

2nd Cambodian Rice Festival

Phnom Penh – 18 November, 2014



The Assignment

Red Dot carried out the approved assignment and as presented in our proposal and ensured that the 2nd Cambodian Rice Festival was successfully staged to achieve its objectives.

We deployed a total of 48 individuals on the grounds (inside & at the field stations). Staff in attendance, dressed in traditional Khmer attire, were briefed to properly attend to visitors.



Execution Of Proposed Plans

Despite obstacles caused as a result of restrictions imposed by the hotel, the 2nd Cambodian Rice Festival was staged on schedule and concluded without any hitch to the overall success of the festival; instead everyone, including the VVIP guests, were reported to have had a great time and very pleased with the festival.



Proposed Agenda – Executed As Planned

The program agendas (morning & afternoon) were smoothly executed as planned.

In the morning, Minister of Tourism, H.E. Dr. Thong Khon was received at the field stations and escorted to tour the exhibits, beginning with those outdoor stations in the field before he proceeded to deliver his opening speech and subsequently cutting the ribbon together with 3 other VIPs to officiate the Festival.

Minister of Commerce, H.E. Sun Chantol officiated the afternoon segment and delivered an encouraging speech.

The sequences during both morning & afternoon segments including the various speeches, recognitions & awards plus performances were nicely conducted as programmed.

Proposed Agenda - Lesson To Learn



While the Minister of Tourism was received as planned in the morning, the Minister of Commerce arrived at the Event hall without the proper regards extended to him. He walked into The event hall on his own without fanfare.

Recommendation: Best to appoint a Protocol Officer in charge of VVIP reception in future.

Extras

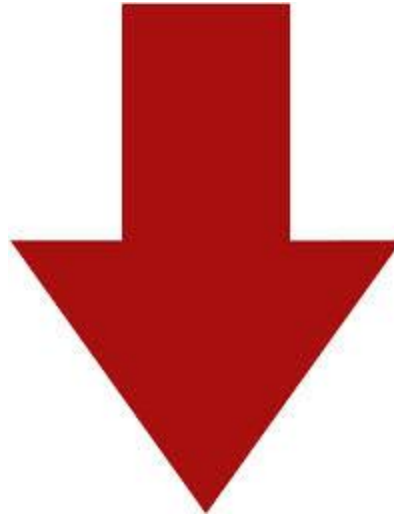
The various stations were all set up as per design, but because of the sparseness, we extended the farmer's house with a kitchen to make it look bigger plus added 2 more stations (shacks) to complement the 'Look & Feel'.

A Field Medical center with an ambulance on stand-by was also added and it served the purpose, having treated a few people, mostly for headaches, fainting spells and one whose finger got cut at the Threshing Station. No major casualty, but it was good that we had First Aid on the field.



Photographic Report

The following slides show the various activities which are self-explanatory.



Entrance



Rice Field

The paddy field and the foam-carved oxen attracted a lot of interests.



Standeers

The signs served their purpose well, but by late afternoon, some of the scarecrow signs went missing; those that were still standing by evening time, had their korma and hat stripped.

While we were somewhat disappointed, it is consoling to know that the scarecrow design was well received.



Activities

The challenge was a total physical workout, going back to basics. Participants were urged to try their hands on methods commonly practiced by farmers.

Guests, including the VIPs, participated enthusiastically in the activities.



Activities



Activities



Guests got to taste the original flavors of the various food and desserts made from rice.

Activities

Lobby Display



The foam-carved Farmer & Ox in the center of the hotel lobby drew public attention not only to their unique presence but the display of items surrounding it especially the trays of the World's Best Rice for people to touch and smell.

