



**APAC Effie Awards 2017 Entry Workshop  
Manila, Philippines**

8<sup>th</sup> November 2016, 3pm – 5pm  
Leo Burnett Manila

**AGENDA**

Schedule	Programme
2:30pm – 3:00pm	<b>Guests Arrivals and Registration</b>
3:00pm – 3:10pm	<b>Welcome by Host and Partners</b> <i>By Raymond Arrastia, Managing Director, Leo Burnett Manila Norman Agatep, Chairman, Philippines 4As</i>
3:10pm – 3:25pm	<b>Introduction to the Effie Awards</b>  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>
3:25pm – 4:25pm	<b>Sharing What makes a Winning Work</b>  Learn from the 2016 APAC Effie Award winners. Ms Maralag will be sharing some of the finest examples of Gold winning works. Hear directly from an Effie judge as Ms Roldan reveals what judges look for in a great case. Ms Chua will share how to write an impactful and successful case. This will be followed by a panel Q&A session.  <i>By Lizelle Maralag, Chief Marketing Officer, GMA Network, Golda Roldan, General Manager, JWT Manila, and Chua Bee Hong, Executive Director, APAC Effie Awards</i>
4:25pm – 4:40pm	<b>Spotlight on the first APAC Effie winner from Philippines</b>  2016 APAC Effie Silver Winner, Y&R Philippines, shares about its campaign - TURD Talks for Philippine NGO, Silid Aralan.
4:40pm – 4:50pm	<b>Entering the Competition</b>  Key information on the Competition and Entry Submission. <i>By Shanice Soh, Project Manager, APAC Effie Awards</i>
4:50pm – 5:00pm	<b>Q &amp; A</b>
5:00pm	<b>Tea &amp; Refreshments</b>

\*Program is subject to change without notice.  
Last updated: 28 Oct 2016

Hosted by:



Partners:

