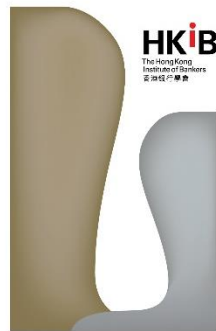


30 April 2025 | HONG KONG

18th HKIB



OUTSTANDING
FINANCIAL
MANAGEMENT
PLANNER
AWARDS

REGISTRATION GUIDELINES

Jointly organised by:



ABOUT THE AWARD

Now in its eighteenth edition, the **Hong Kong Institute of Bankers (HKIB) Outstanding Financial Management Planner (OFMP) Awards** is an award that aims to drive best practice standards for financial planning and wealth management practitioners in the banking and financial services industry. To achieve the purpose of best operational practices and attitudes aligned with clients' interests, a stringent judging methodology and criteria are used in order to accomplish the following objectives:

OBJECTIVES

- To increase public awareness of the importance of financial planning and wealth management
- To enhance the competitive edge of practitioners in the banking and financial services sectors
- To emphasise the importance of ethical selling and product suitability for customers
- To recognise individuals who excel in the financial planning and wealth management profession

WHO SHOULD PARTICIPATE

All financial planning practitioners in the Hong Kong and Macao banking and financial sectors.

CATEGORIES & ELIGIBILITY

According to years of experience as a financial management planner and the customer segment, participants shall compete in **one** of the three categories (A, B, or C) shown below:

	Relevant Experience	Customer Segment
Group A	Financial Management Planners with up to 3 years of experience	General Wealth Management Customer
Group B	Financial Management Planners with over 3 years of experience	General Wealth Management Customer
Group C	Financial Management Planners	High Net Worth Customer*

*Customers with investable assets of over USD 1 million (excluding the primary residence owned) at a financial institution will be classed as a "High Net Worth Customer" for this competition. All other customers will be classed as a "General Wealth Management Customer".

LANGUAGE

Each participant may submit their written financial plan in **English or Chinese (preferably in English)**, and give an oral presentation in either **English, Cantonese or Mandarin**. He or she may write the financial plan in one language and orally present in another. The language chosen will **NOT** form part of the assessment. The language **CANNOT** be changed after the confirmation of registration.

FORMAT

Each participant shall submit a **written financial plan of a hypothetical case** (to be provided after the application period) for this competition. The written plan must first be endorsed by the participant's current employer before submission.

THE AWARD PROCESS

ROUND 1: WRITTEN SUBMISSION	<ul style="list-style-type: none">• Written submissions on a mock case study will be evaluated to assess how well applicants provide solutions that align with the platform and resources provided by their company and fall within what is authorised by their regulatory approved licenses. Independence, clarity and research will also be assessed.• All written submissions will be judged using a point scoring system under the HKIB T.R.U.S.T. Model, evaluating the structure of the plan, suitability, impartiality and completeness.
ROUND 2: CLOSED-DOOR PRESENTATION	<ul style="list-style-type: none">• During the closed-door interviews, shortlisted participants from all categories will deliver a presentation on their mock case study and participate in a question and answer session with the judges.• Shortlisted participants will be evaluated based on their preparation, presentation skills, technical skills, and effective use of visual aids.
ROUND 3: BEST OF THE BEST	<ul style="list-style-type: none">• 3 finalists from each category competing for the Grand Award will present their case one last time to judges in a closed-door environment, where regulators, senior executives will evaluate the finalists based on their technical skills and moral standards.

AWARDS

AWARD PROCESS	AWARD TYPES	NO. OF AWARDS
Round 1	Certificate of Merit	<i>To be confirmed</i>
Round 2	Silver and Bronze Awards	21
	Best Presentation Awards	3
	Best Financial Planning Proposal Awards	3
Round 3	Grand Awards	3
	Gold Awards	6
	Top Nominations Awards	<i>To be confirmed</i>

