

**APAC Effie Awards 2017 Entry Workshop
Ho Chi Minh City, Vietnam**

1st November 2016, 2pm – 4pm
AIM Academy Vietnam

AGENDA

Schedule	Programme
1:30pm – 2:00pm	Guests Arrivals and Registration
2:00pm – 2:10pm	Welcome by Host and Partner <i>By Lukasz Roszczyk, Managing Director, Leo Burnett Vietnam & Pham Thi Dieu Anh, Managing Director, AIM Academy Vietnam</i>
2:10pm – 2:25pm	Introduction to the Effie Awards Find out about the Effie Effectiveness Index and draw insights from an analysis of the Effie Awards cases that explores the key trends and characteristics of effective marketing communications strategies. <i>By Chua Bee Hong, Executive Director, APAC Effie Awards</i>
2:25pm – 3:10pm	Marketing Effectiveness Best Practices What makes a winning work? Learn how to write an impactful and successful case as we share best practices, jury insights and review examples of award winning cases. <i>By Chua Bee Hong, Executive Director, APAC Effie Awards</i>
3:10pm – 3:30pm	Sharing of Experience by APAC Effie Judge Hear tips directly from an Effie judge as he reveals what judges look for in a great case. <i>By Sajju Ambat, Head of Strategic Planning – Publicis Vietnam & MD - Strata, Brand Consulting</i>
3:30pm – 3:45pm	Entering the Competition Key information on the Competition and Entry Submission. <i>By Shanice Soh, Project Manager, APAC Effie Awards</i>
3:45pm – 4:00pm	Q & A
4:00pm	Tea & Refreshments

**Program is subject to change without notice.
Last updated: 26 Oct 2016*

Hosted by:



Partners:

