



**AWARD FOR EXCELLENCE IN  
TRAINING AND DEVELOPMENT 2025**







## AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2025



# Briefing Session



**Ms Margaret Cheng JP**  
Chairperson  
Award Organizing Committee  
2025



**Mr C Y Chan**  
Member  
Award Organizing Committee  
2025



**Ms Fanny Chan**  
Member  
Award Organizing Committee  
2025



**Ms Iris Chung**  
Gold Award Winner 2024  
MTR Corporation



**Ms Gobby Leung**  
Trainer of the Year 2024  
AXA Hong Kong & Macau



**Ms Titania Woo**  
Executive Director  
HKMA





## AWARD FOR EXCELLENCE IN TRAINING AND DEVELOPMENT 2025



### LEAD SPONSORS



### MAIN SPONSORS



### SPONSORS



### MEDIA SPONSORS



### DIGITAL MEDIA SPONSORS



# Agenda



- **About the Award**
  - Award Background, Objectives and Benefits
- **Campaign Awards**
  - Mr C Y Chan, Member, Organizing Committee 2025**
  - Award for Excellence in Training and Development**
    - Eligible Training and Development Programmes
    - Judging Process
    - Written Submission
    - Key Dates to Remember
    - Award Criteria
- **Experience Sharing by Campaign Award Gold Award Winner 2024**
  - Ms Iris Chung**
  - Senior Learning & Development Manager, MTR Corporation**



# Agenda



- **Individual Awards**

- Ms Fanny Chan, Member, Organizing Committee 2025**
  - Award for Excellence in Training and Development**

- **Eligible Trainer**
  - **Judging Process**
  - **Written Submission**
  - **Interview Session**
  - **Key Dates to Remember**
  - **Award Criteria**

- **Experience Sharing by Trainer of the Year 2024**

- Ms Gobby Leung**
  - Senior Distribution Training Manager, AXA Hong Kong & Macau**



# Background and Objectives



- Established in 1990
- Organized by the Training and Development Awards Organizing Committee, the People Development Management Committee and the People Management Committee
- Most prestigious and authoritative T&D award in Hong Kong
- Give public recognition of achievements: individuals & organizations
- Improve T&D quality in Hong Kong and regionally: by giving examples & sharing experience
- Improve T&D value to business: improve employees' performance to meet business needs & contribute to business success

# Benefits



## For Organizations:

- Strengthen reputation in the T&D field and the business community
- Senior management to understand the value of T&D to business
- Publicity
- Support recruitment
- Winners are allowed to use the Award Logo on stationery, promotional literature and in advertising



# Benefits



## For **Individual Trainers:**

- Recognition by their organizations, peer professionals and the community
- Motivation to extend their efforts
- Winners are allowed to use the Award Logo on stationery, promotional literature and in advertising
- Winners: Two-year complimentary membership to HKMA's Full Membership or Professional Manager Scheme and its Specialist Club - Human Capital Management Society



# Board of Examiners



The **Board of Examiners** comprises of members from:

- **Training and Development Award Organizing Committee**
- **People Development Management Committee**
- **People Management Committee**



# Award Organizing Committee



**Margaret Cheng JP**  
Human Resources Director  
MTR Corporation  
(Chairperson)



**Miranda Au**  
Chief HR Officer  
FWD Life Insurance Company  
(Bermuda) Ltd



**Connie Chan**  
Director, Human Resources  
and Administration  
Octopus Holdings Ltd



**CY Chan**  
Senior Consultant  
Verdant Capital Group



**Fanny Chan**  
Chief HR Officer  
CTF Life



**Dr Salina Chan**  
Head of HR OSEA and  
L&D International  
Fossil Group



**Aaron Chiang**  
Head of HR & Administration  
Hong Yip Service Co Ltd



**Fong Kai Shing**  
General Manager - Group Training &  
Development  
Principal - Towngas Training Institute  
The Hong Kong and China  
Gas Co Ltd



