



**Premium CPD Attainment Symbol Design Competition**  
**Rules and Conditions**

**Objectives**

- To encourage estate agency practitioners' continuous effort in enhancing their knowledge through participation of learning activities under the Continuing Professional Development ("CPD") Scheme of the Estate Agents Authority ("EAA").
- To promote recognition, among the trade and consumers, estate agency practitioners' persistence and effort in continuous learning and self-enrichment.

**The Competition**

- Estate agency practitioners are encouraged to undertake learning activities to achieve a CPD attainment target. Practitioners who have achieved the CPD attainment target for one CPD period will be awarded a CPD Attainment Symbol, which could be printed on the awardees' business cards.
- Those practitioners who have achieved the CPD attainment target continuously will be presented with a Premium CPD Attainment Symbol, namely Premium CPD Attainment Symbol (Silver) for those who have achieved the target for three consecutive CPD periods\* and Premium CPD Attainment Symbol (Gold) for those who have achieved the target for five consecutive CPD periods\*.

\* *Starting from the CPD period ended on 30 September 2014.*

- This competition, organized by the EAA, is for the design of the Premium CPD Attainment Symbol. Same as the CPD Attainment Symbol, the Premium CPD Attainment Symbol could be printed on the awardees' business cards. Details of the competition are as follows:



### **Eligibility**

- The Competition is open to all\*\*, except EAA Members, EAA Board-appointed Members, EAA staff members, members of the Judging Panel, and their respective next of kins.

*\*\* For entrant who is under the age of 18, parent's/guardian's signature on the Entry Form is required.*

- The EAA has the final decision on the eligibility of the entrants and on whether any entry should be disqualified.

### **Entry Submission**

- All design entries should be submitted to the Estate Agents Authority, 48/F, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong by post or by hand on or before 5:45pm, 1 February 2016. Please mark "Premium CPD Attainment Symbol Design Competition" on the envelope. For entries submitted by post, the postal chop must bear a date on or before 1 February 2016.
- Each submission must include the following items (application without any of these items will be disqualified):
  1. A full colour design printed or drawn on the entry form.
    - i. Drawing / colour printout / computer drawing of the design is acceptable.
    - ii. The design for the Premium CPD Attainment Symbol should be suitable to be printed on Estate Agent Cards (picture attached) issued by EAA (actual size of card: 8.5 cm x 4.5 cm; space for printing design: 1.5 cm x 1.5 cm) and on a business card.
  2. A completed and duly signed entry form.
- Entrants may submit more than one design. Each design must be submitted separately via an entry form.
- Entries that have been published publicly or submitted to any other competition will be disqualified.



- All submitted design will not be returned.
- EAA's decision on the competition result is final.
- EAA shall not be bound to adopt any of the design of the entries as the Premium CPD Attainment Symbol.
- EAA holds the right to edit or modify the design of the entries or change their colour scheme thereof in such manner as EAA sees fit and use the designs or modified designs in whatever way or means including but not limited to any of its activities, publications or productions, or for promotional or other purposes as it considered appropriate at any time.
- The intellectual property rights of all design entries shall belong to the EAA.

*Remarks: The EAA reserves its right to change the details of the Design Competition at any time without prior notice.*

### **Evaluation Criteria**

- Evaluation will be based on creativity, originality, popular appeal, inspiration, sophistication and practicality of the design.

### **Judging Panel**

- Judging panel: representatives from the estate agency trade, academics/professionals from the design sector and representatives of the EAA.

### **Results**

- The results of the competition will be published on the EAA website ([www.eaa.org.hk](http://www.eaa.org.hk)) in March 2016.
- Winners may be invited to attend an award presentation ceremony at which the trophy will be presented by the Chairman of the Professional Development Committee of the EAA.



- Photos of the awardees may be used for printing on EAA publications.

### **Awards and Prizes**

- There will be three awards. Details are as follows:
  - ◆ Champion: HK\$3,000 book store coupon and a trophy.
  - ◆ First runner-up: HK\$2,000 book store coupon and a trophy.
  - ◆ Second runner-up: HK\$1,000 book store coupon and a trophy.
- Prizes will be presented to the awardees in person at a presentation ceremony, which is to be held at EAA office in March 2016. Awardees who cannot attend the ceremony should arrange collection from the EAA office by an authorized person within three months after the presentation ceremony. No delivery of prizes will be entertained.

### **Entry Forms**

- Entry forms and the Rules and Conditions of the Design Competition are available at EAA offices and on the EAA website: [www.eaa.org.hk](http://www.eaa.org.hk).

### **Collection of Personal Data**

- Personal data collected from the entrant will be used solely for the purpose of this Design Competition and for EAA's research and statistical purposes, and thereafter will be destroyed. The entrant may make corrections to the personal data already submitted to the EAA by making his request in writing to the Data Protection Officer of EAA at 48/F, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. EAA may release or transfer the personal data submitted by the entrants to third parties in accordance with the Personal Data (Privacy) Ordinance or in the event that such release or



transfer is required by law or court order, or as requested by the government or law enforcement authorities.

### Enquiries

- Professional Development Section, Estate Agents Authority  
Hotline: 2111 2777 (press 2-3 after selecting language)  
Website: [www.eaa.org.hk](http://www.eaa.org.hk)  
Email: [eaatraining@eaa.org.hk](mailto:eaatraining@eaa.org.hk)

