

2024

Chief Happiness Officer Appreciation Award



- Corporate Wellness
- Employee's Physical and Mental Health
- Corporate & Digital Transformation

Theme of The Year:

ENDURING HAPPINESS, IGNITING SUSTAINABILITY



info@choassociation.org



+852 6263 6263

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About CHOA

The Chief Happiness Officer Association Limited (CHOA) is a non-profit organization founded in 2021, CHOA has invited over 20 distinguished leaders from the business, industry and education sections to serve as advisors.

CHOA believes that corporations can lead the CHO movement by transforming and re-energizing organizational culture. Not only can employees develop happiness driven performance if they are well supported, but their workplace happiness can also benefit their families and the community. In order to elevate the overall happiness level in Hong Kong, CHOA has organized more than 40 initiatives in collaboration with the business, education and social welfare sector in just two years. These initiatives include the CHO Appreciation Award, CHO Review and the Happy School Recognition Program. To date, CHOA has served over 50,000 individuals.

Our Vision

We envision a platform for all stakeholders to co-create a happy and healthy environment in every organization, thus advancing corporate culture excellence in Hong Kong and the Region.

Our Mission

1. To advocate and co-create happiness corporate culture that grows people, profits and purpose in business sustainability.
2. To promote psychological wellness awareness in the workplace and promote corporate happiness.
3. To promote businesses to focus on the physical and mental health of employees, with clear objectives and effective communication, to achieve optimal health.
4. Enhancing the technology cause an impact on the digital generation.
5. To promote an active exchange of knowledge among members and the community.



ENDURING HAPPINESS, IGNITING SUSTAINABILITY

In this **ever-changing era**, where companies compete in terms of speed and innovation, corporate culture has become a management rule that every enterprise must adhere to and apply. According to a study published by Forbes in 2022, happy employees are up to 20% more productive in the workplace than unhappy ones.

#Held for the Fourth Consecutive Year

Since 2021, the Chief Happiness Officer Association (the Association) has been committed to promoting the "Chief Happiness Officer" (CHO) movement in Hong Kong. In order to recognize and reward to organizations that have truly promoted the concept of CHO, the Association has held three consecutive Chief Happiness Officer Appreciation Awards, honoring over 50 happy companies. The Association invites senior leaders from the business community to serve as judges and selects the happiest companies and SMEs in Hong Kong through a fair, open, and professional evaluation process, setting them as examples and benchmarks.

A good work environment requires flexible and adaptable qualities, and it is the responsibility of leaders to guide organizations in establishing a friendly, healthy, and balanced ecosystem. This

ecosystem provides safety, care, and people-oriented management, enabling team members to have long-term stable mental states and thereby inspiring them to engage in work and unleash their full potential.

#Pioneering Theme of the Year

So, how can long-term stability be achieved? This requires companies to continuously focus on and invest in employee development, providing ongoing training and learning opportunities to ensure that their psychological quality, skills, and knowledge remain aligned with the needs of the enterprise. Therefore, the sustainability of corporate culture is crucial, establishing and nurturing a common set of values and behavioral standards and integrating them into the organization's daily operations to ensure the sustainable development of corporate culture. Therefore, the theme of the fourth Chief Happiness Officer Appreciation Awards this year is "Enduring Happiness, Igniting Sustainability".

#3 Key Areas Judging Corporate Sustainability

The judging criteria and mechanism cover three key areas: Corporate Wellness, Employees' Physical and Mental Health and Corporate & Digital Transformation. We will comprehensively evaluate companies' performance in promoting the sustained happiness of employees and their positive long-term impact in these three aspects to inspire enterprises towards sustainable development.

2. OBJECTIVES OF THE AWARD

- To honor, award and collaborate with organizations and their people development teams for their tremendous effort in driving employee wellbeing and happiness in their corporate culture.
- To establish a database of Chief Happiness Officer culture to share corporate happiness stories.
- To promote awareness and initiatives on employee physical and mental health within organizations.
- To facilitate sustainable development in corporate and digital transformation in the business sector.
- To establish an active exchange of best practices among the awardees and the community.