**Lesley Gong**  
HR Director  
Microsoft Hong Kong



**Charles Ho**  
Assistant Director Training  
Hong Kong Institute of  
Construction



**Kevin Kam**  
Chief People Officer  
McDonald's Hong Kong



**Jason Lee**  
Executive Director –  
People and Culture  
Hong Kong Air Cargo Terminals



**Ivy Leung**  
General Manager  
HKMA



**David Lim**  
Executive Vice President  
People, Asia Pacific  
PVH Asia Pacific Ltd



**Theresa Lui**  
Chief People Officer  
Chow Tai Fook Jewellery  
Group



**Jenny Pong**  
People Director, East Asia  
Arup Group



**Hester Shum**  
Group Chief HR Officer  
PCCW Group



**Vivian So**  
Director, People  
Hong Kong Express



**Mary Suen**  
Executive Advisor  
Stan Group (Holdings) Ltd



**Irene Tam**  
General Manager People  
Cathay Subsidiary Services



**Rita Tsui**  
Head of People & Safety  
City Facilities Management  
(HKG)



**Dr Lake Wang**  
Executive Director  
People & Organisational  
Development  
The Hong Kong Jockey Club



**Alice Wong**  
People & Culture Director,  
Food  
DFI Retail Group



**Stephanie Wong**  
Distribution Training Director  
AXA China Region Insurance



**Derek Wu**  
Chief People Officer  
Tam Jai International



**Yolice Wu**  
Executive Director  
People & Culture  
Hongkong Land



**Jason Zhang**  
General Manager, HR  
China Mobile  
International Ltd



# People Development Management Committee Members



**Mr Stephen Leung (Chairman)**  
Non-executive Director  
Purapharm International (HK) Ltd



**Mrs Claudia Hodges**  
Director Group Agency Distribution  
AIA International Limited



**Dr Barry Ip**  
Vice President –  
Learning and Advancement  
Wynn Macau and Wynn Palace



**Mr Lam Ming Wing**  
Chief Human Resources Officer  
The Hong Kong and China Gas Co Ltd



**Mr Ellis Ku**  
Head of Learning and  
Organization Development  
Maxim's Caterers Limited



**Ms Maylie Lee**  
Chief Human Resources Officer  
AIA International Limited



**Ms Felicity Sam**  
Director, Learning & Leadership –  
International  
Lululemon



**Ms Carmen Ting**  
Head of Talent, People,  
Performance and Culture  
KPMG



**Mr Kenneth Wai**  
Principal Consultant  
HKMA



**Dr Lake Wang**  
Executive Director  
People & Organisational Development  
The Hong Kong Jockey Club



**Ms Yolice Wu**  
Executive Director  
People & Culture  
Hongkong Land Ltd



# People Management Committee Members



**Ms Margaret Cheng**  
(Chairperson)  
Human Resources Director  
MTR Corporation



**Ms Priscilla Chau**  
Director –  
Human Resources  
CLP Power Hong Kong  
Limited



**Ms Florence Chow**  
Managing Director  
FnB TalentsConnect  
Limited



**Mr Ian Choy**  
Executive Director – People and  
Culture,  
Corporate Communications and  
Administration  
Gammon Construction Limited



**Ms Sara Ho**  
Group Chief Human  
Resources Officer  
Jebsen & Co. Ltd



**Mr Kevin Kam**  
Chief People Officer  
McDonald's Hong Kong



**Mr C K Lee**  
Managing Director  
C.K. Lee & Associates



**Ms Carrie Leung MH**  
Chief Executive Officer  
The Hong Kong Institute of  
Bankers



**Ms Christina Leung**  
Director, Group HR  
and Administration  
Guardforce Limited



**Mr Peter Leung**  
Senior Manager  
Human Resources  
Hospital Authority



**Ms Elaine Liu**  
Group Associate Director &  
Chief HR Officer  
Sino Group



**Ms Jenny Pong**  
People Director,  
East Asia  
Arup



**Ms Janet Poon**  
Director – HR and  
Administration  
Hang Lung  
Properties Limited



**Mr Albert Wong**  
Advisor – HR  
CLP Power  
Hong Kong Limited



**Ms Florence Wong**  
Head, HR, Hong Kong, Macau,  
Japan & Co-Head HR GBA  
Standard Chartered Bank  
(Hong Kong) Limited



