

CTgoodjobs

**BEST HR AWARDS
2026**

CTgoodjobs Best HR Awards 2026

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BEST HR AWARDS
2026

01

Award Overview

CTgoodjobs Best HR Awards 2026



Step into a new decade of HR excellence with us. As the CTgoodjobs Best HR Awards moves into its **11th year**, we remain the definitive stage for showcasing innovation in talent acquisition and employer branding. Featuring **37 diverse award categories**, this prestigious annual event is a strategic platform for your organization to elevate its employer brand and stand out in today's fierce competition for top-tier talent.

1. Industry Credibility - Professional Judge Lineup

- Esteemed judges from **Top HR Leaders from MNCs and major industries**
(from diverse sectors, including academia, commerce, banking, hospitality, and more)

2. Massive Job-seeker Reach - Public Voting

- Talents working in HK can vote for their **favorite companies or HR campaigns**
- Extensive reach to **over 1.7M talents**, boosting your employer brand visibility among local working populations.

3. Elite Networking Opportunities - Celebration at Grand Ceremony

- The Award is an annual mega-event for HRs, attracting **over 350 HR leaders and C-level executives** for celebration, collaboration, and networking.



Judging Panel for Award 2025

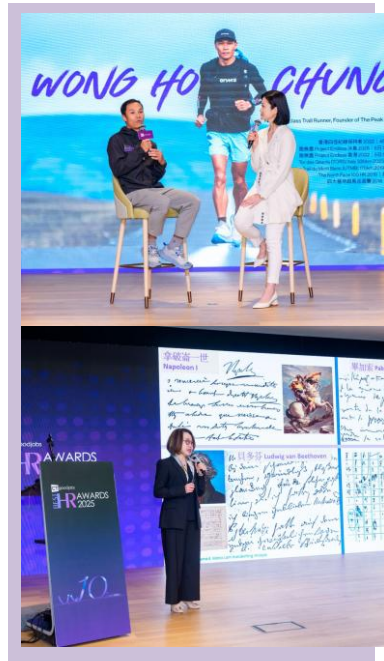


CTgoodjobs Best HR Awards 2026

HR Award Recognition



HR Thought-leadership



HR Engagement



Premium Networking



CTgoodjobs Best HR Awards 2025

Key Figures

37

Award Categories

Diverse categories covering talent acquisition, employee wellbeing, HR digitization, AI HR...

59

Winning Companies

Awarded companies including MNCs, SMEs and HR vendors

220+

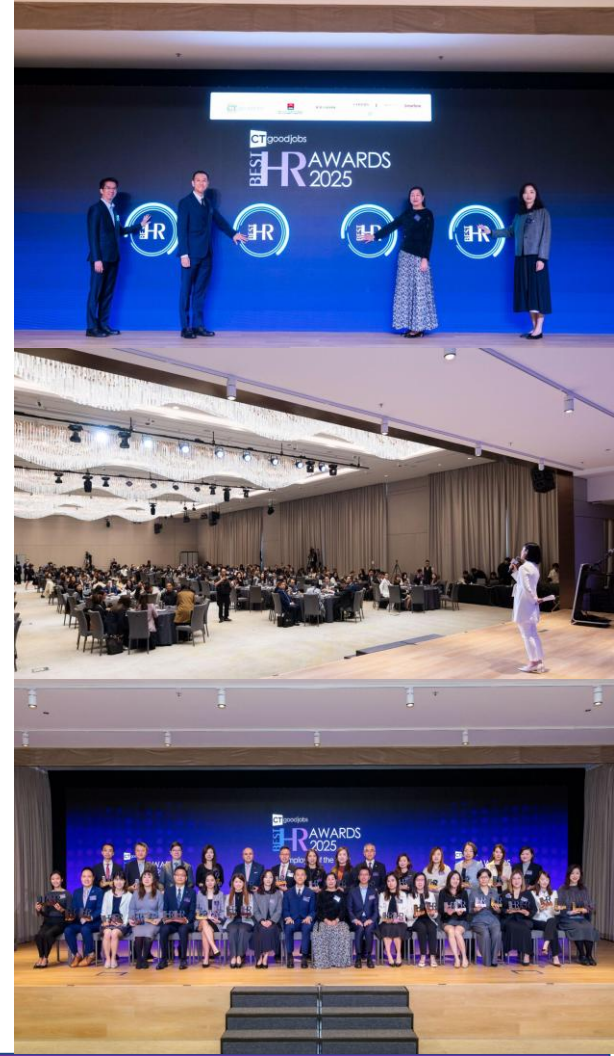
Trophies/Certificates

Recognized outstanding companies, teams & individuals with iconic trophies and certificates

