.
- If you have a foundation pin, this is also reserved for formal events. It can be worn on the right shoulder near the lapel next to your officer pin, or in the center of the chest underneath a man's bow tie. If you are also wearing a nametag, it can be worn on the left shoulder near lapel.
- Wear your senate pin on the right shoulder near the lapel only when at a JCI Senate function in your home country.

## **2.3.7 Frequently Asked Questions**

### **Q. What is JCI's Pantone Matching System (PMS) Corporate Color?**

A. PMS 2925

### **Q. What is JCI's Corporate Typeface?**

A. Helvetica Neue

### **Q. When the background is more than 50% value, which logo should I use?**

A. The reverse (white) should be used.

### **Q. If printing in one-color, can I print the JCI Logo in that color, even if it is not one of the acceptable colors?**

A. No, but you can print the reverse (white) in a color bar.

### **Q. Is there a standard placement for the JCI Web address?**

A. On JCI business cards, the Web address is placed in the bottom center of the color bar. Otherwise, there is no standard placement; however, you must maintain the minimum spacing around the logo (see Logo Specifications). We recommend using a font that has appeared somewhere else on the product.

### **Q. Is there a standard abbreviation of "Junior Chamber International"?**

A. Yes, the abbreviation is "JCI".

### **Q. Can I use the JCI Logo in a headline?**

A. The logo must never be used as part of a headline or in body copy.

### **3. External Publicity**

#### **3.1. Importance of Public Relations and Vehicles for Achieving It**

A well-managed organization pays careful attention to goodwill, which has considerable value. If you are familiar with accounting practices, you will recall that “goodwill”, though intangible is put under the “asset” side of the corporate balance sheet. Your organization can accumulate these intangible assets by generating goodwill through effective public relations.

There are many approaches to generate publicity and effective public relations for an organization. In JC, it is not always feasible to spend a lot of money to buy advertising space or air time in the media to promote our projects and services. Indeed, there are various vehicles to achieve the same objectives without spending money. Here are just a few common approaches to think about:

- ❖ Press conferences
- ❖ Press releases and press supplements
- ❖ Media interviews
- ❖ Inviting VIPs and Guest of Honor
- ❖ Other PR tools, e.g. newsletter, brochures, souvenir programs, etc.

In this section of the Handbook, we will share with you some insights on managing public relations through some of these common approaches.

#### **3.2. General Guidelines for Organizing Press Conferences**

##### **3.2.1. What are the objectives for holding press conferences?**

The objective of holding a press conference is obvious to disseminate information on a specific topic that will be of interest to the general public. By holding a press conference, you want to achieve the following results:

- ❖ Attendance by reporters
- ❖ Coverage of your event in the media
- ❖ Interest generated from the public on your topic
- ❖ To achieve all the above objectives, it is important to understand that a press conference must be newsworthy in itself in the first place. If it is not newsworthy, we will generally encounter disappointment with the lack of interest or low attendance rate from the

press. Worse still, you will be committing the act of wasting journalists' time that may affect their interest or willingness to attend your future events. Therefore, before organizing a press conference, ask yourself the following questions:

- ❖ Is the press conference really necessary?
- ❖ Is the topic, which we want to discuss newsworthy?
- ❖ If not, can we try to add a "news angle" to our topic?

### **3.2.2. What to do if we decide to hold a press conference?**

While there is no textbook formula on how to hold a press conference, the **PDF formula** will be helpful:

#### **Preparation (P)**

- i) Select the date, time, and venue for your press conference. A morning press conference around 10:00 am to 11:00 am is preferable, since it allows the reporters enough time to file their stories.
- ii) Ensure that you have sufficient manpower to plan and organize the press conference.
- iii) Decide who will speak during the conference. Usually, the speakers' list will include the President, the National President (if available), and the Project Chairman and / or special guests relevant to the topic of the press conference.
- iv) Make sure the contents of the speakers do not overlap too much. The speakers should each have different and interesting things to say.
- v) Obtain an up-to-date media contact list.
- vi) Prepare an invitation letter and fax it to the press about two or three days before the press conference.
- vii) Call the press up 1 or 2 days before the press conference to follow-up and to remind them about the event. Make sure that the person who is making the call is familiar with the purpose and program content of the press conference. Very often, reporters will use this opportunity to screen whether or not to attend your event.
- viii) Prepare a press kit and its contents for distribution at the press conference. The press kit typically contains the following:
  - ❖ Program
  - ❖ Press release
  - ❖ Speeches
  - ❖ Background of the organization
  - ❖ Brochures / publications of the organizations
  - ❖ Name card of the Project Chairman or of other key posts

(Please remember to give plenty of advance notice if you wish to get a copy of the speech from the different speakers.)

- ix) Plan your budget carefully as this will ultimately reflect in your project financial statement.
  - ❖ Venue cost
  - ❖ Banner
  - ❖ Corsages
  - ❖ Cost of press kits
  - ❖ Badges
  - ❖ Coffee / tea / snacks if necessary
- x) Liaise with the hotel or venue about the set-up of the press conference.
- xi) Assign roles and responsibility to all OC members. In particular, make sure everyone understands what to do with press enquiries. A "line-to-take" questions and answers could be prepared for this purpose. Usually, these enquiries should be directed to the President or the Project Chairman.
- xii) It may be useful for some organizing committee members to think up some questions to ask during the "Question and Answer" session to avoid "awkward silence".
- xiii) Assign one or more organizing committee members to clip the newspapers the following day. (If there is an evening paper among the reporters who show up, make sure you clip the evening paper on the event day).

