



(PFA Day)

支持機構邀請

Invitation to be Supporting Organization

主辦機構 **Organizer**



2018年6月8-10日(星期五至日)
香港會議展覽中心 健康生活博覽 2018 會場
Health Expo 2018's Main Venue,
Hong Kong Convention & Exhibition Centre

主辦機構背景：

Background of Organizer:

中國香港體適能總會成立於 1986 年，屬於非牟利的體育總會。本會獲香港特區政府及中國香港體育協會暨奧林匹克委員會認可，致力推動香港體適能專業發展。

Physical Fitness Association of Hong Kong, China (PFA) is a non-profit making national sports association which has been established since 1986. We are recognized by the Hong Kong S.A.R. Government and the Sports Federation and Olympic Committee of Hong Kong, China, and committed to the professional development of physical fitness in Hong Kong.

願景

Vision

為業界建立專業地位

Develop Professionalism for the Industry

為市民創建健康生活

Create Healthy Life for the General Public

為社會營造和諧氣氛

Promote Harmonious Environment for the Community

目的：

Objective:

透過大型公共關係及推廣活動，喚起大眾的健康意識，使更多人關注自己的體適能狀況。

By means of mass public relation and promotion events, raise the public awareness of health and advocate people to be concerned about their physical fitness.

策略：

Strategies:

1. 『全城體測日』前，特選一至兩項『精選體測項目』，透過社交媒介，廣泛向大眾推廣，在社會上製造『你體測左未？』這生活話題，引起大眾對體適能與健康的關注。暫時建議採用『椅子坐前伸測試』及『WHO 腰圍量度』作為『精選體測項目』，以反映骨骼肌肉健康狀況，及預測代謝症候群及心血管健康風險。

Before PFA Day, one to two physical fitness tests will be specially selected and promoted among the general public through social media. This strategy will aim at generating topic of discussion, “Have you ever assessed?”, among people in their daily living and arouse people’s awareness of health and fitness. At present, “chair sit-and-reach test” and “WHO waist circumference measure” are recommended. They can reveal people’s musculo-skeletal health and predict health risks relating to metabolic and cardiovascular disorders.

2. 製作簡單易用的網頁版面，推廣『精選體測項目』的執行方法，版面能即時連接數據登錄平台，輸入數據後可提供即時的體適能評價回饋及簡單健體建議。由香港城市大學資訊系統學系提供技術支援。

A simple webpage will be developed for promoting the above mentioned physical fitness tests. Not only the testing procedures will be presented, but also the general public are able to upload their results. Fitness appraisal and simple exercise tips will be disseminated instantly. The Department of Information Systems of the City University of Hong Kong will provide technical support.

3. 為『全城體測日』開設網頁、Facebook、Whatsapp 網絡、WeChat 及 Linked in 專頁，提供第一手活動資訊。

Apart from the webpage, social media, such as Facebook, Whatsapp, WeChat and Linked in, will be used for updating the latest information of PFA Day.

4. 動員體適能教練擔任『全城體測大使』，以『金字塔』模式，建構龐大的活動宣傳及推廣網絡。『全城體測大使』需承諾向不少於 100 人推介『全城體測日』，包括在 Facebook、Whatsapp、WeChat 及 Linked in 網絡廣傳資訊，然後於指定日期前在網上匯報接觸人數，以獲得抽獎資格。預計最少可接觸 40,000 人次。

Fitness professionals will be recruited to be “PFA Ambassadors”. They will connect to each other and form an enormous promotional network in “pyramid” approach. Each ambassador will commit to the promotion of PFA Day and tempt to approach at least 100 people in the social circle. Ambassadors have to report their work progress on a web platform. By such reporting, they will be eligible for lucky draw which is regarded as the incentive of participation.

5. 為鼓勵大眾投入參與，可加入『抽獎』元素。

To motivate the general public to participate in PFA Day, lucky draw is definitely an incentive.

