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The Hong Kong Insurance Awards 2024 Guidelines, Application Form, Terms & Conditions

1. Objectives

The Guidelines, Application Form and Terms & Conditions are designed to provide you with details on how to enter awards for the preparation of the relevant supporting documents.

2. Awards and Criteria

Part 1

Awards	Judging Criteria	Measurables
1. Outstanding Training & Development Award	The winning company must be able to demonstrate how their organisation and staff have successfully committed to the development of professionalism. This could include, but is not limited to, implementation of training and recruitment, and the spread of best practice. The judges will be looking for practices that are focused around the innovative methods of instruction and communication, helping staff achieve unexpected results, personal growth, ethical standards and business results.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Sustainability
2. Outstanding Corporate Social Responsibility Award	The award will be presented to the company which shows it has carried out a range of outstanding initiatives, campaigns and projects that provide social benefits. The winning entrant must demonstrate its commitment to ethical practices and contribute to economic development that improves the quality of life for the local community and society in general.	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Inspiration • Quality & Standard • Sustainability
3. Excellence in ESG and Sustainability Award	This award aims to recognise a company's efforts on initiatives/measures/practices relating to environmental, social and governance (ESG) or sustainability, such as using resources and energy as efficiently as possible, offsetting carbon emissions, promoting sustainability and contributing towards ESG standards. The winning company should demonstrate how it has embraced the principles of business sustainability/ESG in its operation or initiative(s), etc.	<ul style="list-style-type: none"> • Contents • Effectiveness • Quality & Standard • Innovativeness • Sustainability/ESG/ Environmental Friendliness



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<p>4. Outstanding MPF/Employees' Benefit Product/Service Award</p>	<p>The winning company has developed an excellent employee benefit product/service, e.g. MPF, group medical/life/personal accident/travel plan, long term disability (LTD)/critical illness plan, etc. for SMEs/corporations. The winning entry should demonstrate how the product/service attracts the employers and is beneficial to the employees in terms of coverage, flexibility and cost-efficiency.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Developing Potential
<p>5. Excellence in Digital Transformation Award</p> <p>Supporting Organisation:</p> 	<p>This award recognises the outstanding achievements of an organisation for its excellence in applying digital transformation, which includes, but is not limited to, the use of InsurTech, mobile applications, big data, AI, digital CRM, online platforms and applications, for internal and external operations. Judges will be looking for innovative practices that help the insurance organisation run more effectively, deliver business value and better performance, engage customers and clientele, improve customer service and experience, manage corporate infrastructure with greater ease, etc.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness & Business Benefits • Innovativeness & User-Friendliness • Quality & Standard • Developing Potential
<p>6. Outstanding Equal Opportunity Employer Award</p> <p>Supporting Organisation:</p>  <p>平等機會委員會 EQUAL OPPORTUNITIES COMMISSION</p>	<p>The winning company must show firm commitment to providing a fair and equitable workplace where all individuals are treated equally in every aspect of their work or employment, regardless of gender, age, race, national or ethnic origin, disability, pregnancy, religion, family status and sexual orientation, through practices and policies which offer employee benefits beyond the statutory requirements. This award recognises efforts to create a welcoming work environment that dispels stereotypes and embraces diversity, in preventing harassment and discrimination, and also in encouraging a family friendly set-up.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Equality • Specialty • Employee Benefits & Family Friendliness



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<p>7. Outstanding Financial Education Award</p> <p>Supporting Organisation:</p> 	<p>This award recognises the outstanding financial education initiatives of a company that enhance the financial literacy level (i.e. a person’s ability to manage personal finance and make informed financial decisions) of the general public, employees, NGO’s service users, customers, students, etc. in Hong Kong. The content of the winning initiatives should include, but is not limited to, elements on “Financial Planning” or “Protection and Risk” as outlined in the Hong Kong Financial Competency Framework (https://www.ifec.org.hk/common/pdf/fcf/hong-kong-financial-competency-framework.pdf), which should not contain sales and marketing of products/services and should be provided on a complimentary or non-profit making basis.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty • Quality & Standard • Sustainability
<p>8. Outstanding Service Project Award</p>	<p>This award recognises the excellence of an independent consultant’s specialty service project for insurer(s) or the industry in general. The project will cover areas of specialty including, but not limited to, accounting, actuarial, consulting, loss adjusting, InsurTech and legal services. The winning entrant will need to have demonstrated innovation and helped the insurer(s)/reinsurer(s) to significantly transform/improve their operations, or helped the industry to enhance its growth and professional development.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Sustainability
<p>9. Outstanding InsurTech Start-up Award</p>	<p>This award recognises an InsurTech organisation that has been operating for less than five years as of 30 June 2024. The winning company should demonstrate success in making a noteworthy contribution to the Hong Kong insurance market.</p> <p><i>* Eligible applicants for this category are entitled to a 30% discount on the publicity programme costs listed in page 11.</i></p>	<ul style="list-style-type: none"> • Contents • Effectiveness & Business Benefits • Innovativeness & User-Friendliness • Quality & Standard • Developing Potential



