How to convince the judges that you deserve an Award!!

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You only have

- 10 MINUTES for presentation & demo
- Another 5 MINUTES for Q&A

to convince the judges that you deserve an Award!!

Pre-requisites

- Study and understand the JUDGING CRITERIA for your category and make sure they are addressed.

- Don't just copy the exact wordings of the judging criteria as headings, be a bit more subtle, otherwise it looks like answering an examination question.

Presentation Flow:

What is the problem?

The Solution

The differentiating features

The benefits / impact

General Pointers

- Every slide has important message(s)!!

- What is it? What are they?

- Both simple and busy slides are fine, as long as you
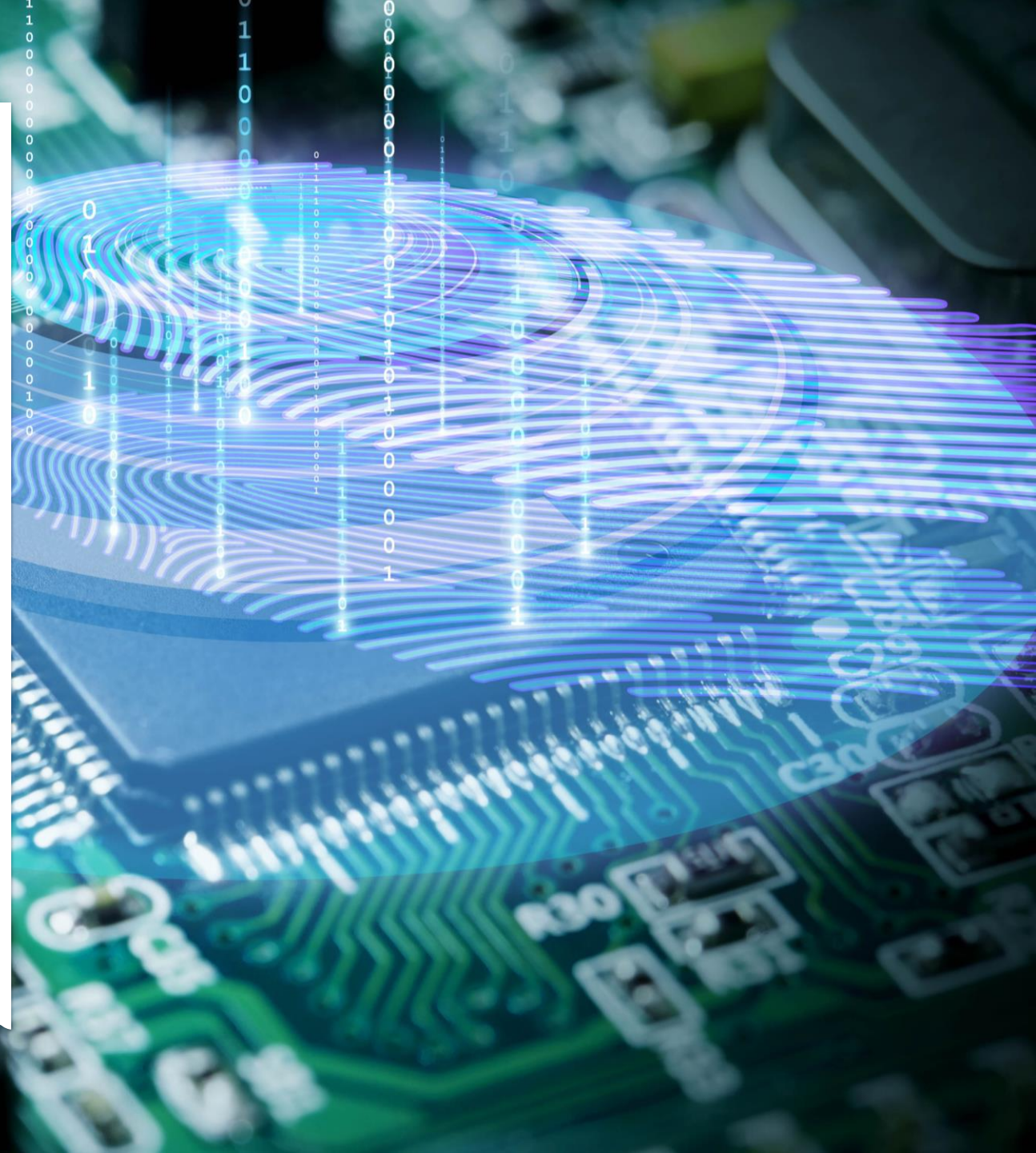
BOLD   BUBBLE   HIGHLIGHT the message(s)

General Pointers...cont'd

- Except for "Start-Up" category, Just some brief intro on your organisation.