**Mr Derek Wu**  
Chief People Officer  
Tam Jai International  
Company Limited



**Ms Janet Yeung**  
Head of HR  
Hong Kong  
Trade Development  
Council

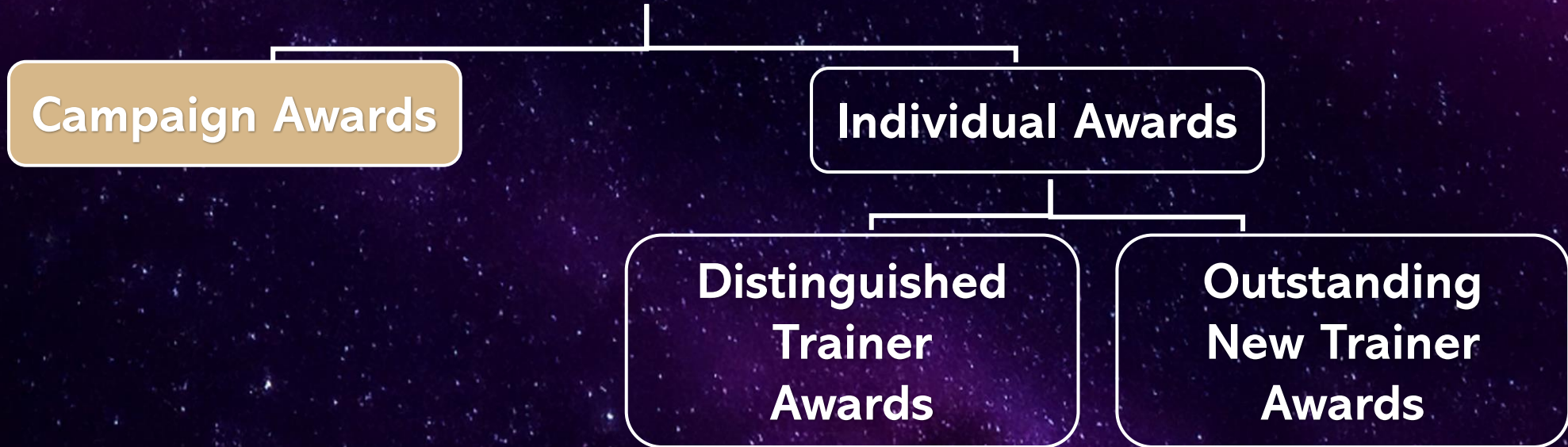




**AWARD FOR EXCELLENCE IN  
TRAINING AND DEVELOPMENT 2025**



## **Award for Excellence in Training and Development**





# Awards and Recognition



One Gold Award



Two Silver Awards



Three Bronze Awards



Four Excellence Awards



HR Professionals' Favourite Campaign

(will be selected by participants attending the Final Presentation Seminar)



Youth's Most Favourite Campaign

(will be selected by youth participants attending the Final Presentation Seminar)



# Special Awards



Special Award(s) which recognize training or development programme(s) with good practices in different individual areas. There are a maximum of three awardees in each Special Award.

- ❖ Excellence in Career Development
- ❖ Excellence in Change Management
- ❖ Excellence in Cultural Change
- ❖ Excellence in Digital Transformation
- ❖ Excellence in Diversity, Equity and Inclusion Promotion
- ❖ Excellence in Environmental Sustainability in the Workplace
- ❖ Excellence in Innovation
- ❖ Excellence in Leadership Development
- ❖ Excellence in Reskilling and/or Upskilling (NEW)
- ❖ Excellence in Social Impact
- ❖ Excellence in Stakeholder Engagement
- ❖ Excellence in Talent Development
- ❖ Excellence in Team Development
- ❖ Excellence in Wellbeing
- ❖ Excellent Campaign for Organizations with 500 Employees or Less
- ❖ Others: Excellence in \_\_\_\_\_

(Entries can specify the name of the Special Award that suits your programme.)



# Special Award



## **Excellence in Career Development:**

This Special Award will be given to those training and development programmes which have effectively enhanced employees' skillsets needed for current and future roles while sharpening their ability for career advancement when opportunities arise.

## **Excellence in Change Management:**

This Special Award will be given to those training and development programmes which have successfully driven changes in organizational structure, systems, processes, or other critical aspects to achieve business goals.

## **Excellence in Cultural Change:**

This Special Award will be given to those training and development programmes which have successfully fostered a cultural shift that is highly aligned with the strategic objectives and is well integrated within the organization.

## **Excellence in Digital Transformation:**

This Special Award will be given to those training and development programmes which have incorporated innovative use of technologies to effectively transform learning and training experiences.



# Special Awards



## **Excellence in Diversity, Equity and Inclusion Promotion:**

This Special Award will be given to those training and development programmes which facilitated and promoted a diversified, fair and inclusive work environment and culture.

## **Excellence in Environmental Sustainability in the Workplace:**

This Special Award will be given to those training and development programmes which successfully cultivated and developed employees' skills, knowledge and commitment in a more sustainable way of doing business and making a social impact.