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<p>10. Outstanding Broker/SME Broker of the Year</p> <p>Supporting Organisations:</p> 	<p>This award recognises a professional broker who has demonstrated strong performance and outstanding services for the clients, professionalism and industry expertise, commitment to promoting the work of the industry and enhance the industry image. The award will also recognise service excellence with vivid example(s) of overcoming difficulties or outstanding performance for clients.</p> <p><i>* Definition of SME – insurance brokers employing fewer than 50 persons or 35 technical representatives. SME brokers are entitled to a 30% discount on the publicity programme costs listed in page 11.</i></p>	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Service Quality & Client Engagement • Leadership • Developing Potential
<p>11. Outstanding Agent of the Year</p>	<p>This award focuses on the development of long term relationships with clients and insurers, commitment to promoting the work of the industry and the company as well as enhancing the industry image, and demonstration of professionalism and industry expertise. The award recognises service excellence with vivid example(s) of overcoming difficulties or outstanding performance for clients. The award winner should also be able to make a positive impact on people’s lives and inspire others as a role model.</p>	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Service Quality & Client Engagement • Leadership • Developing Potential
<p>12. Outstanding Community Intermediary of the Year</p>	<p>The judges will be looking for an individual/ agency/team that can demonstrate how he/ she/the team has embraced the role in contributing to the community. This can be through a one-off project or on-going community services with a charity in the year. The award winner should be able to demonstrate concrete example(s) of tangible and intangible achievement in CSR programme(s).</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Leadership • Relevance • Sustainability



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<p>13. Outstanding Professional of the Year – Corporate</p>	<p>This award recognises an insurance professional (non-sales) who has demonstrated excellence/achievement in the industry that is distinct from the norm and possesses outstanding leadership qualities. Nominees should also show in-depth industry expertise and have been helping with the industry’s advancement. He/she should also influence the development of industry practices to enhance the stability, growth and professionalism of the market.</p>	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Leadership • Excellence & Achievement • Industry Contribution
<p>14. Outstanding Young Professional of the Year – Corporate</p>	<p>This award recognises a young insurance professional under 35 years of age with more than 3 years of experience in the industry. He/she must demonstrate excellence/achievement in the industry that is distinct from the norm. Nominees should also show the potential for leadership and a commitment to the advancement of the insurance industry.</p>	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Leadership • Excellence & Achievement • Developing Potential
<p>15. Outstanding Young Professional of the Year – Intermediary</p>	<p>This award recognises a young insurance professional under 35 years of age with more than 3 years of experience in the industry. He/she must demonstrate excellence/achievement in the industry that is distinct from the norm. Nominees should also show the potential for leadership and a commitment to the advancement of the insurance industry.</p>	<ul style="list-style-type: none"> • Professionalism • Industry Expertise • Leadership • Excellence & Achievement • Developing Potential

Part 2

– These Awards are classified into 2 categories, i.e. General Insurance and Life Insurance.

