

Assessment Criteria for Mega Events Fund Tier-2 Applications

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

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

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