T.R.U.S.T. MODEL ASSESSMENT CRITERIA

Essential Elements	Weighting
Trust Establishment <ul style="list-style-type: none"> Undergo a meaningful due diligence process on Know Your Customer (KYC) for the purpose of understanding the person Scrutinise the source of funds and wealth to confirm the trustworthiness of the customer Conduct an efficient and practical risk profiling that measures the actuality of risk tolerance versus risk perception Gather and build a mutual sense of investment and decision responsibility 	10%
Recognising Financial Needs and Life Goal Analysis <ul style="list-style-type: none"> Understand the reasons for life and event planning for different life stages and the challenges facing family situations Collect financial and personal data, e.g. income and expenses, assets and liabilities, insurance coverage and retirement benefits Determine the customer's current wealth stage – creation, accumulation, protection or distribution 	20%
Undergoing Financial Assessment <ul style="list-style-type: none"> Conduct reality checks on future goals vs current financial and human capital Net worth and cash flow analysis, current and future inflows and outflows of capital Current asset and liabilities versus future ones, such as tax and estate liabilities Evaluate and identify current and future financial gaps Assess the effectiveness of the customer's current portfolio and investment allocation Formulate a personal financial strategy and propose solutions and alternatives 	25%

Structuring Financial Plan <ul style="list-style-type: none"> • The concurrence of the proposed strategy built on the pillars of investment planning, protection planning, estate and succession planning and philanthropic planning • Recommend the most suitable insurance and protection products to meet the various goals of the customer and his/her family • Recommend the most suitable savings strategy and products to bridge or close the gaps for retirement, healthcare, and other life goals • Recommend the most suitable investment products and asset allocation strategy to reposition existing assets taking into account risk management, domicile, time-horizon of goals and objectives, and regulatory requirements • Build an effective Investment Policy Statement (IPS) as a guideline for investment decisions and to manage the customer's expectations over time 	35%
Timely Implementation and Expectation Management <ul style="list-style-type: none"> • Develop a detailed action plan checklist and a detailed review schedule as per the strategy and the purpose of each review and anticipated actions • Review the status of the customer's goals and the impact on the agreed plan and solutions • Examine the deviation from the IPS and the changes in risk parameters over time • Demonstrate the portfolio review mechanism • Describe a mechanism that cross-checks the customer's level of satisfaction 	10%

ASSESSMENT

	Written Financial Plan	Oral Presentation	Q&A
ROUND 1	100%	-	-
ROUND 2	10%*	45% 15 Minutes	45% 15 Minutes
ROUND 3	10%*	45% 15 Minutes	45% 20 Minutes

*Marks carried forward from round 1

KEY DATES

Information Session	29 May 2025 (Thurs)
Early Bird Offer Close	26 June 2025 (Thurs)
Entries Close	10 July 2025 (Thurs)
Module (I) Foundation Training (3 hours)*	AM: 21 July 2025 (Mon) or AM: 22 July 2025 (Tue)
Module (II) Best Practice Training (3.5 hours)*	PM: 21 July 2025 (Mon) or PM: 22 July 2025 (Tue)
Module (III) Practical & Soft Skills Training (3.5 hours)*	28 July 2025 (Mon) AM or PM
Financial Plan Submissions Deadline	9 September 2025 (Tue)
Results Announcement – Round 1	30 September 2025 (Tue)
Closed-Door Presentation – Round 2	27, 28 October 2025 (Mon, Tue)
Results Announcement – Round 2	7 November 2025 (Fri)
Closed-Door Presentation – Final Round	27 November 2025 (Thurs)
Awards Ceremony Gala Dinner	2026 (TBC)