3. BENEFITS TO ORGANIZATIONS

- To cement the credibility and public recognition of the organization in the business community.
- To validate your hiring strategy and attract the potential talents joining your organization.
- To enhance the employer branding and reputation of the organization through showcasing their best practices.
- To recognize the achievements of your employees and boost the morale as well as motivation.

4. ELIGIBILITY

The Chief Happiness Officer Appreciation Award 2024 are open to organizations of any size or business nature in Hong Kong. The organizations are encouraged to share their existing HR policies, practices, systems or recent events that are related to wellbeing and happiness culture in the application form. The examples should be implemented in the past 24 months (namely between 1 July 2022 to 30 June 2024) for their employees.

5. KEY DATES



Enduring Happiness, Igniting Sustainability

BENEFITS TO ORGANIZATIONS



CHO Review

Top 10 Happy Companies to Work For and Top 5 Happy SMEs to Work For award winners will be entitled to participate in CHO Review and share happiness culture' best practices through interviews.



Winning Companies' Sharing

Representatives of award-winning companies will be invited to share their corporate culture practices and success stories to promote knowledge exchanges among companies.



Winning Companies' Company Visit

Through visit of the working environment of award-winning companies, in-depth discussions will be conducted on the sustainable development of happiness in the workplace.



6. CHO RECOGNITION LOGO

All award-winning companies can use the Chief Happiness Officer Recognition Logo in internal or external events to showcase recognition for their outstanding achievements in establishing a culture of happiness within the organization.



CHO Achiever Recognition Logo

All companies that have won the CHO Appreciation Award are authorized to use the CHO Achiever logo, highlighting their outstanding practices in actively enhancing corporate culture.



CHO Master Recognition Logo

(Awarded for 5 consecutive years)

Companies that receive the CHO Appreciation Award for **5 consecutive years** will be granted the authorization to use the CHO Master logo, showcasing their outstanding achievements in continuously improving corporate culture.



CHO Visionary Recognition Logo

(Awarded for 10 consecutive years)

Companies that receive the CHO Appreciation Award for **10 consecutive years** will be granted the authorization to use the CHO Visionary logo, recognizing their demonstrated commitment to a consistently exceptional corporate culture.

7. AWARD ORGANIZING COMMITTEE

Chairlady



Ms. Susanna Li
Chief Operating Officer
McDonald's Hong Kong

Vice-Chairlady



Ms. Adele Chu
Co-Owner & Director
Talent Engagement
HKBN Group

Committee Members



Mr. Wong Kapo
Staff Development Manager
Asia Allied Infrastructure
Holdings Limited



Mr. Tony Wo
Learning, Culture, Diversity &
Inclusion Director
AXA Hong Kong & Macau



Mr. Joe Lee
Senior Manager, Learning and
Organizational Development
Bupa (Asia) Ltd.



Ms. Candy Mau
Assistant Director of Corporate
Communications and General
Administration Division
Canon Hong Kong Co., Limited



Dr. Susanna Chui
Lecturer in Entrepreneurship
Leicester Castle Business School
De Montfort University



Ms. Hilary Chan
Head, Engagement & Inclusion
DFI Retail Group



Dr. Bessie Chong
Director, Partnership Development
Guilin Integral Business
Esquel Group



Ms. Sarah Cheuk
HR Director
FANO Labs Limited



Ms. Anita Lai
Director, People & Culture
Konica Minolta Business
Solutions (HK) Ltd.



