

Executive Summary

Effie awards ideas that work. The great ideas that achieve real results and the strategy that goes into creating them. Sri Lanka Institute of Marketing became the franchisee of Effie Awards in Sri Lanka and held the inaugural awards show in 2008. SLIM introduced Effies to Sri Lanka with the main aim to create a culture in the advertising fraternity to be more accountable through production of effective communication.

This study is mainly focused on successful Responsible Event Management Approach with reference to Effie Awards 2014. The objectives were set to identify the factors which contribute towards responsible event management in terms of Effie Awards 2014 Sri Lanka, explore the areas that require future improvements in managing Effie Awards – Sri Lanka and understand the best practices from the case. The scope of the study was confined to study how strategy, product innovation, team performance and inspiration of the project chairman contributed the Effie Awards 2014 to become a successful responsible event in Sri Lanka.

The second chapter discussed literature review and theoretical background for the study. It consisted of the key drivers which influenced on the Responsible Event Management of Effie Awards Sri Lanka. Strategy, product innovation, and team performance have identified as the key drivers whereas the inspiration of the project chairman was the moderating variable of the study.

The primary data collection was purely based on conducting in-depth interviews on carefully selected main stakeholders of the Effie Awards 2014. Those included the project chairman, committee members, past presidents of SLIM, and event participants etc. The secondary data collection included the data collected from SLIM internal sources as well as annual reports.

The case was narrated according to the key achievements of the Effie Awards which were given in the timeline in relation to moving towards the responsible event management practices. The Effie Awards was not performed well since its inception in 2008. The year 2014 was remarkable as Effie Awards achieved the first ever profit record in its history. Effie Awards 2014 adopted an innovative strategy by aligning its operational process towards more responsible event management approaches. The project team structure which adopted by the project chairman created more leaders within the team. Further, the event introduced produced innovation to bring innovative revenue sources such as new

awards categories, three special awards and Effie Magazine. Those helped to attract new market segment of small medium advertising agencies and Marketers to the Effies which was purely an advertising awards ceremony.

Effie Awards 2014 maintained a premium price as a part of the event strategy and with the introduction of a second submission period helped to increase the revenue target of the project. Moreover, Effie Awards practiced waste management and cost cutting system in order to control the major expenses such as event cost and food and venue cost in large scale by introducing new policies and practices. The automation of processes helped to increase the process efficiency and reduced the malpractices and impact to the environment. Further, different workshops and feedback sessions organized by the Effie 2014 were become a Learning and Development opportunity for the advertising fraternity. The Effie Awards 2014 continuously measured its performance through the KPIs which they set in terms of income received from tickets, entries, magazine and sponsorships.

The report was concluded based on the case findings and analysis while providing recommendations. The key findings were included strategy of the project which consisted of cost cutting at rapid rate and price premium. Those were implemented by integrating processes through introducing technology into the project which increased the transparency and efficiency of processes by becoming more environment friendly. Further product innovation which included innovative revenue sources and team performance coupled with effective KPIs ensured the achievement of goals with the inspiration provided by the project chairman to led the Effie Awards towards a responsible event in Sri Lanka.