Awards	General	Life	Judging Criteria	Measurables
<p>16. Outstanding Claims Management Award</p>	<p>a</p>	<p>b</p>	<p>The award is to acknowledge the professional services offered by the company in helping people who suffered from accident/injuries/sickness. The winning company should demonstrate their outstanding achievements in handling claims, adjusting and supporting services to clients by integrating effectively with other departments/organisations.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Professionalism • Quality & Standard • Developing Potential
<p>17. Outstanding Customer Services Award</p>	<p>a</p>	<p>b</p>	<p>The winning company should demonstrate an excellent level of customer services supported by clear and high standards of quality as well as validated monitoring of performance.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Sustainability



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<p>18. Outstanding Integrated Marketing Strategies Award</p>	<p>a</p>	<p>b</p>	<p>The winning company has achieved extraordinary success from effective integrated marketing practices; she must be able to demonstrate diversified marketing activities that integrated with different forms of marketing communications disciplines, e.g. advertising, public relations, interactive media, direct marketing, sales promotion, etc. to improve market share, enhance customer loyalty, raise brand awareness and sales performance within the business to customer and/or business to business sector.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Innovation • Quality & Standard • Developing Potential
<p>19. Outstanding Digital Marketing Campaign Award</p>	<p>a</p>	<p>b</p>	<p>The winning company needs to show the effective use of digital campaigns, through channels such as social media, mobile applications, content marketing, search marketing, marketing automation and online advertising, etc., in tapping into trends and enhancing brand image, generating new customers, engaging existing clientele or launching new products or services.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Innovativeness • Quality & Standard • Developing Potential
<p>20. Excellence in KOL Partnership Award</p>	<p>a</p>	<p>b</p>	<p>This award recognises outstanding and innovative collaborations between brands and key opinion leaders (KOLs) that have driven significant, measurable impact. Entries for this award should demonstrate how the brand and KOL partnership leveraged the KOL's unique influence, authenticity, and rapport with their audience to effectively communicate the brand's message, enhance brand awareness, and deliver tangible business results. Judges will evaluate submissions based on the strategic alignment between the brand and KOL, the creativity and execution of the partnership, and the overall effectiveness in achieving the campaign's objectives and metrics.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Uniqueness • Innovativeness • Developing Potential



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<p>21. Excellence in Customer Acquisition and Engagement Award</p>	<p>a</p>	<p>b</p>	<p>This award honours exceptional initiatives that have successfully attracted and onboarded new customers, as well as fostered deep, meaningful connections between a brand and its customers. Submission should showcase creative, data-driven, and effective strategies that have resulted in significant growth in the customer base, improved customer acquisition rates, enhanced customer lifetime value, and innovative approaches to creating engaging, personalized, and valuable experiences that have driven increased customer loyalty, retention, and advocacy. Judges will evaluate entries based on the uniqueness of the approach, the ability to identify and reach the target audience, the seamless integration of the customer experience, the effectiveness in enhancing customer satisfaction and sentiment, and the measurable impact on the overall business performance.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Uniqueness • Innovativeness • Developing Potential
<p>22. Outstanding Campaign for Targeted Community Award</p>	<p>a</p>	<p>b</p>	<p>This award honours exceptional marketing campaigns that have successfully reached and engaged a specific, underserved, or niche audience (instead of general public). Submissions for this award should showcase how the brand has tailored its messaging, creative, and media strategy to authentically connect with and positively impact a well-defined community. Judges will evaluate entries based on the depth of audience understanding, the relevance and inclusivity of the campaign content, the effectiveness in driving meaningful engagement and tangible outcomes for the targeted community, and the overall alignment with the brand's values and purpose.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Uniqueness • Innovativeness • Developing Potential



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<p>23. Most Innovative Product/Service Award</p>	<p>a</p>	<p>b</p>	<p>The award recognises the winning company who has developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Innovativeness • Quality & Standard • Developing Potential
<p>24. Best Partnership Project Award</p>	<p>a</p>	<p>b</p>	<p>This award recognises an outstanding project/programme/campaign that brings a business solution or delivers more value to the customers, through a collaboration between two industry players or a cross-sector partnership. The winning project/programme/campaign will be able to demonstrate how the two parties have worked together to achieve significant success in terms of impact and scalability, and how they have maximised contributions to the customers and communities they serve, achieved through a best-practice approach to partnership and collaboration.</p> <p>If the partnership has been formed between two insurance companies, the entry may be submitted by either company or both*.</p> <p><i>*For both: additional costs may be incurred for production of extra trophy, booklet/media coverage, etc.</i></p>	<ul style="list-style-type: none"> • Impact and shared outcomes, co-created • Scalability • Collaborative practices • Common agenda • Potential as a model
<p>25. Outstanding Reinsurance Scheme Award</p>	<p>a</p>	<p>b</p>	<p>This award recognises the winning reinsurer who has developed a distinguished reinsurance scheme which provided superior service and security to clients as well as value-added offerings to insurers.</p>	<ul style="list-style-type: none"> • Contents • Effectiveness • Specialty & Business Benefits • Quality & Standard • Developing Potential



