Report
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Strategy Employed
For the event to happen, Jô Ribes drew (scatched) the following steps:

**Resources**
- Development of fundraising method through sponsorships, contributions and sales calls;
- Development of mailing list with entities and people that would fit as the event’s target audience to purchase invitations or sponsorship;
- Catchment of supporters as entities or institutions connected with the business market.

**Event Format**
- Seeking a wider spread of the prized actions by the award nominees, the event was divided by business roundtable and awards ceremony counting with the presence of the finalists and sponsors.
Strategy Employed

Development

- Creation of actions schedules;
- Development of spreadsheets costs, stay, transportation, food, general security and coordination between the participating entities, bilingual reception; graphic material, identification badge;
- Recruitment of event and organization staff in Rio de Janeiro;
- Development of staff and promotion strategy;
- Selection of partner tourist company for the transfer, hosting and tour services with the finalists;
- Organization of the outings program, with activities such as welcome dinner, brazilian lunch, city tour and Paralympics Opening Ceremony;
- Selection of attractions for the awards ceremony;
- Full monitoring and alignment during the days surrounding the event.
Event Promotion
Social Midia
Press promotion:

**Strategy:**

- Text production about the event;
- Dissemination and follow up on specific editorials: Companies; Business, Third Sector, Sustainability, Social, Human Resources, Religion throughout the national territory, but with bigger focus on Rio de Janeiro press;
- Dispatch of staff notice and press accreditation for the awards night;
- Post-event promotion by sending press releases and dissemination of photos to social columns, magazines, websites and other vehicles;
- Clipping of published material in the media in Rio de Janeiro and other online press vehicle whenever possible;
- Award promotion through the Portuguese website (ALRN);
- Facebook Page creation for the Portuguese Brand of the Global Business & Interfaith Peace Awards;
Altogether, we identified 16 inserts materials in online and print media, national and international wide, from July to early September. From those, we can highlight the following ones:

Portal IG / Coluna Lu Lacerda - Brazil
http://lulacerda.ig.com.br/premio-cultura-de-paz-dois-empresarios-brasileiros-na-disputa/
Religious Freedom Business Foundation e ONU apresentam finalistas de prêmio nesta quarta no Rio

Website: Society Rio-SP
http://www.societyriosp.com.br/reconhecimento-13/

Sobre o Autor

YURI ANTIGO, responsável pelo site SOCIETY RIO-SP, tem 33 anos e é formado em Jornalismo. É um paulistano que amou e respira o Rio de Janeiro. É também Assessor de Comunicação e Relações Públicas. Em março de 2009, lançou o blog Society Curioso. Em seguida, a consorte da respeitada jornalista Antonia Leite Barbosa, na época editora da revista Go Where Rio, passou a assinar uma coluna na publicação. Em novembro de 2012, lançou o SOCIETY RIO-SP, com o que há de mais quente e exclusivo quando o assunto é Gente Que Acontece no Rio-São Paulo. Atualmente está também na revista Go Where Lar.

yuri@societyriosp.com.br
Jornal O Globo: Main newspaper of Rio de Janeiro and the third largest in the country
Magazine: Revista Cultura e Cidadania / Brazil
Ações em prol da inter-religiosidade nas empresas e comunidades são premiadas no Rio

Website: Anna Ramalho / Brazil
Website: AIB News / Brazil
Portal Vaga Lume / Brazil


O prêmio internacional foi feito para reconhecer os melhores avanços e inovações de líderes empresariais com relação à paz e a liberdade religiosa e é uma realização da Religious Freedom and Business Foundation (RFSF) e suas filiadas no Brasil, associação pela Liberdade Religiosa e Negócios (ALRN), em parceria com a ONU Global Compact e Business for Peace (B4P) e, com o apoio da Rede Brasil de Pacto Global.