Ms. Annie Cheung
Executive General Manager
Peoplebank Hong Kong Limited

8. AWARD CATEGORIES

8.1 Company Awards

- Organizations with over 50 employees can apply for the Company Awards, Special Awards and compete for The Top 10 Happy Companies to Work For.
- The organizations that can demonstrate the CHO practice in 3 key areas: Corporate Wellness, Employees' Physical and Mental Health and Corporate & Digital Transformation.
- Corporate Wellness emphasizes building a happy corporate culture for employees, aiming to attract and retain talent, with a positive impact on employee satisfaction, turnover rate, and operational costs in the long run.
- Employee's Physical and Mental health focuses on the physical and psychological conditions of corporate employees, aiming to achieve the goal of employee well-being.
- Corporate and Digital transformation focus on the adoption of technology to enhance employee satisfaction and happiness, and successfully demonstrate changes in business processes and work efficiency.
- Organizations that achieve a total score that exceeds 70% will be granted the Company Awards.

8.2 Top 10 Happy Companies to Work For

- Top 10 Happy Companies to Work For serves as the Grand Award of the Year.
- It serves to recognize the most outstanding organizations that create a happy and healthy workplace with unique and extraordinary showcases, and act as a role model in Hong Kong.
- The organization that can demonstrate its strength in employee engagement & experience, digital transformation, people transformation, psychological wellness and innovation in building happiness culture.
- It will be granted to the organizations that attain top 10 highest score under the Company Awards.

8. AWARD CATEGORIES (CON'T)

8.3 SME Awards

- Organizations with 50 employees or below can apply for the SME Awards and compete for The Top 5 Happy SMEs to Work For.
- The organizations that can demonstrate the CHO practice in 3 key areas: Corporate Wellness, Employees' Physical and Mental Health, and Corporate and Digital transformation.
- Corporate Wellness emphasizes building a happy corporate culture for employees, aiming to attract and retain talent, with a positive impact on employee satisfaction, turnover rate, and operational costs in the long run.
- Employee's Physical and Mental health focuses on the physical and psychological conditions of corporate employees, aiming to achieve the goal of employee well-being.
- Corporate and Digital transformation focus on the adoption of technology to enhance employee satisfaction and happiness, and successfully demonstrate changes in business processes and work efficiency.
- Organizations that achieve a total score exceeds 70% will be granted the SME Awards.

8.4 Top 5 Happy SMEs to Work For

- Top 5 Happy SMEs to Work For serves as the Grand Award of the Year for SME.
- It serves to recognize the most outstanding SMEs that create a happy and healthy workplace with unique and extraordinary showcases, and act as a role model in Hong Kong.
- The SME that can demonstrate its strength in employee engagement & experience, digital transformation, people transformation, psychological wellness and innovation in building happiness culture.
- It will be granted to the SMEs that attain top 5 highest score under the SME Awards.

8. AWARD CATEGORIES (CON'T)

8.5 CHO Special Awards

A number of Special Awards will also be granted to the organizations with outstanding showcases in different individual areas. Organizations have to indicate which of the following Special Award(s) they would like to compete for in the Enrollment Form. **Each organization can enroll up to 2 CHO Special Awards.**

The details of CHO Special Awards are as below:

- **Shared Value Award** – recognizes organization doing extremely good on its employee engagement and experience strategy. These strategies that can demonstrate the positive and sustainable impact to employee, organization and society.
- **Digital Transformation Award** – recognizes organization adopting technology and digital solutions to enhance employees' satisfaction and happiness level. The new implementation that can demonstrate the fundamental changes to business process and efficiency improvement.
- **Best Innovative Culture Award** – recognizes organization providing innovative strategy to create the happiest culture for the employees. These strategies that can demonstrate innovation in their concept, design and implementation for a successful culture shift.
- **People Transformation Award** – recognizes organization empowering their employees' capabilities and capacities to drive the business growth and organization's future success. The initiatives that can demonstrate support for employees in talent transformation and development, aligning with the company's sustainable development strategy.
- **Team Performance Award** – recognizes the contribution of a team demonstrating impact, growth and ownership in the organization. The team is capable to demonstrate their alignment in shared values and vision and work towards a common objective.
- **Employees Wellness Award** – recognizes organization providing compelling strategy that includes psychological, financial and social wellness elements for employee. These strategies that can demonstrate the positive impact to employees' satisfaction and retention, and the operation cost in the long run.
- **Back to Normal Workplace Award** – recognizes organization providing transitioning strategy that includes mental, physical, team collaboration, communication or cultural alignment for the post-COVID workplace. These strategies that can fully support employees to resume to new normal.