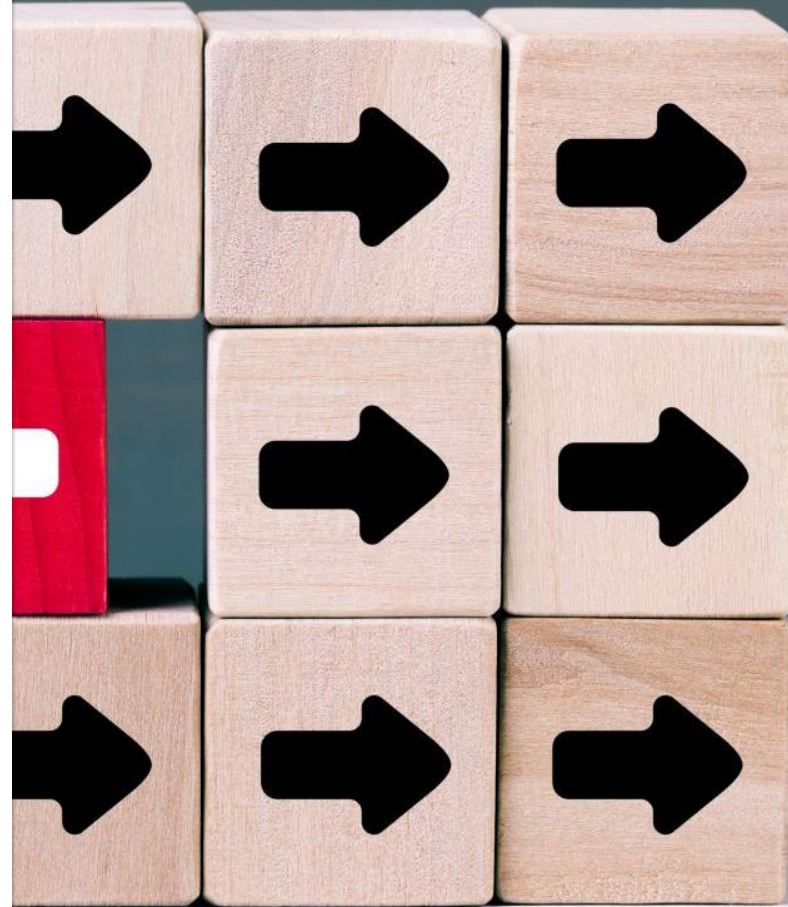- Focus on your product / application / service.

General Pointers...cont'd

Remember this is an ICT TECHNOLOGY Award
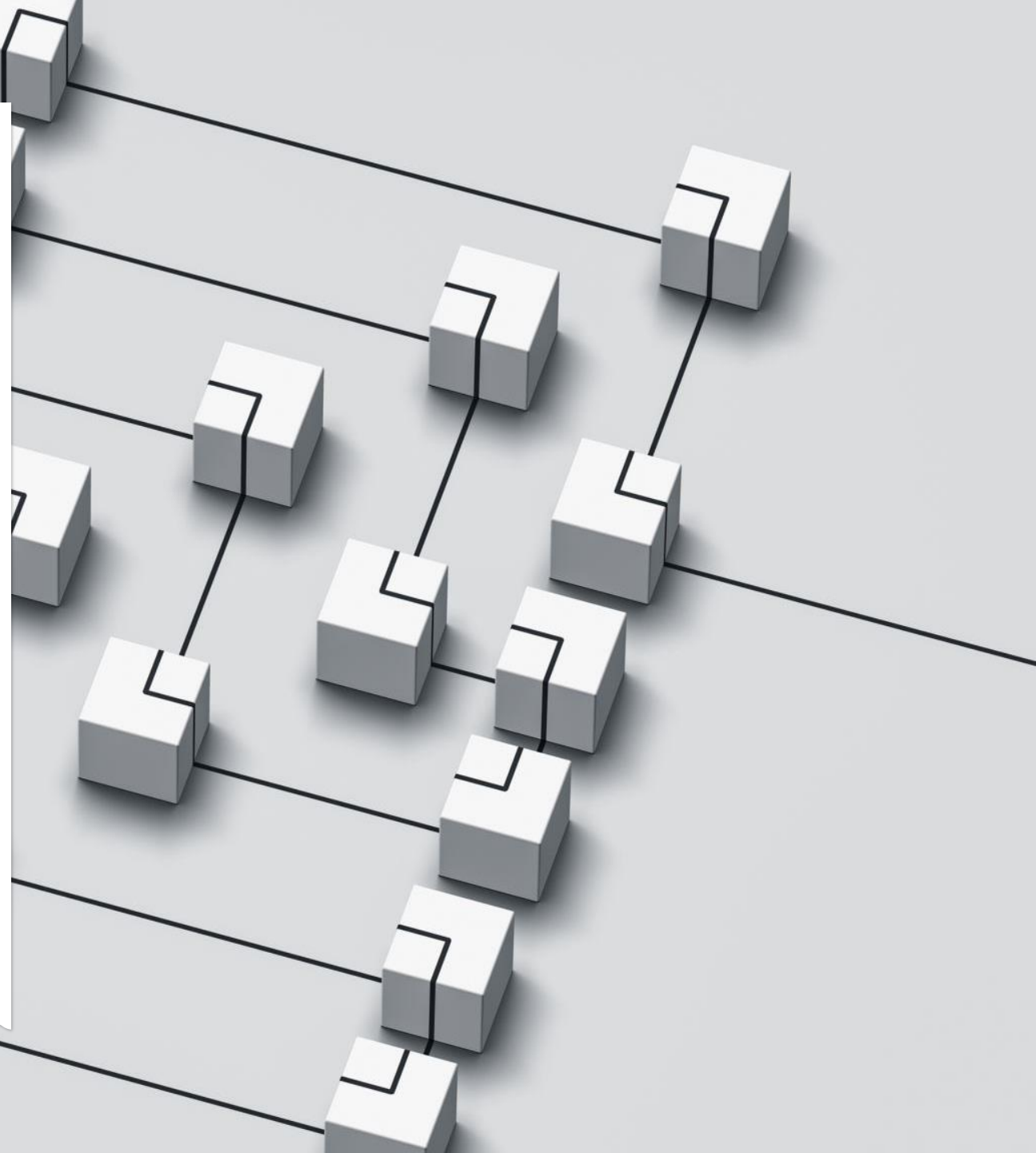
So you have to talk about ICT technology!