350+

HRs/Employers

*Engaged HRs/Employers with award presentation and networking activities.
(Over 70%: top & senior management)*



Best HR Awards - Previous Guests/Speakers

Guest of Honour



**MR. CHRIS SUN
Yuk-han, JP**
*Secretary for Labour
and Welfare*



MR. Ho Kai-ming, JP
*Under Secretary for
Labour and Welfare*



MR. FELIX CHAN
*Director of Hong Kong
Talent Engage*

HR Speaker



MS. MARIA HUI
*Chief Operating Officer,
Microsoft Hong Kong*



MR. PAUL HOTCHAN
*Head of Talent Acquisition,
The Hong Kong Jockey Club*



MS. MIKO CHEUNG
*Human Resources
Director, LAWSGROUP*



MR. KEVIN KAM
*Chief People Officer,
McDonald's Hong Kong*



MR. NG CHEE CHOONG
*Senior Vice President and
Managing Director, Hong
Kong & Macau, DHL Express
(Hong Kong) Limited*



MR. JOSE BEZANILLA
*Chief Executive Officer, Great
Place to Work Greater China*



MR. MINGO TSANG
*Director of Business
Development, Bovie
Insurance*



PROF. RANDY CHIU, MH
*Professor Emeritus of HKBU
and Visiting Professor of
HKMU, Founder and Principal
Consultant of RC Talent
Management Professionals*



MS. JO LEDARNEY
*Head of People &
Performance, Colliers*

Guest Speaker



MS. STEPHANIE AU
*5-time Olympian & Co-
founder, Mind the Waves*



MR. MILLS WONG
*Registered Industrial-
Organizational
Psychologist*



**DR. LEUNG CHUNG
MING**
Clinical Psychologist



**MR. WONG HO
CHUNG**
*World-class Trial Runner,
Founder of The Peak
Hunter*



MS. MARIA LAM
*Forensic Handwriting
Examiner, Practising
Graphologist*

*Speaker's title at the time of the event.

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02

Award Categories

2026 Award Categories

Company Award I

Group 1: Employer Brand & Talent Attraction (品牌魅力與人才吸引)

- 1 Employer of the Year (年度僱主)
- 2 Best Gen Z Attraction Award (最佳 Z 世代人才吸引力大獎)
- 3 Best Graduate and Management Trainee Programme Award (最佳畢業生及管理培訓生招聘大獎)
- NEW** 4 Best Internship Programme Award (最佳實習計劃大獎)
- 5 Best Recruitment Marketing Award (最佳招聘營銷大獎)
- 6 Best Talent Acquisition & Onboarding Strategy Award (最佳招募招聘及入職策略大獎)

Group 2: Future-Ready HR & Digital Innovation (未來職場與數碼創新)

- 1 Best AI Implementation Award (最佳人工智能實踐大獎)
- 2 Best Change Leadership Strategy Award (最佳變革領導策略大獎)
- 3 Best Data Literacy Award (最佳數據素養大獎)
- 4 Best HR Analytics Strategy Award (最佳人力資源分析策略大獎)
- 5 Best in HR Digitalisation Award (最佳人力資源數碼化大獎)
- 6 Best Innovative HR Initiative Award (最佳人力資源創新倡議大獎)
- 7 Best Innovative L&D Initiative Award (最佳培訓及發展創新大獎)
- 8 Best L&D Technology Implementation Award (最佳培育及發展實踐大獎)



Signature Trophy & Certificate

2026 Award Categories (Cont.)

Company Award I

Group 3: Purpose-driven Leadership & Social Impact (全方位文化與社會影響力)

- 1 Best Corporate Social Responsibility Award (最佳企業社會責任大獎)
- 2 Best Diversity, Equity & Inclusion (DE&I) Strategy Award (最佳多元、平等及共融策略大獎)
- 3 Best ESG Award (最佳環境、社會及管治大獎)

Group 4: Total Wellbeing & Employee Growth (員工福祉與成長賦能)

- 1 Top Happiest Culture Award (最開心文化大獎)
- 2 Top Workplace Companies Award (最佳職場大獎)
- 3 Best Corporate Wellbeing Programme Award (最佳企業福祉計劃大獎)
- 4 Best Employee Engagement Strategy Award (最佳員工投入度策略大獎)
- 5 Best Employee Health & Safety Programme Award (最佳員工健康及安全計劃大獎)
- 6 Best Family-friendly Employment Policy Award (最佳關顧員工家庭計劃大獎)
- 7 Best Perfect Office Facilities Award (最佳辦公室設施大獎)
- 8 Best Reward & Recognition Strategy Award (最佳獎勵及表彰大獎)
- 9 Best Talent Management Strategy Award (最佳人才管理策略大獎)