8. AWARD CATEGORIES (CON'T)

8.6 Individual award

An Individual Award will be granted to the candidate that can demonstrate unmatched tenacity and dedication to happiness in the organization as well as the community. **Each organization can enroll candidates without limit to compete for the Individual Award.**

The details of Individual Award are as below:

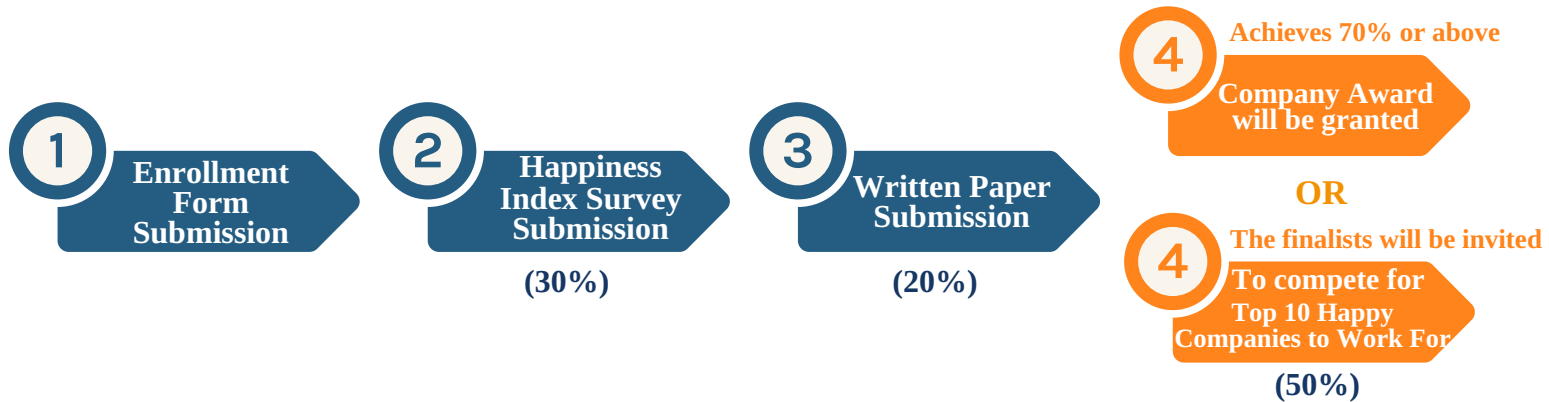
- **“Be My Own CHO” Individual Award** – recognizes the contribution of individual promoting happiness culture in their workplace. The candidate is an inspiring and positive influencer for bringing happiness in the organization as well as the community.

9. PARTICIPATION FEE

Award Categories	Corporations (>50 employees)	SME (≤50employees)	Enrollment Fee
Company Awards (Top 10 Happy Companies to Work For will be selected by the judges)	✓	-	HK\$4,800
SME Awards (Top 5 Happy SMEs to Work For will be selected by the judges)	-	✓	HK\$1,800
CHO Special Awards <ul style="list-style-type: none"> • Shared Value Award • Digital Transformation Award • Best Innovative Culture Award • People Transformation Award • Team Performance Award • Employees Wellness Award • Back to Normal Workplace Award 	✓	-	HK\$1,000 @Award
“Be My Own CHO” Individual Awards	✓	✓	HK\$2,000 @Individual