6. 動員關注市民健康體適能的合作伙伴(個人/機構)支持『全城體測日』。
Collaborators interested in health and fitness of the general public, in either individual or corporate capacity, will be invited to render support to PFA Day.
7. 組織『全城體測大使』團隊，安排親善體測探訪活動，為『全城體測日』做勢。親善探訪對象包括幼稚園、中小學、婦女中心、長者中心等。
Ambassadors will take part in charitable visits to kindergartens, schools, women's centres as well as elderly centres. Such visits will be regarded as one of the promotion of PFA Day.
8. 善用學術界及體育界平台，增強『全城體測日』的認受性及公信力。參與 International Society of Behavioral Nutrition and Physical Activity (ISBNPA)年會學術活動(3-6/6/2018)，贊助相關議題學術講座，在年會宣傳網絡刊登廣告，並在會場內設置攤位，向本地及海外學者宣傳『全城體測日』活動。邀請大學及大專院校相關學系及部門支持『全城體測日』活動，招募學生擔任『全城體測大使』。

To further enhance the credibility and reputation of PFA Day, academics and major stakeholders of sports industry will be involved. The organizer will participate in the Annual Meeting of the International Society of Behavioral Nutrition and Physical Activity (ISBNPA) dated 3 to 6th June and support one of the professional symposia. PFA Day will be highlighted in the web channel of ISBNPA as well as the exhibition booth. Foreign and local delegates attending the meeting will receive the messages of PFA Day. Relevant academic departments of local tertiary institutes and universities will be invited to support PFA Day. Their students will also be recruited to provide voluntary services.

9. 健康生活博覽 2018 贊助『全城體測日』場地，藉以舉辦『全城體測日』發布會，並在會場特設『健康體適能測試專區』，為市民提供多元及詳盡的體適能測試及諮詢服務。9/6/2018 上午舉行發布會，預計 200 人出席；8-10/6/2018 三天早、午、晚提供合共 30 小時體適能測試及諮詢服務，預計服務 3,000 人次。

Health Expo 2018 has committed to provide the organizer with venue for conducting the launching ceremony of PFA Day. They will set up a special area for carrying out integrative physical fitness assessment. People will obtain free-of-charge and informative fitness assessment and consultation services there. It is expected that around 200 delegates will attend the launching ceremony on 9th June. 30-hour fitness assessment sessions will be provided and as many as 3,000 beneficiaries will be expected over the 3-day exhibition.

10. 舉行『全城體測日』發布會，邀請跨界別社會賢達參與活動，提升公眾對體測的關注。邀請跨界別社會賢達到場或拍片支持活動，現時傾向邀請運動員、政府官員、立法會議員、大學學者等支持活動。期望成功邀請政府局級官員出席『全城體測日』發布會。

During the launching ceremony of PFA Day, famous people in the society will be invited to join, for example, elite athletes, governmental representatives, legislative councilors, scholars, etc. They will be able to join in person or by video-taking.

11. 適時安排傳媒採訪，透過大眾傳媒傳揚『全城體測日』資訊。
If appropriate, interviews by mass media will be scheduled for the promotion of PFA Day.

工作日程：

Work Schedule:

1/2018	邀請合作機構及贊助商 Invite collaborators and sponsors
2/2018-4/2018	招募大使、製作網頁、Facebook、Whatsapp 網絡、WeChat 及 Linked in 專頁 Recruit ambassadors, develop webpage, Facebook, Whatsapp, WeChat and Linked in pages
	網絡及社交媒介推廣、探訪活動 (幼稚園/中小學/社區中心/長者中心) Promote PFA Day through social media and webpage, organize charitable visits to kindergartens, schools, community centres and elderly centres
5/2018	推出『全城體測日』宣傳 Officially launch the promotion of PFA Day
6/2018	參與 International Society of Behavioral Nutrition and Physical Activity (ISBNPA)年會學術活動(3-6/6/2018)、舉辦『全城體測日』發布會(9/6/2018)及大型活動(8-10/6/2018) Participate in ISBNPA academic activities, organize launching ceremony and major events of PFA Day