2026 Award Categories (Cont.)

Company Award II

(For HR Service Providers Only)

- 1 Best HR Vendor of the Year Award (年度人力資源供應商大獎)
- 2 Best New Brand Recruitment Agency Award (最佳新晉中介機構大獎)
- 3 Premium Service Agency Award (優質人力資源服務機構大獎)
- 4 Recruitment Agency of the Year Award (年度招聘中介機構大獎)

Company Award III

(For Learning & Development Provider Only)

- NEW** 1 Best Learning & Development Provider Award (最佳培訓及發展服務機構大獎)
- NEW** 2 Best Learning Technology Provider Award (最佳培訓科技機構大獎)

Team Award

- 1 HRBP Team of the Year (年度人力資源業務夥伴團隊)
- 2 L&D Team of the Year (年度培訓及發展團隊)
- 3 Recruitment Team of the Year (年度招聘團隊)
- 4 Graduate Recruitment Team of the Year (年度畢業生招聘團隊)

Individual Award

- 1 HR Rising Star of the Year (年度人力資源新星)
- 2 Excellent HR Professional Award (傑出人力資源管理專才)
- 3 Best HR Leader of the Year (年度最佳人力資源領袖)
- 4 Best People-focused CXO Award (最佳人才為本管理大獎)

Remarks: Company Awards (Employer of the Year, Top Workplace Companies Award and Top Happiest Culture Award), Team Awards and Individual Awards are EXCLUDED in public voting and only assessed by judges.

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03

Highlight from 2025

2025 Award Ceremony Highlight



Video link: [click here](#)

Post-event publicity 2025/26

HKET Print Ad, Feature Column & YouTube

Front Cover at Ceremony Day + Event coverage & on-stage winners' images

Offline Exposure

CTgoodjobs BEST HR AWARDS 2025 10th Anniversary

CTgoodjobs Best HR Awards 2025 十年卓越里程 共建人才盛世

得獎公司

CTgoodjobs | Hong Kong No. 1 Employer Branding Partner

HKET newspaper

CTgoodjobs Best HR Awards 2025 頒獎典禮圓滿舉行
59間企業獲獎 28間勇奪「年度僱主」殊榮
詳審陣容光耀耀共議人力資源未來

CTgoodjobs Best HR Awards 2025 十年卓越里程 共建人才盛世

得獎公司

105,000+ Average Daily Circulation
1,500+ Distribution Points on Event Day

Online Exposure

HKET.com - Web & app Version

hketch.com

CTgoodjobs BEST HR AWARDS 2025

click here to view

28,000+ Page Views

Post-event publicity 2025/26

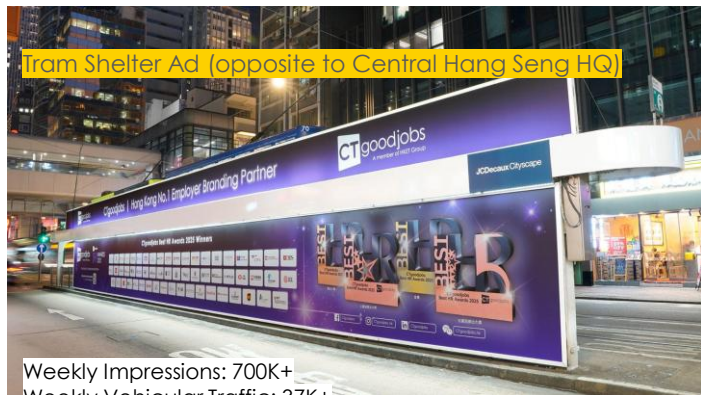
Award Video Highlight



Video link: [click here](#)

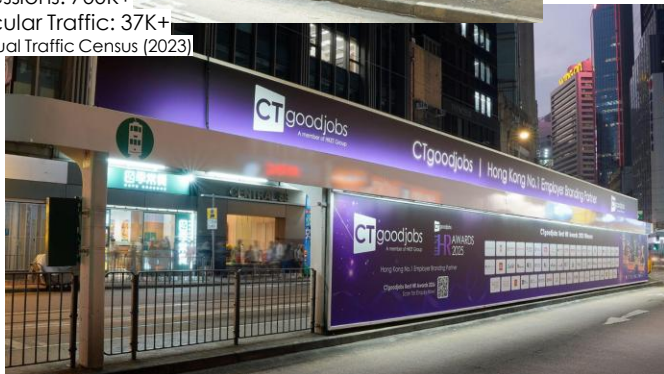
Post-event publicity 2025/26

Tram Shelter Outdoor Ad



Tram Shelter Ad (opposite to Central Hang Seng HQ)