### **Don't (D)**

Since a press conference is externally oriented and not an exercise on internal JC protocol, there is **NO** need to include "Recital of JCI Creed" in the program. Besides, the "Recognition of Guests" should be restricted to VIPs and key officers.

### **Follow-ups (F)**

Normally, not every media organization will attend the press conference. For those that have not been present, it will be useful to fax or email them the press releases immediately after the press conference. The press actually prefers to receive emails with press release and photos since it would facilitate their editing work.

Furthermore, keep your web site updated during the conference, releasing the text of announcement as soon as the



rest of press gets it. Post pictures (sound and video if feasible) with the text.

The purpose of doing this is to take advantage of every possible opportunity to promote your project. Even though a newspaper may not have sent a reporter to your press conference, they may eventually find the content to be interesting enough to include in their coverage the following day. NOM and many chapters have this experience before. It is always worth it to take just that one extra step.

### **3.3. General Guidelines on Writing Effective Press Releases**

A press release is information that you wish to release to the press to generate publicity on your project or your organization. As this is a written document that represents the Chapter and its corporate image, it is essential that attention be given to ensure its accuracy and professional presentation.

In organizing a typical JC function, there are a few documents that you may find yourself having to compose:

- i) A press invitation to invite media attendance either at a press conference or on the event day of a function;
- ii) A press release on the event day of the function to report on details of the project;
- iii) A press kit, either for distribution at a press conference or at a function.

#### **3.3.1. Press Invitations**

This is a straightforward piece of document to announce a particular event, which welcomes press attendance. We suggest that the following information be included:

- i) Date, time and venue of the event;
- ii) What VIPs will present? This is very important and should be included in the first paragraph;
- iii) A brief description on the project;
- iv) A brief description about the organization;
- v) Name and phone number of contact person.

A press invitation should be sent by fax about two or three days before the event, to be followed up by a phone call one or two days prior to the event.

As the Chinese press constitutes the majority of the local media, it is recommended that you invest your time in writing a good press invitation in Chinese first. Naturally, you should write both Chinese and English version. However, if you have to choose to use your precious time in a cost-effective manner, your priority will be on writing the Chinese press invitation first and translate that version into English for the English-language press.

When you call the newspapers to follow-up, remember that editors and reporters in the dailies work an evening shift; therefore, the best time to call them will be in the evening. For the evening papers, television and radio stations, you can make your follow-up calls during the day.

Besides inviting press to the press conference, you may also invite guests for the event. (Please refer to Appendix 6.6 for Sample Guest Invitation Letter)

### **3.3.2. Press Releases**

A press release is a more-detailed document than a press invitation, and requires certain techniques. Typically, the style of a press release is that of a straight news story. The author of the press release should try his or her best to imitate the style and format of journalistic language.

A press release should begin with a lead, expand on the lead, and proceed to present information in decreasing order of importance (i.e., most important thing first). There is a certain format, which most public relations professionals use in writing press releases:

#### **Format**

- ❖ Press releases are typically written on company letterhead.
- ❖ The date should always be specified.
- ❖ Always put a headline (title) in a press release. The title should be in all caps, centered and underlined.
- ❖ The press release should always include the name and phone number of the contact person.

### **Contents**

- i) Always try to use journalistic style and language.
- ii) A press release is pre-written and uses past tense because it is trying to report an event as if it has already taken place.
- iii) Always start off immediately with the substance.

### **For example:**

**Correct** The Junior Chamber International Hong Kong, organizer of the annual Ten Outstanding Young Persons Selection since 1970, announced the awardees of this year's selection at a press conference today.

**Incorrect** The annual Ten Outstanding Young Persons Selection, organized by the Junior Chamber International Hong Kong, is one of the most prestigious awards that recognize outstanding achievements in Hong Kong's youngsters. After months of hard work and a meticulous selection process, ten awardees have been chosen as the 1998 outstanding young persons.

### **Why?**

- ❖ The first example imitates journalistic language. The second one does not.
- ❖ The first example follows the rule of presenting most important information first. The second one does not.
- ❖ The first example is straightforward and presents an effective "lead" to the rest of the press release. The second one tries to give too much details and makes the mistakes of using unnecessary adjectives such as "hard work", "meticulous", "prestigious" etc. which is not journalistic language in an objective sense.

## **3.4. General Guidelines on Inviting Guest of Honor to our Functions**

An invitation to an outside guest is not something to be taken lightly. Proper protocol must be followed.

### **Invitations and Follow-ups**

- ❖ Once you have identified your potential Guest of Honor, make an initial contact by the telephone first to check on the availability. Very often, you will be asked to send a letter and related materials first.
- ❖ Your invitations must be put on corporate letterheads and wordings should be precise and arranged in an appropriate manner.

- ❖ It is recommended that invitations to a Guest of Honor be sent three months prior to the event.
- ❖ About a week after the invitation has been sent out, follow-up by telephone to make sure that your invitation has been received.
- ❖ Enquire, or confirm the availability of the invited guest on the day of the function. Should there be a conflict in schedule, you should immediately consider whether to invite another guest of honor or whether you wish to change the date of your function to accommodate the schedule of your guest.
- ❖ A formal written confirmation should be sent subsequent to a verbal commitment. In addition to being a gesture of politeness, it will also give you the opportunity to confirm once again in writing the date, place and time of your event and any other requests such as messages, speeches, bio data etc. that you may need. If situation requires, reference materials about the Jaycees and your particular event should also be forwarded to the Guest of Honor so that he or she may have the relevant materials to compose a message or speech for your event.
- ❖ Always request a copy of the Guest of Honor's bio data beforehand. Depending on the medium of language of the function, request the bio data in the appropriate language to avoid last-minute translation. This is especially troublesome when a lot of proper nouns such as names and titles have to be translated. The introduction of your Guest of Honor should be brief and include only relevant information. Very often, the introduction tends include information that are either unimportant or causes embarrassment to the Guest. ( e.g. birth dates of the Guest )
- ❖ On the event day, the President must greet the Guest of Honor at the main entrance of the venue, e.g. the hotel lobby, before the scheduled time of his or her arrival.
- ❖ The Guest of Honor should be identified by a special corsage different from those worn by other guests, and be escorted throughout the event by either the President or the Chairman.
- ❖ A written note of appreciation should be sent to the Guest of Honor within a couple of days after the event, with photos taken during the event enclosed. (Please refer to Appendix 6.7 for Sample Appreciation Note)