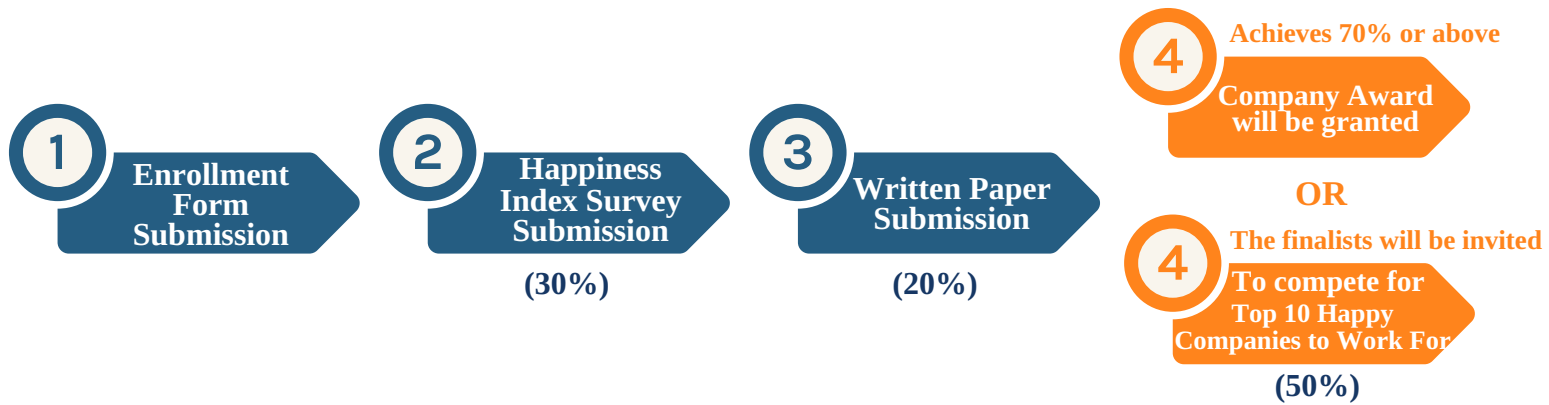
- The enrollment fee includes 2 tickets to the Award Presentation Ceremony. Details of the tickets and arrangements for the ceremony will be announced after the winning results are announced.
- Chief Happiness Officer Association members/companies that have participated in the previous CHO Appreciation Award can enjoy a 10% discount on the enrollment fee.
- Early-bird discount: Anyone who registers on or before May 24, 2024 (Friday) can enjoy a 10% discount on the enrollment fee.
- The offer cannot be used in conjunction with other discount.

10. JUDGING PROCESS – COMPANY AWARD



Judging Process	Details
Part 1 Enrollment Form Submission (by 20 June 2024)	<ul style="list-style-type: none"> All interested organizations have to submit the enrollment form to confirm the eligibility through https://choassociation.org/cho-appreciation-awards-2024/. CHOA will confirm the enrollment in 3 working days.
Part 2 Happiness Index Survey Submission (30%) (by 25 July 2024)	<ul style="list-style-type: none"> Participating organizations with 51 to 1000 employees have to submit 10% of their employees' Happiness Index Survey. Participating organizations with more than 1000 employees have to submit 5% of their employees' Happiness Index Survey. Participating employees should come from at least 3 different departments from different levels and different seniorities. This part accounts for 30% of the total score.
Part 3 Written Paper Submission (20%) (by 25 July 2024)	<ul style="list-style-type: none"> All participating organizations have to submit a written paper. The paper should include the existing HR policies, practices, systems or recent events that are related to wellbeing and happiness culture, as well as the quantifiable outcome to be obtained and evaluated, whether the initiatives achieve the stated objectives and demonstrated sustainable outcomes. This part accounts for 20% of the total score. Organizations that are interested in competing for other Special Awards and Individual Award have to submit related supplementary information. <p>Supplementary Information:</p> <ul style="list-style-type: none"> You may also submit a video of up to 5 minutes as supplementary information. The video can be in English, Cantonese, or Mandarin. If Cantonese or Mandarin is used, please provide English subtitles. (Optional) Any additional information submitted via external links will not be considered within the scope of the assessment.