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<p>26. Outstanding Risk Management Award</p>	<p>a</p>	<p>b</p>	<p>The award recognises the company which has established an adequate and effective risk management framework/practice to support strategic planning and generate long term sustainable success. For example, the winning company should demonstrate how it tackled and solved one/more major problems encountered by established and/or implemented risk management strategies; how it advanced the risk management profession; how its risk strategy be well articulated, formalized/integrated into enterprise-wide decision making process at all levels, etc.</p>	<ul style="list-style-type: none"> • Professionalism • Specialty & Business Benefits • Risk Management • Effectiveness • Developing Potential
<p>27. Outstanding Industry Impact Award</p>	<p>a</p>	<p>b</p>	<p>This award recognises the importance of business deals, partnerships and key hire that impact the Hong Kong insurance sector. The winning company should demonstrate an excellent example of, e.g. major affinity/white-label deal, outsourcing, insourcing arrangement, transformational acquisition, major investment, business realignment/restructure, well-capitalised new entrant, etc.</p>	<ul style="list-style-type: none"> • Professionalism • Excellence & Achievement • Specialty & Business Benefits • Effectiveness • Developing Potential

3. Panel of Judges

Please refer to the latest list of Judges at <https://minisites.hkfi.org.hk/hkia/judges.html>.

4. Who can Enter/Eligibility

Awards application is open for all authorised insurers (as registered under Insurance Companies Ordinance), authorised insurance intermediaries (as registered with the Insurance Authority) in Hong Kong and service providers for the local insurance industry. Companies or individuals may be nominated for an award by a third party or by self-nomination through submission of application.

The programme/project/service/product/initiative must be undertaken or completed between 1 July 2023 and 30 June 2024.



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5. Mechanism

- Entries for more than 1 category are allowed. Each company can submit entries for up to 8 categories (exclude individual awards)
- The award will be granted in accordance with the decision of the judges.
- No award may be granted if no candidate is deemed appropriate.
- Award categories with less than 3 applications will be called off.

Stage 1: Submission of Application Form

The application form, together with supporting materials, should be delivered to the South China Morning Post at hkinsuranceawards@scmp.com (via email) by 31 July 2024.

Stage 2: Preliminary Judging (weighting: 70%)

All submission/documents will be sent to the judging panel for assessment. Top 3 Finalists will be shortlisted for each category.

The judging panel consists of notable and reputable figures across different industries, including academia, regulators, media, etc.

Stage 3: Top 3 Finalists Presentation Session (weighting: 30%)

A representative from the Top 3 Finalists of each category will be invited to meet the panel of judges on 17, 19 or 20 September 2024* online or at the office of South China Morning Post for a 10-minute presentation plus a 5-minute Q&A session. Absence will result in a mark of zero for this part.

* The exact date(s) of the Presentation Session is/are subject to changes by the Organiser/Co-organiser when necessary with prior notification in early September.

Stage 4: Awards Presentation

The Awards Presentation Ceremony cum Gala Dinner will be held with the presence of the honourable judges, government officials, industry leaders, etc. subject to changes. The Winner of each category will be announced during the Awards Presentation Ceremony cum Gala Dinner with the following details (TBC):

Date : Thursday, 24 October 2024
Venue : Ballroom, Regent Hong Kong
Time : 6:00pm – 7:00pm (Reception)
7:00pm – 9:30pm (Dinner)

Stage 5: Publicity Campaign

A series of publicity programmes will be arranged via newspapers, mass emails, online, event booklet, etc. The publicity campaign consists of 2 phases;

- Phase 1:
Public exposure of Top 3 Finalists of each category before the Awards Presentation Ceremony cum Gala Dinner;
- Phase 2:
Public exposure of Winners of each category after the final result announcement in the Awards Presentation Ceremony cum Gala Dinner.

The promotional packages (Finalist and Winner) will be presented by South China Morning Post upon receipt of each successful entry.