### **Seating Arrangements**

- ❖ For functions such as anniversary balls, the Guest of Honor should be seated at the center of the head table facing the stage / dance floor. The President should be seated on the left-hand side of the Guest of Honor.
- ❖ If relevant, the head table guest should be seated alternatively male / female according to positions.
- ❖ Chairman of the function should be seated at the opposite end of the table facing the Guest of Honor.
- ❖ Name stands and place cards should be prepared once seating arrangements have been confirmed.

## 4. The Government of the HKSAR

### 4.1. Membership of the Executive Council

Under the Basic Law, the Executive Council is an organ for assisting the Chief Executive in policy-making. The Executive Council normally meets once a week. The Chief Executive presides over its meetings. As at 2016.08.01, there are 31 members in the Executive Council, including the Chairman, 16 Official Members and 14 Non-official Members.

For the latest membership of the Executive Council, details can be referred to its official website:

English Version: <https://www.ceo.gov.hk/exco/eng/membership.html>

Chinese Version: <https://www.ceo.gov.hk/exco/chi/membership.html>

### 4.2. Key Policy Responsibilities of the 13 Bureaus

Bureau	Key policy responsibilities
<a href="http://www.csb.gov.hk">Civil Service Bureau</a> ( <a href="http://www.csb.gov.hk">http://www.csb.gov.hk</a> )	Management of the Civil Service
<a href="http://www.cedb.gov.hk">Commerce and Economic Development Bureau</a> ( <a href="http://www.cedb.gov.hk">http://www.cedb.gov.hk</a> )	Commerce and industry; telecommunications; broadcasting; creative industries; tourism; intellectual property protection; consumer protection and competition
<a href="http://www.cmab.gov.hk">Constitutional and Mainland Affairs Bureau</a> ( <a href="http://www.cmab.gov.hk">http://www.cmab.gov.hk</a> )	Constitutional development of Hong Kong; co-ordination of HKSAR's relations with the Mainland; human rights and access to information
<a href="http://www.devb.gov.hk">Development Bureau</a> ( <a href="http://www.devb.gov.hk">http://www.devb.gov.hk</a> )	Planning; land-use; buildings; urban renewal; construction and works and development-related heritage conservation
<a href="http://www.edb.gov.hk">Education Bureau</a> ( <a href="http://www.edb.gov.hk">http://www.edb.gov.hk</a> )	Education
<a href="http://www.enb.gov.hk">Environment Bureau</a> ( <a href="http://www.enb.gov.hk">http://www.enb.gov.hk</a> )	Environmental protection; sustainable development and energy

<a href="http://www.fstb.gov.hk">Financial Services and the Treasury Bureau</a> (http://www.fstb.gov.hk )	Financial services and public finance
<a href="http://www.fhb.gov.hk">Food and Health Bureau</a> (http://www.fhb.gov.hk )	Food safety; environmental hygiene and health issues
<a href="http://www.hab.gov.hk">Home Affairs Bureau</a> (http://www.hab.gov.hk )	District administration; community and youth development; building management; legal aid; social enterprise; arts, culture, sport and recreation
<a href="http://www.itb.gov.hk">Innovation and Technology Bureau</a> (http://www.itb.gov.hk )	Innovation and technology; information technology
<a href="http://www.lwb.gov.hk">Labour and Welfare Bureau</a> (http://www.lwb.gov.hk )	Poverty alleviation; labour; manpower and welfare
<a href="http://www.sb.gov.hk">Security Bureau</a> (http://www.sb.gov.hk )	Internal security and law and order; emergency response management; immigration and boundary crossing; fire fighting and rescue services; correctional services; anti-drugs, anti-money laundering and counter terrorist financing
<a href="http://www.thb.gov.hk">Transport and Housing Bureau</a> (http://www.thb.gov.hk )	Air services, maritime transport, land and waterborne transport and logistics development and housing

#### 4.3. Permanent Secretaries and Heads of Government Departments

The Permanent Secretary is the most senior civil servant of the Government and chief executive of government departments. The policies of the government are formulated decided by the bureaus led by secretaries and permanent secretaries are discussed in the Executive Council and implemented by the departments and agencies. Each department or agency reports to one or more policy bureaux, or directly to the Chief Executive, the Chief Secretary for Administration or Financial Secretary.

For the latest name list of the Permanent Secretaries and Heads of Government Departments, details can be referred to GovHK:

English Version: <https://www.gov.hk/en/about/govdirectory/pshd.htm>

Chinese Version: <https://www.gov.hk/tc/about/govdirectory/pshd.htm>

#### **4.4. Membership of the Legislative Council**

The Legislative Council of the HKSAR is the unicameral legislature of Hong Kong. The legislature is a semi-democratically elected body comprising 70 members, 35 of which are directly elected through five geographical constituencies (GCs) under the proportional representation system with largest remainder method and Hare quota, while the other 30 are indirectly elected through trade-based functional constituencies (FCs) with limited electorates. Under the constitutional reform package passed in 2010, there are five District Council (Second) new functional constituencies nominated by the District Councillors and elected by territory-wide electorates.