Flow of Activities

Ribbon Cutting Ceremony



Flow of Activities

7 Main Stations



Flow of Activities

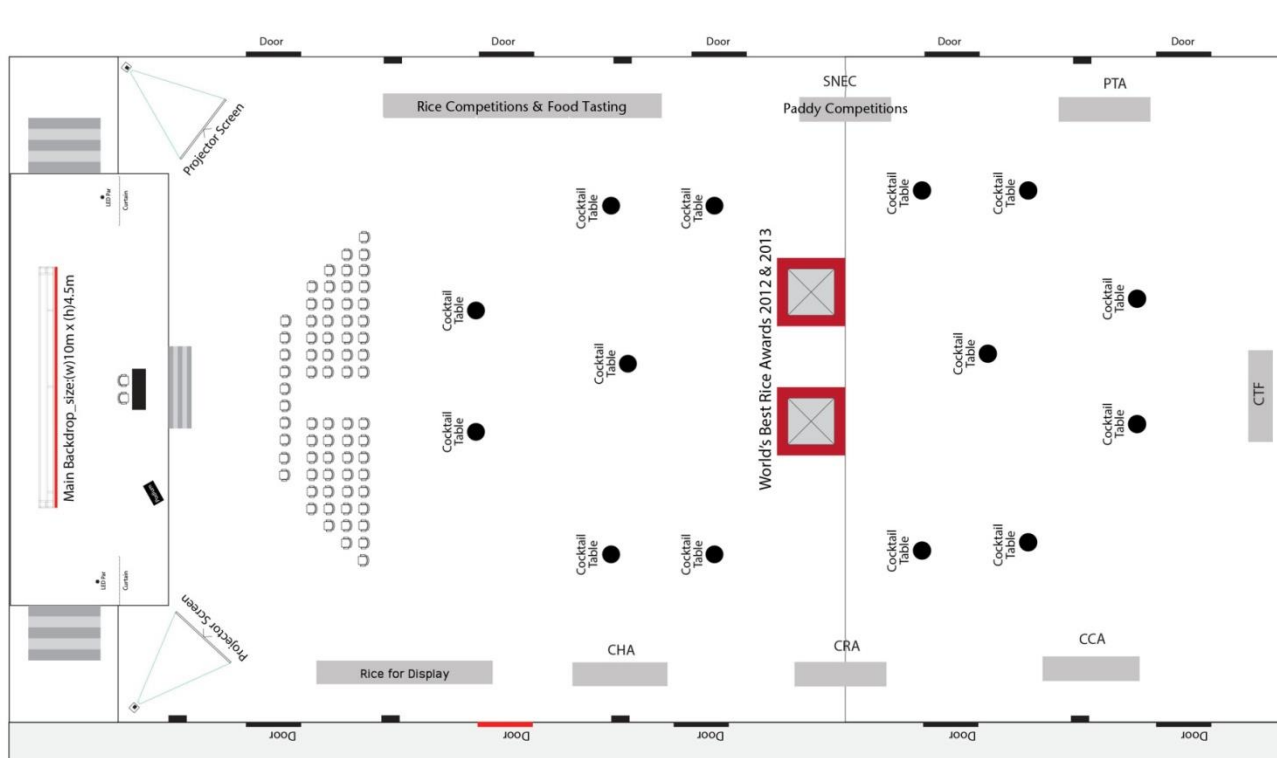
Milestone Gallery



This section was a favourite. It was a popular backdrop not only for individual photography, but also media interviews.

Floor Plan

Ballroom



Main Hall - The Happening Place

This was where guests were treated to performances and chance to have a taste of top notch Cambodia fares without having to travel far; culture, lifestyle, and what goes on behind every grain of rice.

Entertainment



Three cultural numbers were performed both in the morning and afternoon segments.

Entertainment



Special Performance

An especially choreographed performance was staged by artists from the Ministry of Fine Arts.

Entertainment



Khmer Instrument (Solo)

The 'Pen', an ancient instrument similar to the harp.

A rare performance.

Speeches



Flow of Activities

Selection of the Best Rice



Exporters brought their best rice variety for tasting and to vie for recognition. The competition was managed by Master Chef Luu Meng.



Presentation of Awards



Activities

Food Demonstration



Food demonstration by
MASTER CHEF MR. LUU MENG



Food Stations

inside the Ballroom



Set-up

Layout



Set-up Trophies



Toasting



BRANDING



Street Buntings

Municipal took care of those display – they were displayed on several streets in Phnom Penh.

Print Ad

- Phnom Penh Post 1 insertion
- Cambodia Daily 1 insertion
- Koh Santepheap 1 insertion



BRANDING

Social Media



<http://www.crf.org.kh/CambodianRiceFestival/>

BRANDING

Social Media

The screenshot shows the official website of the Ministry of Tourism of Cambodia. At the top, there is a search bar and a navigation menu with links for HOME, PROVINCIAL GUIDE, MINISTER'S ACTIVITIES, UPCOMING EVENTS, NEWS, and CONTACT US. The main header features the Ministry's logo and the slogan "CAMBODIA Kingdom of Wonder". Below the header, there are three featured sections: "ABOUT CAMBODIA", "THE MINISTRY", and "INDUSTRY MATTERS", each with a "READ MORE" link. A horizontal menu below these sections includes categories like TRAVEL AGENTS, SHOPPING, RESTAURANT FOOD & BEVERAGES, ACCOMMODATION, TRANSPORTATION, and LEISURE. The main content area displays an article titled "The 2nd Cambodian Rice Festival 2014". To the left of the article are several sidebar widgets: "APPLY E-VISA HERE" with an "e-Visa" button, "Start Blogging & Post Comment!", "Multimedia", and "GOLFING IN CAMBODIA".

The 2nd Cambodian Rice Festival 2014

The 2nd Cambodia Rice Festival will take place on Tuesday, 18 November, 2014 at Sofitel Phnom Penh Phokeethra Hotel. Rice Games & Performances; Rice History & Culture; Best Rice Competition; Food Tasting of Cambodian Rice Dishes.

Free Entry at 9:30am - 6:00pm.

More Information: <http://www.crf.org.kh/CambodianRiceFestival>

Download File: [2nd Cambodian Rice Festival Agenda](#)

Events Schedule: Tuesday, November 18, 2014
Time: 09:30 AM to 06:00 PM
Location: Sofitel Phnom Penh Phokeethra Hotel

http://www.tourismcambodia.org/upcoming_events/index.php?view=detail&id=116#comp

Losses & Damages

We experienced some incidences which we did not expect to have happened especially in a five-star environment.

Some items from our display went missing; an old 'Cow whip' also was stolen together with an old set of rice pounder made from wood that cannot be replaced. These were handed down a few generations and we are still in the midst of negotiating with the owner from whom we borrowed them.

A very old family heirloom, a wooden ox cart was broken.

Lesson: We have to deploy watchmen to look after all the displays. One person at each station attending to a crowd is difficult to manage queries and look after the exhibits at the same time.

Summary

Overall, the 2nd Cambodian Rice Festival went down very well.

We improve as we go and with the intelligence garnered, we should be able to manage a better festival next year.



Thank You