10. JUDGING PROCESS – COMPANY AWARD (CON'T)



Judging Process	Details
<p>Part 4 Final Presentation Seminar (50%) (26 September 2024)</p>	<ul style="list-style-type: none"> Based on the Happiness Index Survey analysis and written paper submissions, finalists will be confirmed by 26 August 2024 (Monday). The finalists will be required to share their programs, practices and strategies in the final presentation seminar, which will be an open-to-public seminar on that day. Finalists will be invited to give a 10-minute presentation in Cantonese / English and followed by a 5-minute Q&A session by the judging committee on 26 September 2024 (Thursday). Finalists may send a maximum of three representatives to conduct the presentation. The presentation mode includes PowerPoint presentation, storytelling, drama and others. This part accounts for 50% of the total score. Top 10 Happy Companies to Work For will be granted to the organizations that attain top 10 highest score.

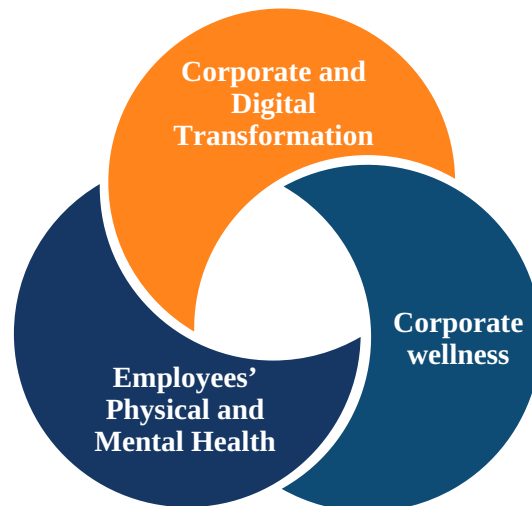
11. JUDGING PROCESS – SME AWARD



Judging Process	Details
<p>Part 1 Enrollment Form Submission (by 20 June 2024)</p>	<ul style="list-style-type: none"> All interested SMEs have to submit the enrollment form by 20 June 2024 (Thursday) to confirm the eligibility through https://choassociation.org/cho-appreciation-awards-2024/. CHOA will confirm the enrollment by 3 working days.
<p>Part 2 Happiness Index Survey Submission (50%) (by 25 July 2024)</p>	<ul style="list-style-type: none"> Participating SMEs with 1 to 30 employees have to submit 50% of their employees' Happiness Index Survey by 25 July 2024 (Thursday). Participating SMEs with 31 to 50 employees have to submit 30% of their employees' Happiness Index Survey. Participating employees should come from different departments and from different levels and different seniorities. This part accounts for 50% of the total score.
<p>Part 3 Written Paper Submission (50%) (by 25 July 2024)</p>	<ul style="list-style-type: none"> All participating SMEs have to submit written paper by 25 July 2024 (Thursday). The paper should include the evidence of being a happiness organization. This part accounts for 50% of the total score. Top 5 Happy SMEs to Work For will be granted to the SMEs that attain top 5 highest score. <p>Supplementary Information:</p> <ul style="list-style-type: none"> You may also submit a video of up to 5 minutes as supplementary information. The video can be in English, Cantonese, or Mandarin. If Cantonese or Mandarin is used, please provide English subtitles. (Optional) Any additional information submitted via external links will not be considered within the scope of the assessment.

12. JUDGING CRITERIA – HAPPINESS INDEX SURVEY & WRITTEN PAPER

The following criteria are taken into account in the selection of the awardees of Company Awards and SME Awards. Each key area is equally weighted towards the allocated percentage of total final score. The organizations that achieve 70% or above will be granted the Company / SME Awards. The criteria are listed below:



12.1 CORPORATE WELLNESS

Corporate wellness focuses on building a happy corporate culture for employees, aiming to attract and retain talents. Corporate culture plays a significant role in the operation and development of enterprises, as it can influence employees' attitudes and behaviors, shape the image and brand of the company, and impact its competitiveness and performance. Therefore, establishing a healthy and positive corporate culture is crucial for the sustainable development of enterprises.