For the latest membership of the Legislative Council and biography of the Legislators, details can be referred to its official website:

English Version:

<http://www.legco.gov.hk/general/english/members/yr12-16/biographies.htm>

Chinese Version:

<http://www.legco.gov.hk/general/chinese/members/yr12-16/biographies.htm>

#### **4.5. District Council Chairmen**

The District Councils are the local councils for the 18 Districts of Hong Kong. They are consultative bodies on district administration and affairs.

For the latest chairmanship of the 18 District Councils, details can be referred to the official website of the District Council:

English Version: <http://www.districtcouncils.gov.hk/index.html>

Chinese Version: <http://www.districtcouncils.gov.hk/cindex.html>

#### **4.6. District Officers**

District Officer is head of District Office and the Government representative at the district level. They implement and co-ordinate the execution of district programmes; ensure that the advice of the District Council is properly followed up and promoting residents' participation in district affairs; maintain close liaison with different sectors of the community to reflect their views to Government; and as a link between the District Council and Government departments and a mediator between unions, corporate bodies and residents.



For the latest contact list of the 18 District Officers, details can be referred to the official website of the Home Affairs Department:

English Version:

[https://www.had.gov.hk/en/about\\_us/organization/orgainzation\\_chart/chart.htm](https://www.had.gov.hk/en/about_us/organization/orgainzation_chart/chart.htm)

Chinese Version:

[https://www.had.gov.hk/tc/about\\_us/organization/orgainzation\\_chart/chart.htm](https://www.had.gov.hk/tc/about_us/organization/orgainzation_chart/chart.htm)

#### **4.7. HKSAR Precedence List**

The Protocol Division is responsible for liaising with and providing host government services to the sizeable Consular Corps represented in the HKSAR. Besides, it maintains the latest HKSAR Precedent List which recognizes honorable citizens in the territory:

<https://www.protocol.gov.hk/eng/aboutus/index.html>

## 5. Useful Reference

### 5.1. Media List (as at Jan 2022)

[Medialist2022@jcihk.org](mailto:Medialist2022@jcihk.org) is ready for use. Only authorized person can send it email to above email address. Please note that this email should be sent it by bcc.

### 5.2. Guest Invitation Letter Sample

*Via Fax: [Fax No.]*

[Addressee]

January 1, 2022

Dear [Salutation],

#### **The XX<sup>th</sup> National Convention**

I am writing to invite you to attend the XX<sup>th</sup> National Convention of Junior Chamber International Hong Kong, which will be held on September 27-28, 2022. This year, our Convention theme is "XXXX". Through the theme seminar, we would like to enhance the awareness of the public on the importance of corporate governance and business ethics. We hope the seminar will help the young executives or future leaders to chart the right direction in their future endeavors and increase their competitive edge.

Your presence of any following events will be much appreciated:

Opening Ceremony : September 27 (Friday) from XX:XX - to XX:XX at XXX  
Theme Seminar : September 27 (Friday) from XX:XX - to XX:XX at XXX  
Convention Ball : September 28 (Sunday) at 8:00 pm at XXX Ballroom, XXX

Should you need more information, please contact me at 90xx xxxx or our National Secretary General Miss X at 9xxx xxxx.

I look forward to your favorable reply.

Yours sincerely,

Xxxxxx XXXX  
National President  
Junior Chamber International Hong Kong

Encl.

## Reply Slip

To: Junior Chamber International Hong Kong  
21/F., Seaview Comm. Bldg.,  
21-24 Cannaught Road West,  
Hong Kong  
Fax: 2543 6271

Opening Ceremony : September 27 (Friday) from XX:XX - to XX:XX at XXX  
Theme Seminar : September 27 (Friday) from XX:XX - to XX:XX at XXX  
Convention Ball : September 28 (Sunday) at 8:00 pm at XXX Ballroom, XXX

- I will attend:
  - Opening Ceremony : September 27 (Friday) from XX:XX - to XX:XX at XXX
  - Theme Seminar : September 27 (Friday) from XX:XX - to XX:XX at XXX
  - Convention Ball : September 28 (Sunday) at 8:00 pm at XXX Ballroom, XXX
- I will not attend.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Telephone No.: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Date: \_\_\_\_\_

### 5.3 Appreciation Letter Sample

Mr. XXX XXX  
XXX  
Rm XXX, XXX.  
~~5~~XXX XXX  
Pokfulam Road  
Hong Kong

1 January 2022

Dear Mr. Lee,

The XX<sup>th</sup> National Convention of Junior Chamber International Hong Kong (JCIHK)

On behalf of the JCIHK, , I would like thank you for attending the Opening Ceremony of our National Convention recently held on 27-28 September 2022. Your eminence presence certainly added a glamorous touch to the Ceremony.

We are pleased to enclose the Souvenir Program and photos for your kind retention.

Once again, we thank you for your tremendous support to our organization.