## **Excellence in Innovation:**

This Special Award will be given to those training and development programmes which have demonstrated innovation in its concept, design, implementation, reinforcement and/or outcome measurement.

## **Excellence in Leadership Development:**

This Special Award will be given to those training and development programmes which have successfully built a leadership development strategy and empowered leadership behaviour and qualities in its employees to long-term organizational success.



# Special Awards



## **Excellence in Reskilling/Upskilling (NEW):**

This Special Award will be given to those training and development programmes that have effectively empowered employees through reskilling and upskilling initiatives. It must demonstrate a commitment to enhancing the workforce by equipping employees with the essential knowledge, skills, capabilities, and mindset required to thrive in a rapidly evolving work environment.

## **Excellence in Social Impact:**

This Special Award will be given to those training and development programmes which have incorporated “social good” as a core strategy of the programme and effectively driven positive impact to organization and society.

## **Excellence in Stakeholder Engagement:**

This Special Award will be given to those training and development programmes which have strategically involved and engaged relevant stakeholders in the objective setting, design, delivery and post intervention stages, contributing to the programme success.



# Special Awards



## **Excellence in Talent Development:**

This Special Award will be given to those training and development programmes that have successfully identified, nurtured, and retained talent within the organization, thereby contributing to sustained organizational success.

## **Excellence in Team Development:**

This Special Award will be given to those training and development programmes which have successfully created team dynamics and cultivated a high-performance team.

## **Excellence in Wellbeing:**

This Special Award will be given to those training and development programmes which have promoted a healthy work-life balance and supported employee mental health and wellness as one of the strategies / training solutions.

## **Excellent Campaign for Organizations with 500 Employees or Less:**

This Special Award will be given to outstanding training and development programmes initiated and delivered by organizations with 500 employees or less.



# Eligibility



- The Award is intended to cover any training or development programmes that are **initiated and delivered by Hong Kong, Mainland or overseas organizations** for their staff members and key stakeholders for the benefits of the organizations.
- Programmes that include **external consultants** as part of the programme are also eligible for the competition. Nevertheless, the role of these consultants should be **justified and clearly stated**.



## A vibrant display of purple fireworks exploding against a dark night sky. The fireworks are in various stages of explosion, with some showing bright purple streaks and others forming large, circular bursts of purple light. The overall effect is a spectacular and colorful celebration.

# Campaign Award Entry Form





# Judging Process



Submission of Entry Form  
*Deadline: 24 March 2025*



Submission of Written  
Summary  
*Deadline: 25 April 2025*



Final Presentation Seminar  
21 August 2025



Selection of 10 Finalists &  
Special Award Recipients



# Written Submission



- All participating organizations are required to submit a five-page summary of the training and development programme in English
- ALL Judging Criteria should be covered
- The written submission should be submitted through the online system from Monday, 7 April 2025 to Friday, 25 April 2025
- All entries will be reviewed by the Board of Examiners
- The written submission of finalists will also be reviewed by the Panel of Adjudicators



# Short Video (Optional)



- No more than 5 minutes
- Showcase the highlights of the programme
- Not required to have animation or special effects required
- Language: English or Cantonese/Putonghua
- If Cantonese or Putonghua is used, English subtitles should be provided



# Campaign Award Judging Criteria



| 1   | OBJECTIVE SETTING  | Marks<br>15 |
|-----|--|-------------|
| 1.1 | The Programme demonstrated evidence of effective consultation and robust diagnostics to establish Programme objectives.  |             |
| 1.2 | The Programme objectives addressed specific business/organizational challenges.  |             |
| 1.3 | The Programme considered the people performance improvement and development needs that enhanced organizational capability, performance and business results.                               |             |
| 2   | DESIGN AND IMPLEMENTATION  | 40          |
| 2.1 | The Programme was designed with relevant content to meet the desired objectives.   |             |
| 2.2 | The Programme was effectively implemented.   |             |
| 2.3 | Relevant stakeholders (e.g. top management, line managers, etc.) were actively involved and appropriately engaged in the objective setting, design, delivery and post intervention stages. |             |
| 2.4 | The Programme integrated with relevant business/organizational and human resources practices/processes to achieve the desired outcomes.  |             |