Areas of consideration includes

1. Values and beliefs: The core values and beliefs of the company, such as the common vision, mission, and values related to service commitment and pursuit of quality.
2. Team psychological well-being: The working atmosphere and culture within the company, including whether it encourages open communication, cooperation, sharing, and innovation.
3. Leadership style: The management style and philosophy of the company's leadership, whether it focuses on results or processes, and whether it mainly adopts authoritarian or democratic management.
4. Work Approaches: The internal work methods and processes of the company, including organizational structure, decision-making methods, communication channels, etc.
5. Employee values: The understanding and degree of identification of employees with the corporate culture, as well as the values and behavior patterns they demonstrate in their work.
6. Cultural construction: The intangible and tangible symbol construction within the company, such as cultural walls, logos, slogans, reward systems, etc., which can reflect the characteristics and features of corporate culture.

12. JUDGING CRITERIA – HAPPINESS INDEX SURVEY & WRITTEN PAPER (CON'T)

12.2 EMPLOYEES' PHYSICAL AND MENTAL HEALTH

Employee physical and mental health refers to the health status of employees in both physical and psychological aspects. This includes not only physical health, but also mental health, such as positive emotional states, good psychological resilience, and stress management abilities. To maintain the physical and mental health of employees, enterprises should comprehensively consider and measure from multiple aspects, demonstrate long-term deployment and strategic plans, and provide corresponding support and promotion measures to truly achieve the goal of employee physical and mental health.

Areas of consideration includes

1. Physical health: Enterprises will pay attention to employees' physical health through various forms, including lifestyle habits, diet, exercise, sleep quality, etc. Physical health has an important impact on work performance and quality of life, so companies usually provide health promotion activities or benefits, such as health checks, sports activities, etc.
2. Mental health: The psychological health status of employees, including emotional stability, stress management ability, self-regulation ability, etc. Mental health has a direct impact on work efficiency and job satisfaction, so companies usually pay attention to employees' mental health and provide mental health support services, psychological counseling, etc.
3. Work-life balance: Enterprises should avoid employees' overwork or conflicts between work and life, advocating for work-life balance, which is also important for physical and mental health. Companies can help employees achieve work-life balance through flexible working hours, holiday benefits, etc., to enhance employees' work vitality.

12. JUDGING CRITERIA – HAPPINESS INDEX SURVEY & WRITTEN PAPER (CON'T)

12.3 CORPORATE AND DIGITAL TRANSFORMATION

Enterprises make changes and adjustments in organizational structure, business models, culture, and strategic directions according to changes in talent needs, technological developments, competitive pressures, or changes in internal and external environments, to cope with new challenges and opportunities, enhance employee satisfaction and happiness, and successfully demonstrate changes in business processes and work efficiency, achieving long-term development and competitive advantages.

Areas of consideration includes

1. Organizational structure adjustment: Redesigning the organizational structure to optimize processes and efficiency, improve management effectiveness, and work efficiency.
2. Digitalization and technology application: Increasing investment in digital technology and information technology, promoting enterprise digital transformation, enhancing productivity and competitiveness.
3. Cultural transformation: Reshaping corporate culture, establishing an open, innovative, and learning-oriented cultural atmosphere, encouraging employees' innovative thinking and behavior.
4. Talent model transformation: Enterprises strengthen interaction with stakeholders other than full-time employees, achieve win-win and value co-creation, such as hiring gig workers, women, retirees, etc.
5. Creativity, adaptability, and effectiveness of transformation projects.