Yours in Junior Chamber spirit,

Xxxxx XXXX  
National President

Enclosure: Souvenir Program  
Photographs

## 5.4 Tips for Writing Formal Letter in Chinese

### 稱謂語

xxx 先生台/鈞鑑: 與 敬啟者:

注意:

台鑑與敬啟者不能共用

- ❖ 若使用「敬啟者」需加上「此致 xxx 先生」
- ❖ 如是回覆信件,請用「敬覆者」及「此覆」
- ❖ 如果是給內地機構,習慣都會用「尊敬的 xxx 先生大鑒」
- ❖ 加上「親愛的/ 敬愛的」為歐化句,這是錯誤的用法,最好勿用(內地機構除外)。
- ❖ 較尊敬的用法是「鈞鑒」
- ❖ 記著稱謂語是用「:」,不是「,」
- ❖ 所有標點為「全形」,不是「半形」

### 祝福語及下款的用法

如蒙俯允,至深感銘。如有查詢請與本人聯絡,電話: 9111 1234。專函奉達,頃候賜覆。

敬祝 身體健康!

此致

xxxx 機構 / 先生

xxx 會長敬上/ 上

附件: xxx 活動申請書

二零二二年一月一日

---

注意:

- ❖ 如果是給內地官員及有關機構,請加上「專函奉達,頃候賜覆」
- ❖ 祝福語的「敬祝」是在之前一句的後面
- ❖ 而祝福語本身就用頂格(即開新一行),如上文示
- ❖ 如用「敬啓者」就在自稱後加上「啓」/「謹啓」
- ❖ 通常用法,如信件是給輩份或職級較低者,就用「謹啓」
- ❖ 如果那封信用「台鑒」就用「上」/「敬上」
- ❖ 附件在日期之前
- ❖ 日期需要用頂格(正式公函必須加上「年月日」日期)

### 貴 / 閣下的用法

根據老師所教,不一定要隔一個空格來尊稱「閣下」及「貴 xx」。如果想顯出收件者地位的尊貴,撰件人可以在「閣下」、「台端」及「貴機構」之前留白,否則,不留空格也可。

### 其他注意事項

- ❖ 「年青人」是錯誤用法,應用「青年人」及「年輕人」。
- ❖ 「二零二零」年,不是「二〇二〇」年,同樣道理是「一九五零年」,非「一九五〇年」

## 5.5 Press Invitation Letter Sample

To : Local News Editor

**The XX<sup>th</sup> TOYP Selection-Awards Presentation Banquet organized  
by  
The Junior Chamber International Hong Kong**

You are cordially invited to attend the XX<sup>th</sup> TOYP Selection-Awards Presentation Banquet in recognition to the outstanding achievement of the awardees. The ten awardees include AAA, BBB, CCC, DDD, EEE, FFF, GGG, HHH, JJJ and KKK. The detail of the captioned activities is shown as follows:

**└ The XX<sup>th</sup> TOYP Selection-Awards Presentation Banquet ┘**  
Date: X<sup>th</sup> Dec 2022(Sunday)  
Time: XX:XXpm - XX:xxpm  
Venue : XX, New Wing, Hong Kong Convention and Exhibition Centre  
**Guest of Honor :**  
Contact point : Mr.X (Tel: 9111 2222) ; Miss. X (Tel :  
9111 6666)

Our theme this year is “**xxx**”. It is a milestone towards XX anniversary. Junior Chamber International International Hong Kong(JCIHK) is pleased to announce that HKSAR X would be Guest of Honor to officiate the banquet.

During the banquet, the awardees share their appealing and interesting story towards the youth. Their performance act as role model and encourage the youth to seek further advancement in personal achievement as well as public services. It just like the rainbow to paint the life colorful in terms of depth, breath and magnitude.

### **Introduction of “The XX<sup>th</sup> TOYP Selection”**

The Ten Outstanding Young Persons (TOYP) Selection is organized by the Junior Chamber International Hong Kong with the objectives of :

- giving formal recognition to the young people who excel in professional endeavors and commitment to the community; and
- promoting prominent roles played by the aspiring young people in shaping a better future for society; and
- providing an incentive to all the promising young people who seek further advancement in personal achievement as well as public services

This year, the Sole Sponsor of the event is ABC Company. Mr. XXX is appointed as the Selection Consultant. The Panel of Judges is comprised of Mr. XXX, Chairman, XXX Corporation (Chief Judge); Mr. XXX, Managing Director, XXX Company Limited; Mr. XXX, Executive Vice President, XXX Company Limited.

### **Introduction of JCIHK**

With more than 2,000 members from all walks of life in Hong Kong, Junior Chamber International Hong Kong(JCIHK) is a non-profit making organization dedicated to developing leadership potentials among young people. JCIHK represents a network of highly-motivated and forward-looking young people between the ages of 18 and 40 who come together under a common mission.” to contribute the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship and fellowship necessary to create positive change.” The organization’s objectives are carried through the “The Four Areas of Opportunity”, namely Individual, Community, International and Business.

Website:

Contact Points: Mr. X (Tel: 9111 2222), Ms. X (Tel : 9111 6666)

Fax: 2543 6271

E-mail: [toyp@jcihk.org](mailto:toyp@jcihk.org)

2rd December 2022



To : Local News Editor

For Immediate Release, December 6, 2022

**The XXth TOYP Selection-Awards Presentation Banquet organized by  
The Junior Chamber International Hong Kong**

【December 6, 2022, Hong Kong】 Junior Chamber International Hong Kong (JCIHK) is pleased to announce the XX<sup>th</sup> TOYP Selection-Awards Presentation Banquet held at Room XX, New Wing, Hong Kong Convention and Exhibition Centre, in recognition to the outstanding achievement of the awardees. The ten awardees include AAA, BBB, CCC, DDD, EEE, FFF, GGG, HHH, JJJ and KKK.