General Pointers...cont'd

- Know your competitors/peer organisations.

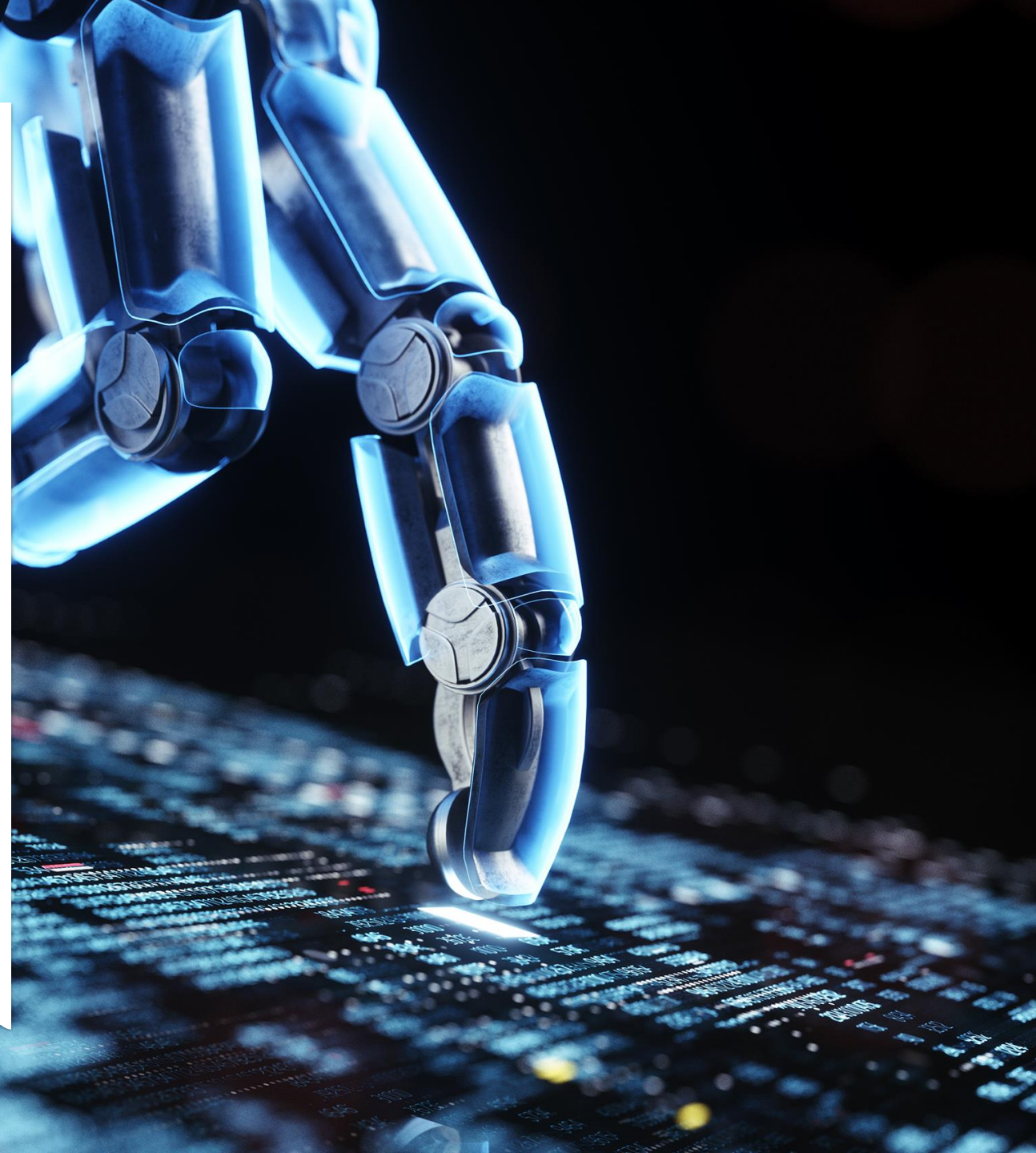- Put up comparison tables/ charts and/ or talk in comparative and quantified terms why you are unique, better.