# Campaign Award Judging Criteria



| 3   | MEASUREMENT AND OUTCOMES  | Marks<br>30 |
|-----|---|-------------|
| 3.1 | The measurement process/metrics of the Programme was rigorous and reliable.   |             |
| 3.2 | The Programme achieved the stated business/organizational and learning objectives.  |             |
| 3.3 | The Programme was cost effective.   |             |
| 3.4 | The Programme has demonstrated sustainable outcomes.  |             |
| 4   | INNOVATION  | 15          |
| 4.1 | The Programme was innovative in its concept, design, implementation, reinforcement and/or outcome measurement.                                      |             |
| 4.2 | The Programme set a new training or people development standard for the organization and/or the industry.   |             |
| 5   | EXCEPTIONAL MERITORIOUS ASPECTS OF THE INTERVENTION   | 10          |
| 5.1 | The Programme was agile and quick to address the internal and/or external challenges facing the organization.                                       |             |
| 5.2 | The Programme was designed and implemented with due consideration to the importance of diversity, equity and inclusion.                             |             |
| 5.3 | The Programme has transformed the overall learning and development strategies and brought long-term impact to the organization and/or the industry. |             |
|     | Total   | 110         |





# Final Presentation Seminar

21 August 2024





# Final Presentation Seminar



- A one-day open-to-public seminar where finalists present to the Panel of Adjudicators
- **Presentation: 20 minutes**
- **Questions-and-Answers: 10 minutes**
- A maximum of TWO representatives
- The presentation will be conducted in **English\***.
- Recipients of Gold, Silver and Bronze Awards as well as the Excellence Awards will be selected by the **Panel of Adjudicators**
- Recipient of the **HR Professionals' Favourite Campaign** will be selected by participants attending the Final Presentation Seminar
- Recipient of the **Youth's Most Favourite Campaign** will be selected by youth participants attending the Final Presentation Seminar

**\*Presentation could also be conducted in Putonghua for entries from Mainland enterprises.**

# Special Invitations to SMEs



- Definition of SMEs
  - Organizations which employ not more than 100 persons in Hong Kong
  - Not subsidiaries of any group of companies or local offices of multinational companies
- Waive Participation Fee\*
- \*SMEs can select one Special Award to join for free. Additional fee will be charged if SMEs would like to enroll for more than one Special Award
- Undergo same judging process as other Campaign Award entries

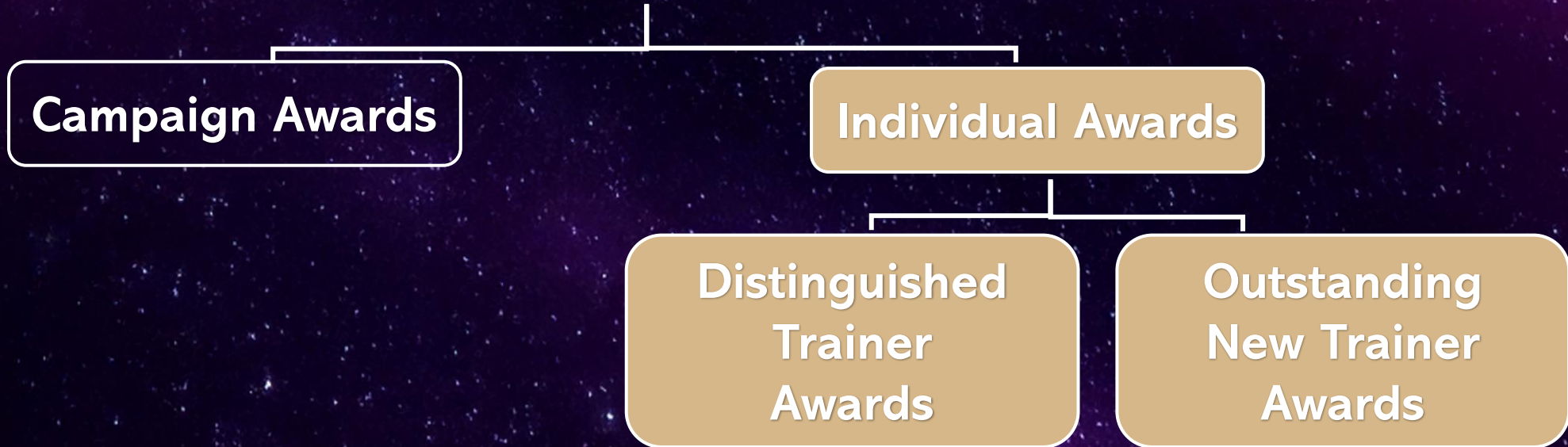




AWARD FOR EXCELLENCE IN  
TRAINING AND DEVELOPMENT 2025



## Award for Excellence in Training and Development



# Awards and Recognition



Outstanding New Trainer Awards (ONTA)