Our theme this year is “X”. It is a milestone towards XX anniversary. Guests attended the Press Conference include, HKSAR X, Mr. XXX, National President of JCIHK; Mr. XXX, Director, ABC Company Limited; Ms. XXX, Chairman of The Outstanding Young Persons Association; Mr. XXX, Chairman of The XXth TOYP Selection, Other Judges and proposers of Awardees.

During the banquet, the awardees share their appealing and interesting story with us. Their outstanding performance act as role model. Definitely, it encourage the youth to seek further advancement in personal achievement as well as public services and make contribution to the society. It just like the rainbow to paint the life colorful in terms of depth, breath and magnitude.

**Introduction of “The XX<sup>th</sup> TOYP Selection”**

The Ten Outstanding Young Persons (TOYP) Selection is organized by the Junior Chamber International Hong Kong with the objectives of :

- giving formal recognition to the young people who excel in professional endeavors and commitment to the community; and
- promoting prominent roles played by the aspiring young people in shaping a better future for society; and
- providing an incentive to all the promising young people who seek further advancement in personal achievement as well as public services

This year, the Sole Sponsor of the event is ABC Company. Mr. XXX is appointed as the Selection Consultant. The Panel of Judges is comprised of Mr. XXX, Chairman, XXX Corporation (Chief Judge); Mr. XXX, Managing Director, XXX Company Limited; Mr. XXX, Executive Vice President, XXX Company Limited.

## **Introduction of JCIHK**

With more than 2,000 members from all walks of life in Hong Kong, Junior Chamber International Hong Kong (JCIHK) is a non-profit making organization dedicated to developing leadership potentials among young people. JCIHK represents a network of highly-motivated and forward-looking young people between the ages of 18 and 40 who come together under a common mission.” to contribute the advancement of the global community by providing the opportunity for young people to develop the leadership skills, social responsibility, entrepreneurship and fellowship necessary to create positive change.” The organization’s objectives are carried through the “The Four Areas of Opportunity”, namely Individual, Community, International and Business.

Website:

Contact Points: Mr. X (Tel: 9111 2222), Ms. X (Tel = 9111 6666)

Fax: 2543 6271

E-mail: [toyp@jcihk.org](mailto:toyp@jcihk.org)

## 5.7 Tips for Wearing JCIHK Tie and Scarf Neatly

By wearing the JCIHK tie and scarf would show the team spirit as well as showing our identity in local and overseas JCI functions and events. However, it shows professionalism when you wear it right and neat. Here are some tips:

- ❖ The tip of the tie should be touching the bottom edge of your belt when you stand right up, but not when you are putting on with your head tilt down (try check out in front of the mirror).

1. 雙交叉結



2. 雙環結



3. 交叉結



4. 平結



- ❖ A neat way to tie the JCIHK scarf is to fold into tube-like and tie a knot on your left hand-side.



## 5.8 The Use of the National Flag

### **Priority of the National Flag**

When the National Flag is displayed, it shall be placed in a prominent position. The National Flag, when raised or carried in a procession with another flag or flags, shall be in front of the other flag or flags. The National Flag, when displayed with another flag or flags, shall be either at the center, above the other flag or flags, or in a position of prominence. When the national flags of two or more Nations are displayed in foreign affairs activities, relevant provisions of the Ministry of Foreign Affairs or the international practice shall be followed.

### **Prohibition on Certain use of the flags and emblems**

National and regional flags or emblems which are damaged, defiled, faded or substandard must not be displayed or used. The national and regional flags or emblems must be manufactured in accordance with their specifications set out in law. The national and regional flags or emblems or their designs must not be displayed or used in trademarks or advertisements. In addition, the national flag or its design must not be used in private funeral activities, and the national emblem or its design must not be used in furnishings or ornaments in everyday life, or private activities of celebration or condolence. It is an offence to use the flags or emblems contrary to these prohibitions. The national and regional flags or emblems or their designs must not be used in connection with any trade, calling or profession, or the logo, seal or badge of any non-governmental organization, except with the prior approval of the [Director of Administration](#). Prior application to the Director of Administration on the use of the national and regional flags or emblems or their designs should be made in writing.

For more details, please visit:

<http://www.protocol.gov.hk/flags/eng/intro/index.html>

\*\*\*A person who desecrates the national and regional flags or emblems by publicly and willfully burning, mutilating, scrawling on, defiling or trampling on them commits an offence.\*\*\*

## 5.9 Brief Notes for Hosting Press Conference

*(This brief note is extracted from the PR Skills Training conducted by Senator Francesca Ng in 2007.)*

### Definition of Public Relations

- ❖ Building good relationships with the public include Media, Co-organizers, Citizens, Guests, Government ...

### Hosting Press Conference: Concerns for Press Conference Content

- ❖ Fit community needs?
- ❖ Creative?
- ❖ Have news angles?

### Co-organizers/Support Organization

- ❖ Youth or Professional Associations
- ❖ Networking Company
- ❖ Media (Circulation, size, standpoint, etc)

### Suitable time for Press Conference

Depends on the nature of the Press Conference, different dates will be picked.