General Pointers…cont'd

- Bring out the UNIQUE and DIFFERENTIATING features of your product /application.

- Fore runner, nobody has done this before

- Size of captured and potential markets, number of customers, global reach

- Huge benefits achieved and quantifiable

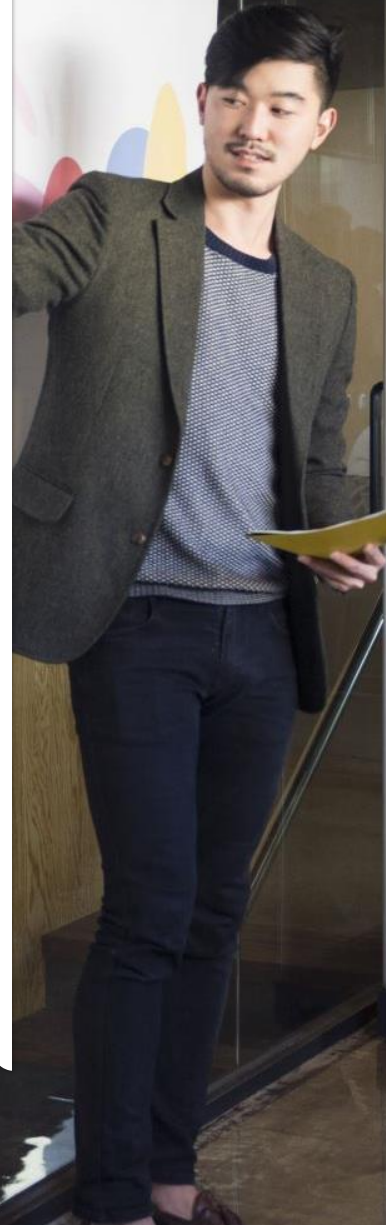- Particularly comparing to competitors/peer organisations.

General Pointers...cont'd

- If you have patents, or are applying for patents, make sure this is mentioned as it reinforces the uniqueness , innovativeness and differentiation of your product/application.

General Pointers…cont'd

- **Do demos** wherever applicable and powerful for understanding what you try to do and save a lot of wordy explanations.

- **Prepare static demo back-up in your PC** in case equipment/connection fail.

Doing the Presentation

- Who to present?

- Be confident, not arrogant!

- Be nice and professional. Do not challenge or question the judges.

- Time management, note the remaining 3 or 5-min time warning, and flexibly conclude your presentation (skip to the important points you wish to bring across! Or artfully cover them in the Q&A session)

Preparing for the Presentation

- Rehearse, rehearse, rehearse!!

- Mindful of allotted time/duration!

- Have a good night sleep the night before, and no exotic food!

- Get to the venue early

  (do you absolutely know where it is?)

- Do you know the layout of the presentation room?