13. JUDGING CRITERIA – FINAL PRESENTATION

The following criteria are taken into account in the selection of the awardees of Top 10 Happy Companies to Work For. The organizations that achieve the highest score will be granted Top 10 Happy Companies to Work For. The criteria are listed below:

15%

1. Objective setting

- The organization demonstrated a clear objective and expected goals.
- The objectives addressed specific organizational / people challenges.

30%

2. Implementation process

- The existing HR policies, practices, systems or recent events were effectively implemented.
- Employees and different teams were actively involved in the process.

30%

3. Achievement & outcome

- The quantifiable and psychological outcome were obtained and evaluated.
- The existing HR policies, practices, systems or recent events were achieved the stated objectives and demonstrated sustainable outcomes.

15%

4. Innovation and uniqueness

- The existing HR policies, practices, systems or recent events were innovative in its concept, idea, policy, design, and implementation.
- The existing HR policies, practices, systems or recent events were enabled the organization to stand out from the business community.

10%

5. Ability to create interaction and happiness with audience

- The organization’s representatives demonstrated the ability to connect with the audience.
- The organization’s representatives demonstrated the workplace happiness to the audience effectively.

14. PAYMENT METHODS

Please settle the enrollment fee for Company Awards, SME Awards, Special Awards and Individual Awards on or before 28 June 2024 (Fri) through the following methods:

i. Bank Transfer	
Bank	Bank of China (Hong Kong) Limited
Beneficiary	CHIEF HAPPINESS OFFICER ASSOCIATION LIMITED
Account No.	012-802-2-014682-4
Remarks	Please mark your account number / name on the pay slip & email the pay slip to: info@choassociation.org or WhatsApp @ 6263 6263

ii. By FPS	
Bank	Bank of China (Hong Kong) Limited
FPS Identifier	100900554
Remarks	Please email the FPS record to : info@choassociation.org or WhatsApp @ 6263 6263

iii. By Cheque	
Cheque payable to	CHIEF HAPPINESS OFFICER ASSOCIATION LIMITED
Remarks	Please mail a crossed cheque to Unit 2112, 21/F, The Star, 18 Yip Shing Street, Kwai Chung, New Territories.

ENDURING HAPPINESS, IGNITING SUSTAINABILITY

ENQUIRY

Ms. Mary Suen

Email: mary@choassociation.org

Contact: 9608 8888

Miss Jan Chan

Email: jan@choassociation.org

Contact: 6263 6263



CHOA Website



CHO Appreciation Award 2024 Website



#Co-create Happiness For Sustainable Business

Supplementary Page - Promotion Fee

Top 10 Happy Companies to Work For & Top 5 Happy SMEs to Work For

An approximately **HK\$18,000 exclusive value-added promotional package** will be applied. Details will be announced after the winning results are announced. Please refer to last year's promotional package:

(Scan to view CHO Review)



- A media interview and tailor-made a "CHO Appreciation Award" Corporate Video, which will be published on the association's website, social media platforms and eDM to CHO community.
- An online article of the "CHO Appreciation Award" will be published on the association's website, social media platforms and eDM to CHO community (with the winning news as the entry point, the text will introduce company's key business and corporate culture).
- Online media to report the winning news.
- The right to use the "CHO" logo for one-year publicity purposes.
- Free Corporate MEMBERSHIP of "Chief Happiness Officer Association" (worth \$2800) and receive a series of free or member discount corporate coaching courses and other exclusive benefits.

CHO Special Awards

An approximately **HK\$5,800 exclusive value-added promotional package** will be applied. Details will be announced after the winning results are announced. Please refer to last year's promotional package:

- An online article about the "CHO Appreciation Award" will be published on the association's website and social media platforms (with the winning news as the entry point, the text will introduce company's key business and corporate culture).
- Online media to report the winning news.
- The right to use the "CHO" logo for one-year publicity purposes.
- Free SME Membership of "Chief Happiness Officer Association" (worth \$2800) and receive a series of free or member discount corporate coaching courses and other exclusive benefits

(For details, please refer to the latest announcement after the Award Presentation Ceremony)