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6. Application Procedure

Each applicant is required to submit a completed Application Form with appropriate supporting documents. PowerPoint format is preferable. (You may convert the PowerPoint file to PDF for ease of submission in smaller file size.) All application documents will NOT be returned to applicants.

By email: hkinsuranceawards@scmp.com (must not exceed 10MB).

Please contact Mr Jan Wong of South China Morning Post (Tel: 2565 2461 / 6602 3462) for enquiries.

Submission Deadline

Application materials must be received no later than **31 July 2024**. Any application submitted thereafter will not be assessed.

Results

Announcement of the Top 3 Finalists of each award will be made on or before **4 September 2024**. An official letter/email issued by The Hong Kong Federation of Insurers and South China Morning Post will be sent to all Finalists.

Announcement of the Winners of each award will be made at the Awards Presentation Ceremony cum Gala Dinner on **24 October 2024**.

Gentle Reminder

Before you submit your application, you may wish to note the previous comments from the panel of judges for the Hong Kong Insurance Awards.

- Contestants should pay attention to the criteria listed in the entry form and prepare the write-up and materials accordingly.
- Contestants should provide adequate evidence or documentary proofs meeting the stated criteria of the awards.
- The contents can be more focused.
- Quality of submission is preferred to the length of submission.
- Contestants may consider forming a working group comprising of key persons in the specific areas to work on the submission.
- Presentation of visual/graphic images may facilitate the adjudication and evaluation of the submissions.

In signing the Application Form, the applicant:

- agrees the Organiser may disclose the data collected from and appended to this form to the Panel of Judges for selection purpose;
- certifies that the facts supplied therein are true and accurate;
- agrees to supply further and better particulars when necessary;
- agrees to accept the award, in case of being selected;
- accepts that judges may move entries between categories if deemed to be unsuitable for the category entered, but appropriate for another. Category changes will be made solely at the discretion of the judges and their decisions will be final; and
- in case of being selected, agrees to being publicised as an Awardee and to participate in the publicity programme arranged by the Organiser and Co-organiser, at the following costs:
 - Finalist – HK\$46,000 (Apply to all Top 3 Finalists of each award)
 - Winner – HK\$60,000 (In addition to the above cost for the Finalists)(No charge for unsuccessful applicants)



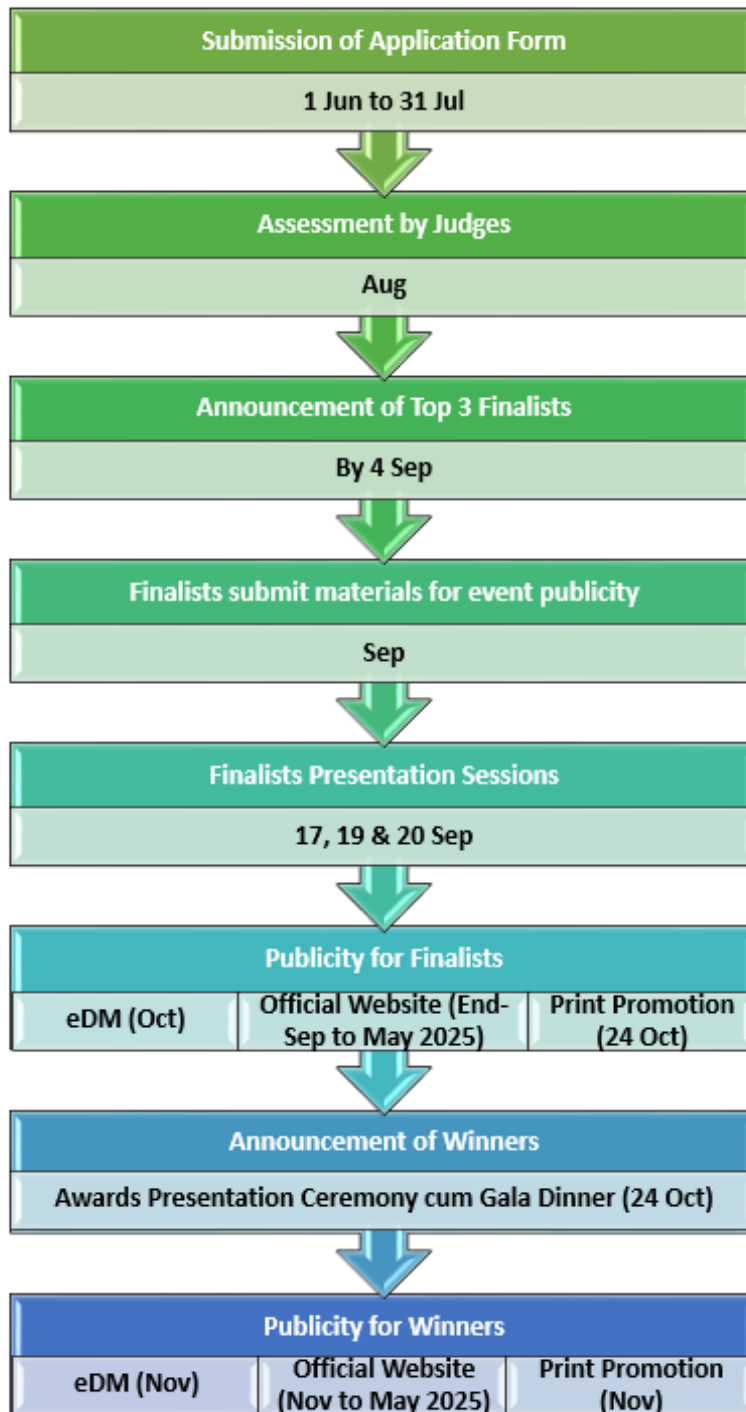
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7. Assessment and Judging Process