Date	Suitable Nature	Good	Bad
Tuesday – Thursday (Except days with public /government announcements)	Business Affairs		Don't crush with public /government announcements
Saturday			Since there are a lot of entertainment news No free newspaper on Sunday
Sunday	Community Development	Family Day Less news on Sunday, more likely to get published	
Holidays / Summer	Community Development, Leadership Development, International Affairs	Specially good for kids at school, better before summer starts	
9:00a.m. -11:00a.m.			Too early, reporters work late at night
12:00nn - 3:30p.m.		They can have material ready for same day published for broadcasting media, and enough time for next day published on newspaper	
After 3:30p.m.			Can't report on same day broadcast media

## Create News Angles, Be creative

- ❖ Make use of some pops, some gimmick to create a good photo angle

## Press Conference Invitation

### Invitation Letter

- ❖ Brief – reporters have no time to read long articles
- ❖ Utilize the co-organizers – Put their logos at prominent places and mention their names if they are more well known.
- ❖ Outstanding the project specialty – such as first time ever, break record, globally
- ❖ Outstanding news angle as the theme

To: Editor	<u>Host Name</u>	co-organizer: RTHK2, HK Net
<b>Project / Event Name</b>	<b>Press Invitation</b>	<b>Urgent</b>
<b>“Theme of Project (News Angle)”</b>		
Paragraph 1: Brief mission of the project relating to the news angle.		
Paragraph 2: Hosting Chapter with Co-organizers or supporting organizers have organized a project names “XXX”. (Outstanding the project specialty).		
Event name		
Date:	XXX	
Time:	XXX	
Venue:	XXX	
Program: content or format of program		
For any further question, pls feel free to call Ms chan 8888 8888 or Mr Tse 4565 4563.		

### Invitation Call

- ❖ Outstanding only the project / event specialty and the news angle within the one minute conversation. If you interested the reporters within this minute, they will find the press release or will ask you more information about your event.

## Media Selection

Depends on the topic and targets of the projects, a few media sources for promotion

- ❖ Supplement Section for interview
- ❖ News Section
- ❖ TV or Radio Broadcasts (match topic to the targets of the programs)

## Preparation for Press Attending the Events

- ❖ Have separate reception for Press
- ❖ Have someone specifically handle the press or reporters
- ❖ Have Press Kit prepared for each press attended
- ❖ Have JCIHK logo all around the event venue, such as
  - using mini logos for the backdrop.
  - Using labels on people
  - Can take the press conferences or events of brand name and government as reference.

- ❖ Have programme manager to design good photo angles, such as
  - arrange actions taken by audience
  - arrange articles with JCIHK logo around e.g. award, badge, label
- ❖ Have a 30 second (part of) your speech which is sincere and brings out the main idea and the news angle, so the TV/Radio can use that clip for broadcasting

## 5.10 Setting Up Your Email Account for Sending JCIHK Emails

Using a properly configured email account to send and reply JC emails to members and external parties in a consistent manner will help to build and maintain a professional image of JCI Hong Kong. The components that make up an ideal email include (but are not limited to):

- the sender's email address is from the organisation's domain;
- the sender's email signature is properly formatted according to the corporate identity policy;
- the same format is followed by everyone in the organisation's committee.

All *jcihk.org* email account should be approved by National Digital Development Director.

The following guideline will show you how to achieve the above in Gmail.

### 1. How to Use Your “jcihk.org” Email to Send Email in Gmail

#### Step 1: Open Google website and click the “Log in”



## Step 2: Enter you email address & Password



Google  
Gigi Tsui  
gigi.tsui@jcihk.org

輸入您的密碼

顯示密碼

忘記密碼? 繼續

## Step 3: Change your password after your first login.

## 2. Adding Email Signature

Email signature can be added in the setting page. Please note your email signature must be in the following format (Arial font sized 12):

Best Regards,

<<First Name>><<Last Name>>

2022 <<Title>>

Junior Chamber International Hong Kong

Tel/Whatsapp: (852) <<Mobile>>; Email: <<email>>

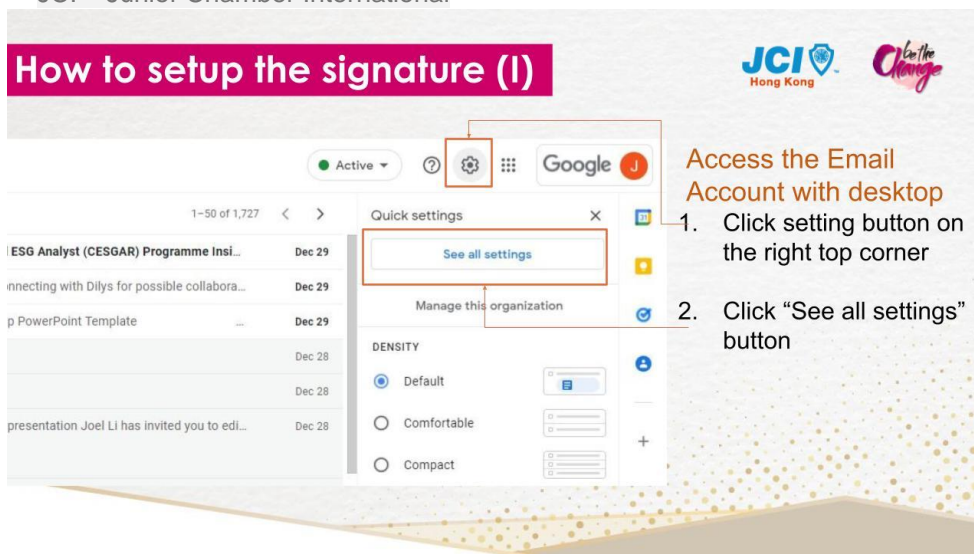
[www.jcihk.org](http://www.jcihk.org) and [www.facebook.com/jcihongkong](https://www.facebook.com/jcihongkong)

JCI – Junior Chamber International

Visit [www.jci.cc](http://www.jci.cc) to learn how young people are working to create positive change.