支持機構工作：

Actions taken by a Supporting Organization:

- 向機構的持份者宣傳及推廣『全城體測日』的資訊，包括『精選體測項目』、網頁及社交平台，以及健康生活博覽 2018 內的『健康體適能測試專區』活動。
Promote the information about PFA Day to all stakeholders of the organization, including two specially invited physical fitness tests, official webpage and social media, as well as the gimmick activities “integrative physical fitness assessment area” of the Health Expo 2018.
- 積極鼓勵機構的持份者進行『精選體測項目』，並應用『全城體測日』數據登錄平台。
Encourage all stakeholders of the organization to participate in the two specially invited physical fitness tests actively and invite them to make use of the data uploading platform of PFA Day’s webpage.
- 委派代表出席 9/6/2018 上午舉行的『全城體測日』發布會，詳情容後公佈。
Assign a representative to attend the launching ceremony of PFA Day.

支持機構的回報：

Benefits to a Supporting Organization:

1. 紙品宣傳資料將印上機構徽號。 Organization logo displayed on all paper-based promotional materials of PFA Day.
2. 於 2018 年 6 月 9 日舉行之典禮中加以表揚及鳴謝。 Acknowledgement and recognition throughout the launching ceremony on 9 June 2018
3. 在網頁版面內加入機構徽號。 Organization logo on webpage relating to PFA Day
4. 活動後獲得支持機構持份者整體體測報告。 An overall participant report for the supporting organization will be returned as a reward.
5. 如支持機構持份者使用數據登錄平台量超過 300 人次，該支持機構便會獲『全城體測大使』團隊提供一次六十分鐘的健體工作坊服務，費用全免。服務有效期為 2018 年 10 月 31 日(需另行預約)。[大會收到支持機構確認書後，將會向各支持機構提供一個獨一無二的辨別碼，請各支持機構提醒持份者登錄數據時，緊記輸入該辨別碼。 If the stakeholders of a supporting organization accumulate more than 300 head counts on the data uploading platform, the supporting organization will be offered a free-of-charge fitness workshop service which will be led by the PFA Day ambassadors. The workshop service quota will expire on 31 October 2018. Prior appointment has to be made. [After the supporting organization has shown its willingness to support, a unique identity code will be assigned. Please remind the corresponding stakeholders about the code and ask them to enter the code to the system when using the data uploading platform.]

- 完 END -



支持機構工作流程圖 Work Flow for Supporting Organization



致 To: 全城體測日 2018 籌委會 Organizing Committee of PFA Day 2018

傳真 Fax: 25758683

電郵 Email: sam@hkpfa.org.hk (聯絡 Contact: 黃永森先生 Mr Sam Wong)

(請傳真或電郵回應 Please return it by fax or email)

回條 Reply Slip

邀請支持 Invitation to Support

全城體測日 Physical Fitness Assessment Day (PFA Day)

機構名稱：

Organization: _____

- 樂意成為全城體測日支持機構，並准許大會在宣傳品上使用本機構徽章
Would like to serve as a Supporting Organization of the PFA Day and agree the organizer to use our logo in all relevant promotional materials of the event.

機構徽章須以 JPEG 及 A.I. 提交至 sam@hkpfa.org.hk

Organization logo (in JPEG and A.I. formats) needs to be sent to

sam@hkpfa.org.hk

(在適當位置加✓。 Please put a ✓ in the appropriate box)

大會可以聯絡以下人士跟進 You can refer to the following correspondence for further actions:

聯絡人 Contact person: _____

職銜 Title: _____

電話 Tel: _____

電郵 Email: _____

機構代表 Name of Respondent: _____

職銜 Title: _____

簽署 Signature: _____

日期 Date: _____