Weekly Impressions: 700K+
Weekly Vehicular Traffic: 37K+
Source: The Annual Traffic Census (2023)



Mega Digital Panels



Causeway Bay SOGO Mega TV Wall



Mongkok New Town Mall TV Wall

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04

Award Publicity and Timeline

Award Publicity 2026/27

Total **29,500,000+** Impressions
each HK worker watched **8-9** times in average*

Period / Channels	Event Page	Social Media	Display Network / Video	eDM, eNewsletter	CTgoodjobs Channels	Print Ad / OOH
Public Voting	Company Profile in Public Voting Page (@13K+ weekly impression)	3 x Facebook/ Instagram Newsfeed (CTgoodjobs, HKET -TBC) (CT : 389K+, HKET : 710K+) 3 x LinkedIn Newsfeed (CTgoodjobs, HKET -TBC) (CT : 8K+ , HKET : 8K+)	6 weeks x SEM on Google (8K+ impression) 6 weeks x Google Ad Network (66K+ impression)	3 x eDM (@550K+ send) 6 weeks x CT eNewsletter (@180K+ send)	3 x Push Notification (@220K+ send) 6 weeks x Web/ App Banner (@532K+ weekly impression)	/
Result Announcement	Company Exposure in Result Page (@13K+ weekly impression)	1 x Facebook/ Instagram Newsfeed (CTgoodjobs) (CT : 389K+) 1 x LinkedIn Newsfeed (CTgoodjobs) (CT : 8K+)	/	1 x eDM (@550K+ send) 4 weeks x CT eNewsletter (@180K+ send)	1 x Push Notification (@220K+ send) 4 weeks x Web/ App Banner (@532K+ weekly impression)	1 x Half Page HKET Print Ad (@100K+ impression)
Ceremony Day	Event Highlight in Result Page (@13K+ weekly impression)	1 x Facebook/ Instagram Newsfeed (CTgoodjobs) (CT : 389K+) 1 x LinkedIn Newsfeed (CTgoodjobs) (CT : 8K+)	/	1 x eDM (@550K+ send)	1 x Push Notification (@220K+ send)	1 x Front Page HKET Print Ad (@100K+ impression)
Post-event	Event Recap in Ceremony Page (@13K+ weekly impression)	1 x Facebook/ Instagram Newsfeed (CTgoodjobs) (CT : 389K+) 1 x LinkedIn Newsfeed (CTgoodjobs) (CT : 8K+)	YouTube Video (51K+ video views)	1 x eDM (@550K+ send)	1 x Push Notification (@220K+ send) 3 weeks x Web/ App Banner (@532K+ weekly impression)	Tram Shelter (700K+ impression) OOH LED Panel (12M+ impression) HKET Print Ad (@100k+ impression)
Estimated Impressions	52,000 + impressions	2,300,000 + impressions	125,000 + impressions	2,560,000 + impressions	2,476,000 + impressions	22,000,000 + impressions

Award Timeline 2026/27



Enrollment Fees

Please contact sales for details

Judging Criteria

30% Campaign Initiative & Rationale

30% Implementation

40% Results & Evaluation

Entry Submission Deadline

July 2026

- The submitted project must be implemented between **Aug 2025 and Jun 2026**.
- All submitted materials will be used for promotion across CTgoodjobs' platforms.
- Any false or misleading information will result in immediate disqualification.



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for latest updates

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Submission Guideline

Guideline: Award Entry Submission

To Entry Submission Site

Basic materials to be submitted, OPEN TO PUBLIC for **Public Voting**:

Company name & Company website	The company name will be appeared in the print publication.
Company logo	For Print/Digital Use - File format: must be ai/pdf in vector graphics - All texts must be outlined. - Save in CMYK format <i>- If your logo file size exceed the upload limit (10MB), please send the materials to bestHRawards@ctgoodjobs.hk</i> <i>.</i>
Brief description of the impact made to company	- Submit via event site - English: max. 300 words or Chinese: max. 450 words

PDF to be submitted, **internally reviewed by award judges and CTgoodjobs's project editors**:

A PDF of supporting document <i>Submission Template : To be downloaded once submission platform opens</i>	<ul style="list-style-type: none">- With all images, texts, ppt etc converted into PDF and submit via event site (Max. file size: 10MB)- Please upload and submit the pdf file on event page before 31 July 2026- If your file size exceed the upload limit (10MB), please send the materials to bestHRawards@ctgoodjobs.hk.
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THANK YOU & JOIN US THIS YEAR!