*Additional training sessions may be offered subject to demand

*Availability of training dates is on a first-come, first-served basis

TRAINING & REGISTRATION FEES

COST/PAX	
HK\$900 <i>Module(I) Only, Compulsory</i>	<p><u>Module (I) Foundation Training in Financial Planning (3 Hours)</u></p> <p>As a foundation training, this module will focus on a comprehensive financial planning approach by applying the "TRUST" model to design holistic financial plans for clients. The step-by-step procedures of the financial planning process will also be illustrated. The contents of this foundation training module are:</p> <ul style="list-style-type: none"> • the principles of key pillars that contribute to a comprehensive financial plan; • the holistic approach to comprehensive financial planning; • the five core elements of the "TRUST" model for financial planning; • the importance of conducting thorough fact-finding to recognise clients' financial positions and financial goals; • quantifying, prioritising and addressing a client's financial needs; • offering suitable recommendations to clients with integrity; and • ensuring the timely and effective implementation of a financial plan.
<p><i>Early bird rate on or before 26 June 2025</i></p> <p>HK\$1,300 Module (I) & (II) Only</p> <p><i>Standard rates after 26 June 2025</i></p> <p>HK\$1,900 Module (I) & (II) Only</p>	<p><u>Module (II) Best Practices in Developing a Written Financial Plan (3.5 hours)</u></p> <p>Building on the foundation training in financial planning, this module provides participants with a detailed exploration of the "TRUST" model to support the development of a written financial plan for submission. By reviewing different categories of clients' financial needs, this module mainly covers the following:</p> <ul style="list-style-type: none"> • the practical application of the "TRUST" model in writing the financial plan; • examples of various financial planning strategies, including wealth protection, wealth creation, wealth accumulation and wealth transfer; • the implementation of appropriate asset allocation strategies tailored to clients' needs; and • making informed and reasonable projections of financial positions during a client's life span.
<p><i>Early bird rate on or before 26 June 2025</i></p> <p>HK\$1,900 Module (I) & (II) & (III)</p> <p><i>Standard rates after 26 June 2025</i></p> <p>HK\$2,700 Module (I) & (II) & (III)</p>	<p><u>Module (III) Presentation Skills with Visual Aids (3.5 hours)</u></p> <p>Supplemented with the best practices in developing a written financial plan, this module aims to refine participants' soft skills for effectively presenting their financial plan. Participants will learn effective communication skills and strategies for utilising visual aids. This module also helps participants to classify different types of personality in the audiences and to skillfully respond to questions raised by audiences. The main contents to be covered in this module are:</p> <ul style="list-style-type: none"> • essential soft skills to deliver a strong, professional presentation; • enhancing communication skills and the presenting messages through multiple formats; • how to improve presentations by leveraging PowerPoint effectively; • incorporating current industry trends for a stronger presentation (e.g. ESG, Greater Bay Area, AI, etc.) and strategies for addressing audience questions; • classifying various audience personality types; • identifying audience preferences and actively listening to core questions; and • strategies for skillfully addressing questions raised after a presentation.

HOW TO ENTER

1. Complete the **Registration Form** (please download the registration form [here](#))
2. Scanned copy of Business Card
 - a. Both sides (if applicable)
 - b. Save file as **BC_[Surname][Given Name, Preferred Name].pdf** (e.g. BC_CHAN Tai Man, Peter.pdf)
3. Photo
 - a. Colored photo on white background
 - b. Business attire
 - c. Minimum 300dpi resolution
 - d. Save file as **Photo_[Surname][Given Name, Preferred Name].pdf** (e.g. Photo_CHAN Tai Man, Peter.pdf)
 - e. The photo will be used on the HKIB OFMP Awards related publications whenever applicable
4. Submit payment (see below section for detail)
 - Confirmed training schedule will be sent by e-mail on 17 July 2025 (Thur).
 - Hypothetical Case for Written Financial Plan will be sent after training on 28 July 2025 (Mon).
 - Please submit your financial plan on/before 9 September 2025 (Tue).

PAYMENT METHODS

- Faster Payment System (FPS)
 - Account: account@hkib.org / 165861071
- Remittance
 - Payee Name: The Hong Kong Institute of Bankers
 - Bank: The Bank of East Asia, Limited
 - Bank Code: 015
 - Bank Account: 514-40-54155-9 (HKD) or 514-40-411914-2 (RMB)
 - Bank Address: 10 Des Voeux Road, Central, Hong Kong
 - Swift Code: BEASHKHH
 - Remarks / Message to Beneficiary: Invoice Number.
- e-Cheque
 - Payee Name: The Hong Kong Institute of Bankers
 - Please quote the invoice number when making payment.

*For e-Cheque / FPS, please state your full name and "The 18th HKIB OFMP Awards Registration Fee" under "remarks" (e-cheque) or "Message to Payee/Recipient" (FPS) and email together with the completed Registration Form to ofmp-awards@hkib.org.

ENQUIRIES AND MORE INFORMATION

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