JCI – Junior Chamber International

### How to setup the signature (I)



Access the Email Account with desktop

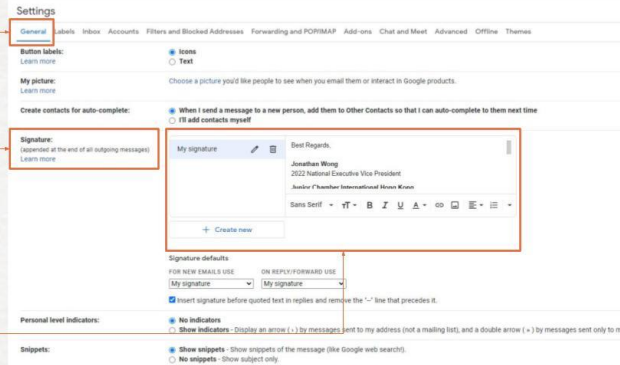
1. Click setting button on the right top corner
2. Click "See all settings" button



## How to setup the signature (II)

Access the Setting page

1. Make sure you are in "General" tab
2. Scroll down to "Signature" section, or pressing "Ctrl + F" to search "Signature"
3. Edit your signature in the box



## Signature Fonts Setting (II)

Standard Email Signature should include:

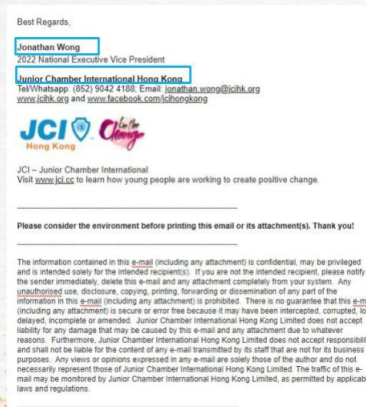
- Font Type: Sans Serif
- Font Size: Normal
- Effect: N.A.



## Signature Fonts Setting (I)

Standard Email Signature should include:

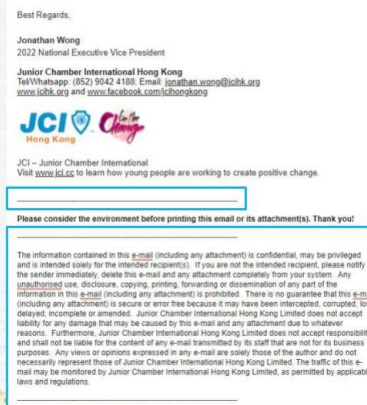
- Font Type: Sans Serif
- Font Size: Normal
- Effect: Bold



## Signature Fonts Setting (III)

Standard Email Signature should include:

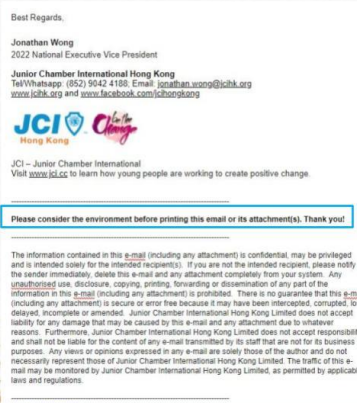
- Font Type: Sans Serif
- Font Size: Small
- Effect: N.A.



## Signature Fonts Setting (IV)

Standard Email Signature should include:

- Font Type: Sans Serif
- Font Size: Small
- Effect: Bold



## Insert JCIHK and 2022 Theme Logo (I)

ete: next time  
 I'll add contacts myself

end My signature

Tel/Whatsapp: (852) 9042 4188; Email: jonathan.wong@jcihk.org  
www.jcihk.org and www.facebook.com/jchongkong

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Sans Serif

+ Create new

Signature defaults

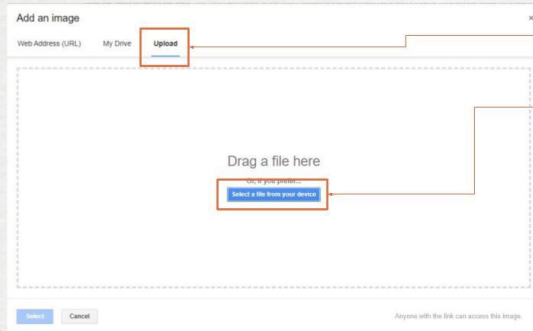
FOR NEW EMAILS USE ON REPLY/FORWARD USE  
My signature My signature

Insert signature before quoted text in replies and remove the "-" line that precedes it.

No indicators

1. Make sure the cursor in the right position
2. Click the icon to insert image

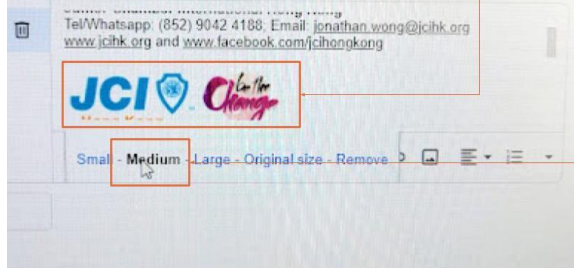
## Insert JCIHK and 2022 Theme Logo (II)



1. Select "Upload"
2. Click "Select a file from your device" or drag the file directly

## Insert JCIHK and 2022 Theme Logo (III)

new person, add them to Other Contacts so that I can auto-complete to them next



1. Click on the logo
2. Select "Medium" for the size
3. Scroll to the bottom and click "Save Change"

## 6. Acknowledgment

2022 National President Senator Karen YEUNG  
2022 National Executive Vice President Senator Johnathan WONG  
2022 National Vice President Michael LEE  
2022 National Corporate Communications Director Gigi TSUI  
2022 National Corporate Communications Officer Jacky LEE  
2022 National Corporate Communications Officer Louis LAU  
2022 National Corporate Communications Officer Tiara LAU

All who have contributed

Thank you!