Distinguished Trainer Awards (DTA)



置地公司

Hongkong Land

Trainer of the Year

*(The Panel of Adjudicators will select the winner from among the Distinguished Trainer Awardees)*



# Eligibility



- All entrants for **Distinguished Trainer Awards** need to be:
  - nominated by their own organization (each organization can nominate a maximum of 5 trainers);
  - executives who have engaged in the human resources and/or training and development profession for **a minimum of 5 years**; and
  - executives who are providing training for staff members of their own organization, service providers or their clients (for trainers from consulting business).
  
- Trainers from the consulting business may enter the Awards. However, if the training and/or development programmes described in the written submission and in the interview session are those of their clients, **endorsement from their clients** must be provided.

# Eligibility



- All entrants for **Outstanding New Trainer Awards** need to be:
  - nominated by their own organization (each organization can nominate a maximum of 5 trainers);
  - executives who have engaged in the human resources and/or training and development profession for **less than 5 years**; and
  - executives who are providing training for staff members of their own organization, service providers or their clients (for trainers from consulting business).
  
- Trainers from the consulting business may enter the Awards. However, if the training and/or development programmes described in the written submission and in the interview session are those of their clients, **endorsement from their clients** must be provided.



# Online Entry Form (Individual Award)



35<sup>TH</sup> ANNIVERSARY

AWARD FOR EXCELLENCE IN  
TRAINING AND DEVELOPMENT 2025

LEAD SPONSORS

MAIN SPONSORS

SPONSORS

MEDIA SPONSORS

DIGITAL MEDIA SPONSORS

Individual Award Nomination Form

(Reminder: Please fill in 1 email address only at "Email" box or the confirmation email cannot be sent to the contact person and nominees.)

☐ HKMA Member (Membership No. ) ☐ Non-Member

We would like to submit  nomination (s) for the Distinguished Trainer Awards and/or  nomination (s) for the Outstanding New Trainer Awards.

Name of Organization:

Name of Organization (Chinese):

Address:

Name of Nominator:  ☐ Mr ☐ Ms

Job Title of Nominator:

Contact Person:  ☐ Mr ☐ Ms

Job Title:

Email:

Tel:

Mobile:

## Individual Award Entry Form



# Judging Process





# Written Submission



- All nominees are required to submit
  - a four-page write-up on their achievement in training and development
  - a one-page summary of personal information
  - in English
- The write-up should be submitted through the online submission system from Monday, 7 April 2025 to Friday, 9 May 2025
- The signature campaign cited in the submission should be conducted and completed within the last five years.
- The submission will be reviewed by the Board of Examiners. All participants will be invited to the Interview Session.

# Distinguished Trainer Awards

## Judging Criteria



| 1          | <b>SIGNATURE CAMPAIGN</b><br>The Trainer can demonstrate that he/she has played a leading role in contributing to the success of a training and/or development programme. From the programme, the Trainer has demonstrated his/her competencies as a good trainer which include the following areas: | <b>Marks</b><br><b>100</b> |
|------------|--|----------------------------|
| <b>1.1</b> | <b>Making sure that training is connected to business/organizational needs and external environment</b>  | <b>20</b>                  |
| 1.1.1      | Meets regularly with sponsors to keep in touch with business/organizational needs  |                            |
| 1.1.2      | Good at helping managers identify what they want their people to be able to do   |                            |
| 1.1.3      | Establishes direction from sponsors as the first step in any new project   |                            |
| 1.1.4      | Passionate about making sure that training needs are clearly identified  |                            |
| 1.1.5      | Maintains relevance by refining training objectives/programme design in response to the business/organizational needs and changing commercial context  |                            |