- Check connection at prep room

  (Internet, projector…)

- Bring backup

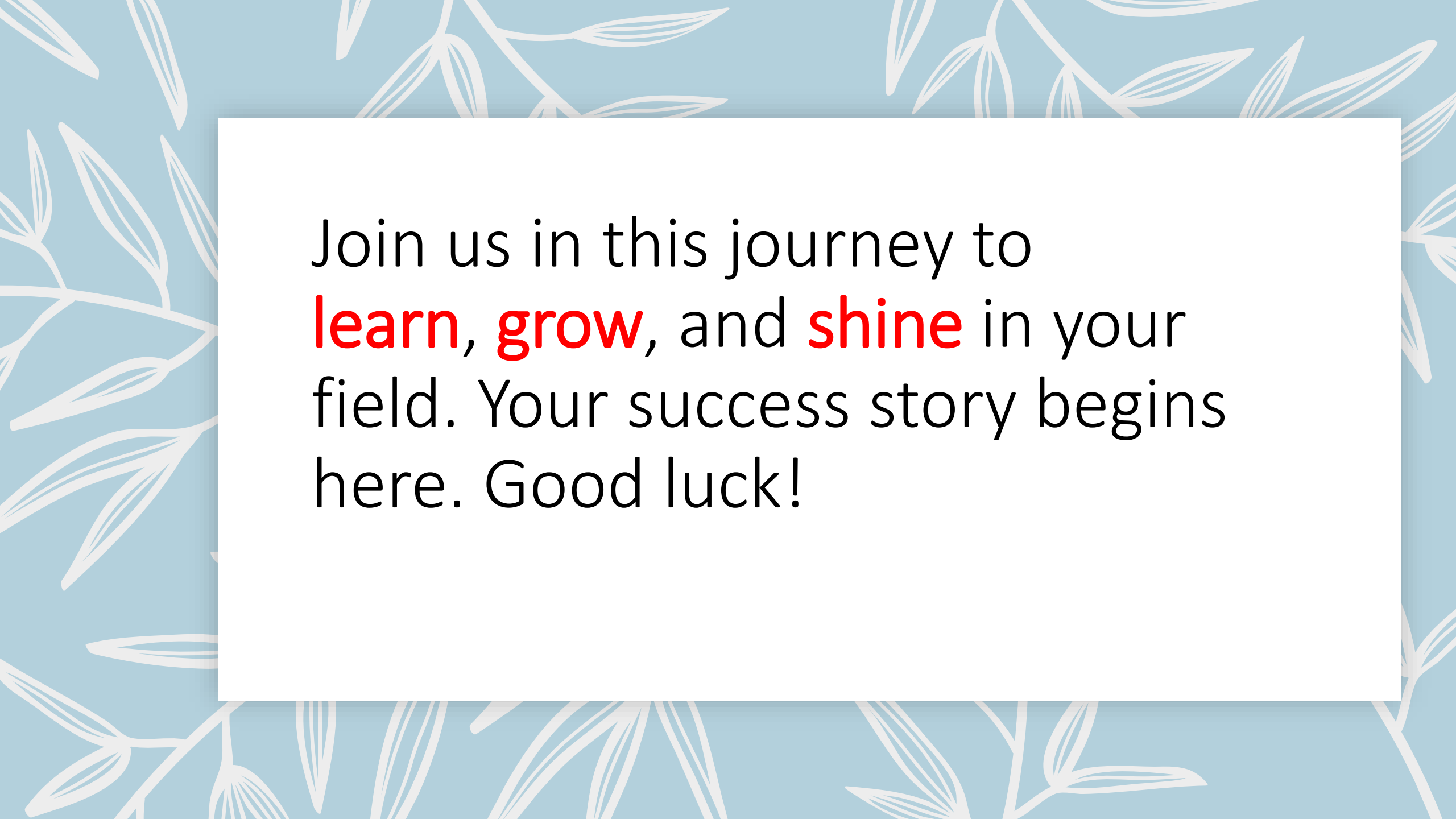 (PC, connector/adaptor, hard copies…)

To the Next Level

- Benchmarking the Competition
- Valuable Feedback from Experts
- Self-Reflection and Growth
- Enhanced Marketing Efforts

APICTA - Asia Pacific ICT Awards, regarded as the Oscar of ICT

- With the support of HKG/OGCIO, HKCS and Cyberport, Hong Kong to host APICTA 2023 in December this year.

- It has 16 Member Economies, with HKCS (Hong Kong Computer Society) as a founding EXCO Member representing Hong Kong.

- Event attracts locally awarded entries from member economies to compete.

- Winners of Hong Kong ICT Awards would be considered for an invitation to be nominated as a HK entry to APICTA by HKCS. The selection is pertinent, to take into account of the differences in categories' definitions and structure, the limits in number of entries per category imposed by APICTA on each member economy.

- Participation in APICTA would have the opportunity for further international recognition and branding for HK ICT products and applications.

Join us in this journey to **learn**, **grow**, and **shine** in your field. Your success story begins here. Good luck!