Para conhecer mais sobre o prêmio e os outros ganhadores, clique aqui.
Sesawi Net / Internacional
Las Vegas Review-Journal/Internacional
To improve the event promotion, we updated ALRN’s website with the latest information about the awards, as you can see in the link http://alrn.org.br/premios-globais/. We updated with information about the business roundtable, the awards ceremony, participation values, partnership with the travel agency and also information about the finalists.
We also created and managed a new Facebook Page for the brazilian affiliate of the RFBF, ALRN. Created a oficial Facebook Event, sharing it with all Jô Ribes Comunicação and RFBF likes, as a way to broaden the dissemination of Global Business & Interfaith Peace Prize Awards for the followers of the institutions.
Identification of Services
Identification and Selection of Services

For the success of the event, we held a check-list with all the services that would be necessary and, from that, we seek companies able to offer the best, with the most affordable cost to the established budget. Thus, we selected:

- Rooms for the workshop, dinner ceremony and staff
- Buffet
- Audio and visual equipments
- Decoration
- Film Crew
- Photografy
- Art for the banners e presentations
- Simultaneous translation
- Recepcionists
- Medals
- Transfers for the finilists and guests
- Accommodation
- Outings
- Welcome Dinner and Networking Lunch
Catchment of Sponsors and Guests
Sponsors Catchment

In order to raise investment for the execution of the event, we seek to identify and contact potential sponsors and guests. For that, we used:

- A mailing list with more than 2,000 names, including government officials, business men and women, NGOs linked to the third sector, representatives of religious institutions, diplomats and lawyers;

- Contact with Mr. Moroni Torgan, who provided for us a mailing list to all embassies, international agencies, governors, ministers and regional representatives of the Bar Association of Brazil (OAB). So it was sent more than 200 invitations cards;

- Regular rounds of e-mail marketing for all the mailing lists, using hired mail shooting tools;

- Website and Facebook pages to disseminate the values of both sponsorship and invitations.
We made a presentation showing the purpose and event profile;

In the contacts made with the work invitation value to cost R$ 580.00 per person, including participation in the workshop and dinner ceremony;

For possible use sponsors the following table:

<table>
<thead>
<tr>
<th>Quotas</th>
<th>Price (R$)</th>
<th>Right to</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Diamond</strong></td>
<td>R$ 100.000,00</td>
<td>2 tables, 1 banner display at the reception of the event and another in the dining room, brand logo insertion on the big screen, and in all promotional materials for the event. One-minute video at the opening ceremony.</td>
</tr>
<tr>
<td><strong>Gold - Master</strong></td>
<td>R$ 50.000,00</td>
<td>1 table, 1 banner display in the dining room, logo insertion on the big screen and in all promotional materials for the event.</td>
</tr>
<tr>
<td><strong>Silver</strong></td>
<td>R$ 30.000,00</td>
<td>4 invitations, logo insertion on the big screen and in all promotional materials for the event.</td>
</tr>
<tr>
<td><strong>Bronze</strong></td>
<td>R$ 10.000,00</td>
<td>2 invitations, logo insertion on the big screen.</td>
</tr>
</tbody>
</table>
Catchment of Partners
To attract guests used the strategy to establish partnerships with entities related to business market in Rio de Janeiro (RJ).

We managed to capture the following institutions:

- Brazilian Franchising Association (ABF)
- Commercial Association of Rio de Janeiro (ACRio)
- BYU Management Society (BYUMS)
- Industry Federation of the State of Rio de Janeiro (FIRJAN)
- Federation of Entrepreneurs Adventists Brazil (FE)
- Bar Association of the Lawyers of São Paulo (OAB)
- Brazilian Support Service for Micro and Small Enterprises (Sebrae)
For those companies, we offered special discounts for each institution members and insertion of the company logo on all promotional materials. In return companies exposed our materials to their members in their portals and social networks.
Produced Materials
Prêmio Cultura de Paz nos Negócios e no Relacionamento Inter-religioso

Data: 06 de setembro de 2016
Local: Marriott Copacabana, RJ
Press Conference Invite


Locais: Associação de Comércio Exterior do Brasil (AEB)  
Av. General Justo, 335, 5º andar – Centro  
Data: 13 de julho de 2016  
Horário: 10h

O evento contará com a presença do presidente mundial da RFBF, do Presidente da Frente Parlamentar de Liberdade Religiosa e, ainda, representantes governamentais e empresariais.

R.S.V.P: comunicacao@joribes.com.br ou pelo tel.: 55 (11) 3721-3232. Contato no Brasil: Jô Ribes Comunicação
PRÊMIO CULTURA DE PAZ NOS NEGÓCIOS E NO RELACIONAMENTO INTER-RELIGIOSO

GLOBAL BUSINESS & INTERFAITH PEACE AWARDS

RIO 2016
Digital banners

Banner 468x60

Banner 720x300
E-mail MKT

GLOBAL BUSINESS & INTERFAITH PEACE AWARDS

RIO 2016

06 de setembro de 2016 • Marriott Copacabana • Av. Atlântica, 2.600

Workshop Global Business & Interfaith Peace

DAS 13H30 ÀS 16H30: Palestras com os CEOs finalistas do Brasil, China, Libano, Reino Unido e EUA: Representante da UN Global Compact (EUA)

e Brian Grim, presidente da Religious Freedom & Business Foundation (RFBF)

Global Business & Interfaith Peace Awards

19H30: Jantar social e cerimônia de entrega de medalhas, com a participação da cantora lírica Liriel Domiciano, Coral da Fundação Xuxa Meneghel e Banda Mazeej, da ONG Migrafix.

Informações, convite e patrocínio: alrn.org.br/premios-globais ou pelo email: premioglobalbusiness@joribes.com.br

OBJETIVO
Reconhecer os líderes empresariais que encabeçaram iniciativas, políticas e programas que contribuíram para a paz, o diálogo e compreensão inter-religiosos, em seus respectivos países.

PÚBLICO-ALVO
Representantes dos mais diversos segmentos empresariais, embaixadas, instituições governamentais, ONGs e lideranças religiosas.
Awards Ceremony and Business Roundtable Invitation

Invite
GLOBAL BUSINESS & INTERFAITH PEACE AWARDS
September 6th, 2016 - Marriott Copabana – Av. Atlântica, 2,600

Workshop Global Business & Interfaith Peace
1:30 PM – 4:30 PM
Workshop with finalist CEOs from Brazil, China, Lebanon, Mozambique and the United States. An UN representative (Algeria) and Brian Grim, Religious Freedom & Business Foundation’s president.

Global Business & Interfaith Peace Awards
AT 7:30 PM
Awards dinner and ceremony with the special presence of the lyrical singer Liriel Domiciano, Xuxa Meneghel’s Foundation Choir and Migraflix’s band, Mazeej.

For more information, sponsorship or to purchase seats email us at premioglobalbusiness@joribes.com.br
Physical Banners (85 x 200 mm)
Physical Banners (120 x 200 mm)
Backdrop
Selected Artists
Selected Artists

In order to entertain the ceremony guests we made a selection of artistic groups. Those who attended were the opera singer *Liriel Domiciano*, the children’s choir of *Xuxa Meneghel Foundation* and *Mazzej Band*, formed by refugees from Migraflix.

- We try to focus on artists who were aligned with the sustainable premise of the event;
- Through partnerships, we reduced the costs for RFBF, being only responsible to pay for accommodation (only for the singer), transfers and food for the groups;
- We were responsible for checking the equipment and infrastructure necessary for presentations;
- We arranged and monitored the whole process of transfers, accommodation and meals of the artists.
Follow-ups
Follow-ups

In addition to all the services described so far, Jô Ribes and team of 5 people, held monitoring the event in person in Rio de Janeiro, from 03 to 08 September, through:

- Alignment with the hotel all contracted services;
- Reception and monitoring of all operations;
- Reception and attendance for the artists;
- Reception and attendance for finalists and guests;
- Master of ceremony work during some moments of the awards ceremony;
- Photographic coverage of all events held with the finalists;
- Sending disclosure materials and images for finalists and partners, during and after the event.
Event
Welcome Dinner
Business Roundtable
Christ the Redeemer Statue
Awards Ceremony
Brazilian Lunch: Feijoada
Paralympics Opening Ceremony
Thank you!