# Distinguished Trainer Awards

## Judging Criteria



|            |   | Marks     |
|------------|---|-----------|
| <b>1.2</b> | <b>Ability to design purposeful learning processes</b>  | <b>20</b> |
| 1.2.1      | Conducts rigorous and holistic analysis and effectively addresses those factors contributing to the performance gap |           |
| 1.2.2      | Actively involves sponsors in the training and/or development process   |           |
| 1.2.3      | Focuses on outcomes rather activities when setting training objectives  |           |
| 1.2.4      | Rigorous in making sure that courses are designed to be good learning experiences                                   |           |
| 1.2.5      | Makes explicit assumptions about people and how they learn  |           |
| 1.2.6      | Makes sure that trainees can successfully apply new ideas into their workplace                                      |           |
| 1.2.7      | Creatively adapts training sessions to meet the needs of trainees   |           |
| <b>1.3</b> | <b>Ability to manage and deliver a designed programme</b>   | <b>20</b> |
| 1.3.1      | Listens to and values participant contributions   |           |
| 1.3.2      | Illustrates new concepts and ideas with appropriate examples from the learners' workplace                           |           |
| 1.3.3      | Regards training sessions as an opportunity to role model the behaviours being taught                               |           |
| 1.3.4      | Encourages trainees to learn at their own pace and cater for different learning styles                              |           |
| 1.3.5      | Encourages trainees to be independent and think for themselves  |           |
| 1.3.6      | Creates interest and challenge in their approach to training  |           |
| 1.3.7      | Integrates training sessions so that trainees can see how it all fits together                                      |           |

# Distinguished Trainer Awards

## Judging Criteria



|            |   | Marks     |
|------------|---|-----------|
| <b>1.4</b> | <b>Role in the internal marketing of training plans to stakeholders</b>   | <b>20</b> |
| 1.4.1      | Effective in gaining senior management buy-in   |           |
| 1.4.2      | Authentically engages and inspires diverse group of stakeholders  |           |
| <b>1.5</b> | <b>Ability to evaluate training</b>   | <b>20</b> |
| 1.5.1      | Based on trainees' satisfaction levels  |           |
| 1.5.2      | Based on improvement in trainees' competence  |           |
| 1.5.3      | Based on impact on job performance  |           |
| 1.5.4      | Based on improvement in targeted organizational performance/business results  |           |
| 1.5.5      | In partnership with managers and sponsors   |           |
| <b>2</b>   | <b>PERSONAL ACHIEVEMENTS AND CONTINUOUS DEVELOPMENT</b>   | <b>20</b> |
| 2.1        | The Trainer has achieved substantial academic or professional awards and other public recognition related to training and development.  |           |
| 2.2        | The Trainer has contributed to training and development as a profession in the business community.  |           |
| <b>3</b>   | <b>ACHIEVEMENT IN ENHANCING TRAINING AND DEVELOPMENT CAPABILITY</b>   | <b>20</b> |
|            | The Trainer has helped improve and enhance the training and development capability of the current and/or previous organizations and contributed to the strategic direction of the organization. |           |

**Total 140**



# Outstanding New Trainer Awards

## Judging Criteria



| 1          | <b>SIGNATURE CAMPAIGN</b><br>The Trainer can demonstrate that he/she has played a key role in contributing to the success of a training and/or development programme. From the programme, the Trainer has demonstrated his/her competencies as a good trainer which include the following areas: | <b>Marks</b><br><b>80</b> |
|------------|--|---------------------------|
| <b>1.1</b> | <b>Making sure that training is connected to business/organizational needs and external environment</b>  | <b>20</b>                 |
| 1.1.1      | Meets regularly with sponsors to keep in touch with business/organizational needs  |                           |
| 1.1.2      | Good at helping managers identify what they want their people to be able to do   |                           |
| 1.1.3      | Establishes direction from sponsors as the first step in any new project   |                           |
| 1.1.4      | Passionate about making sure that training needs are clearly identified  |                           |
| 1.1.5      | Maintains relevance by refining training objectives/programme design in response to the business/organizational needs and changing commercial context  |                           |
| 1.1.6      | Effective in gaining management buy-in   |                           |

# Outstanding New Trainer Awards

## Judging Criteria



|            |   | Marks     |
|------------|---|-----------|
| <b>1.2</b> | <b>Ability to design purposeful learning processes</b>  | <b>20</b> |
| 1.2.1      | Conducts rigorous and holistic analysis and effectively addresses those factors contributing to the performance gap |           |
| 1.2.2      | Actively involves sponsors in the training and/or development process   |           |
| 1.2.3      | Focuses on outcomes rather than activities when setting training objectives   |           |
| 1.2.4      | Rigorous in making sure that courses are designed to be good learning experiences                                   |           |
| 1.2.5      | Makes explicit their assumptions about people and how they learn  |           |
| 1.2.6      | Makes sure that trainees can successfully apply new ideas into their workplace                                      |           |
| 1.2.7      | Creatively adapts training sessions to meet the needs of trainees   |           |
| <b>1.3</b> | <b>Ability to manage and deliver a designed programme</b>   | <b>20</b> |
| 1.3.1      | Listens to and values participant contributions   |           |
| 1.3.2      | Illustrates new concepts and ideas with appropriate examples from the learners' workplace                           |           |
| 1.3.3      | Regards training sessions as an opportunity to role model the behaviours being taught                               |           |
| 1.3.4      | Encourages trainees to learn at their own pace and cater for different learning styles                              |           |
| 1.3.5      | Encourages trainees to be independent and think for themselves  |           |
| 1.3.6      | Creates interest and challenge in their approach to training  |           |
| 1.3.7      | Integrates training sessions so that trainees can see how it all fits together                                      |           |



# Outstanding New Trainer Awards

## Judging Criteria



|              |  | Marks      |
|--------------|--|------------|
| <b>1.4</b>   | <b>Ability to evaluate training</b>  | <b>20</b>  |
| 1.4.1        | Based on trainees' satisfaction levels   |            |
| 1.4.2        | Based on improvement in trainees' competence   |            |
| 1.4.3        | Based on impact on job performance   |            |
| 1.4.4        | Based on improvement in targeted organizational performance/business results   |            |
| 1.4.5        | In partnership with managers and sponsors  |            |
| <b>2</b>     | <b>PERSONAL ACHIEVEMENTS AND CONTINUOUS DEVELOPMENT</b>  | <b>20</b>  |
| 2.1          | The Trainer has achieved substantial academic or professional awards and other public recognition related to training and development. |            |
| 2.2          | The Trainer has demonstrated continuous self-improvement to further his/her career in training and development.                        |            |
| <b>Total</b> |  | <b>100</b> |

# Judging Process





# Interview Session



## Distinguished Trainer Awards

Part 1:

- **10-minute presentation** on written submission
- **5-minute Questions-and-Answers** session

Part 2:

- **10-minute training plan presentation.** Presenters will be informed of the topics of the training plan 30 minutes before the interview session

(Both parts could be conducted in English, Cantonese or Putonghua, pre-selected by participant)

(Winners of the Distinguished Trainer Awards and finalists for the Trainer of the Year will be selected by the Board of Examiners)

# Interview Session



## Outstanding New Trainer Awards

Part 1:

- **10-minute presentation** on written submission
- **5-minute Questions-and-Answers** session

Part 2:

- **10-minute short training.** Presenters will be informed of the training topics 30 minutes before the interview session

(Both parts could be conducted in English, Cantonese or Putonghua, pre-selected by participant)



# Judging Process



# Final Judging



- Shortlisted Distinguished Trainer Awardees will be invited to the Final Judging before the Panel of Adjudicators on the Final Presentation Seminar Day.
- The Judging includes
  - **5-minute presentation** on the written submission  
(props are allowed, no computer/technical equipment will be provided)
  - **5-minute Questions-and-Answers session**

(Both parts could be conducted in English, Cantonese or Putonghua)

- A Trainer of the Year will be selected by the Panel of Adjudicators.



# Trainer of the Year Judging Criteria



|       |  | Marks |
|-------|--|-------|
| 1.    | Does this trainer ensure that activities are based on business/organization and individual needs?  | 20    |
| 2.    | Can this trainer design courses that work well with learners to deliver results back in the workplace?   | 20    |
| 3.    | Is this trainer actively engaged in the business in personally designing and delivering courses?   | 20    |
| 4.    | Is this trainer flexible enough to balance the needs of different trainees and the overall objectives set?   | 30    |
| 5.    | Can this trainer determine the success of training at the individual, job and business/organization impact levels?   | 20    |
| 6.    | Overall, can this trainer impact individual performance to meet business/organizational challenges, and go beyond the classroom to develop organizational capabilities, and even beyond the organization to contribute to the development of training as a profession? | 20    |
| Total |  | 130   |

# Key Dates



**Deadline for Nomination**

*Monday, 24 March 2025*

**Deadline for Written Submission**

*Friday, 9 May 2025*

**Interview Session**

*Wednesday, 25 June 2025*

**Final Judging for Trainer of the  
Year**

*Thursday, 21 August 2025*

**Award Presentation Ceremony**

*Tuesday, 30 September 2025*





**OPEN FOR ENTRY!**

[www.hkma.org.hk/training-award](http://www.hkma.org.hk/training-award)



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