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8. Confidentiality and Privacy

The Organiser has adopted the Privacy Policy. Full details can be obtained from <https://www.scmp.com/privacy-policy>. Personal data collected from this form will be used to process nomination for The Hong Kong Insurance Awards 2024 and will be handled in strict confidence. In the announcement of results and the publicity programme arranged for Awardees, the Organiser and Co-organiser will coordinate with Awardees as to the relevant information to be disclosed to the public.

9. Conflict of Interest

The Organiser and Co-organiser follow strictly the procedures of Declaration of Interests, whereby during the process of selection, members of the Panel of Judges make declarations of interests in relation to the applicants and abstain from the discussions and voting on cases with respective interests involved. Accordingly, those who represent the Organiser on the Panel of Judges will abstain from the discussion and voting on any application which happens to originate from or represent a sponsor of the Awards project.

10. Others

If, after an Award is bestowed, any fact supplied in the respective nomination is discovered to be fraudulent or untrue, or an Awardee is proven to be associated with a fraudulent or dishonourable act, the Organiser reserves the right, after consulting the Panel of Judges, to withdraw the Award.



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**The Hong Kong Insurance Awards 2024
Application Form**
(Please complete in English)

Part 1: Company Information

Name in English:

Name in Chinese:

Brief Introduction of Company Background:

Part 2: Contact Person

Name in English
(Surname in CAPITALS) :

Name in Chinese (if applicable):

Addressing Title: Mr/Ms/Prof/Dr/Ir

Position:

Contact Tel No.:

Email:

Part 3: Award Category of Entry

Name of the Award :

General Insurance/Life Insurance (for Awards 16-27) :



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Please provide details of your programme, project, service, product, initiative, etc. that fulfil the stated judging criteria and elaborate why you deserve the award in the field below.

You are strongly recommended to provide supporting materials such as presentation slides (preferably in PDF format), leaflets, photos, news clips, post-event reports, surveys, evaluation reports, media reports, awards, etc. to supplement the written submission.

All supporting materials should be submitted by email: hkinsuranceawards@scmp.com (maximum size: 10MB).

Declaration by Applicant

I/My company declare(s) that information submitted in the Application Form is accurate as to the best of my knowledge and agree(s) that the decision made by the Organiser and the Judging Panel is final and binding in all aspects relating to the Hong Kong Insurance Awards 2024. I/My company agree(s) to comply with the terms and conditions specified.

Authorised Signature (with company chop)



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Part 4: Information of the Proposer

To be completed by Proposer

I understand that the Organiser may communicate with me by using the personal data collected from this form for selection purpose.

Name in English
(Surname in CAPITALS):

Name in Chinese
(if applicable):

Addressing Title: Mr/Ms/Prof/Dr/Ir

Company Name (if applicable):

Position:

Contact Tel No.:

Email:

Reason(s) for Nominating Applicant:

Relationship with Applicant:

Signature
of Proposer:
