

## Mega Events Fund : Assessment Criteria for Applications

Criterion	Brief Description	Maximum Marks <sup>Note</sup>
1. Economic benefits	<ul style="list-style-type: none"> <li>• The events' ability to attract visitors and participants from Mainland and overseas? Is it able to increase visitors' length of stay in Hong Kong?</li> <li>• The number, nature and duration of jobs to be directly created?</li> <li>• The economic impact on related trades and services, such as hotel, airline, food and beverage, retail, etc.?</li> <li>• Can other local bodies, chambers or businesses leverage on the event to create business opportunities, conventions, exhibitions or other related events?</li> </ul>	30
2. Public relations and other benefits	<ul style="list-style-type: none"> <li>• Does the event contain international elements?</li> <li>• To what extent can the event raise Hong Kong's international profile?</li> <li>• To what extent can the event create a positive branding impact for Hong Kong?</li> <li>• Will the event be able to enhance/reinforce Hong Kong's position as the events capital of Asia?</li> <li>• What level of publicity will be generated in local and non-local media?</li> </ul>	20
3. Scale of the event	<ul style="list-style-type: none"> <li>• Over 10 000 participants? Number and coverage of venues? Duration of the event?</li> </ul>	10

<b>Criterion</b>	<b>Brief Description</b>	<b>Maximum Marks</b> <sup>Note</sup>
4. Technical feasibility	<ul style="list-style-type: none"> <li>• Is the event manageable?               <ul style="list-style-type: none"> <li>- Is the event's implementation schedule practicable and reasonable?</li> <li>- Is the workplan reasonable?</li> <li>- Is there sufficient expertise to manage the event?</li> </ul> </li> <li>• What are the technical and project management capabilities of the applicant(s)?</li> <li>• What are the past performances of the applicant(s)?</li> </ul>	20
5. Financial viability	<ul style="list-style-type: none"> <li>• Is the event financially sound?               <ul style="list-style-type: none"> <li>- Is the budget prudent and realistic, with sound justifications for the proposed income and expenditure items?</li> <li>- Are there sufficient alternative sources of funding for the event? What are the nature, amount and sources of the alternative funding?</li> <li>- Are the manpower, marketing and promotional plans reasonable?</li> <li>- What are the proposed performance indicators, deliverables and key milestones of the event? Are they appropriate and acceptable?</li> </ul> </li> </ul>	20
	Total :	100

Note: The passing mark for each individual criterion is 60% of their respective maximum mark.