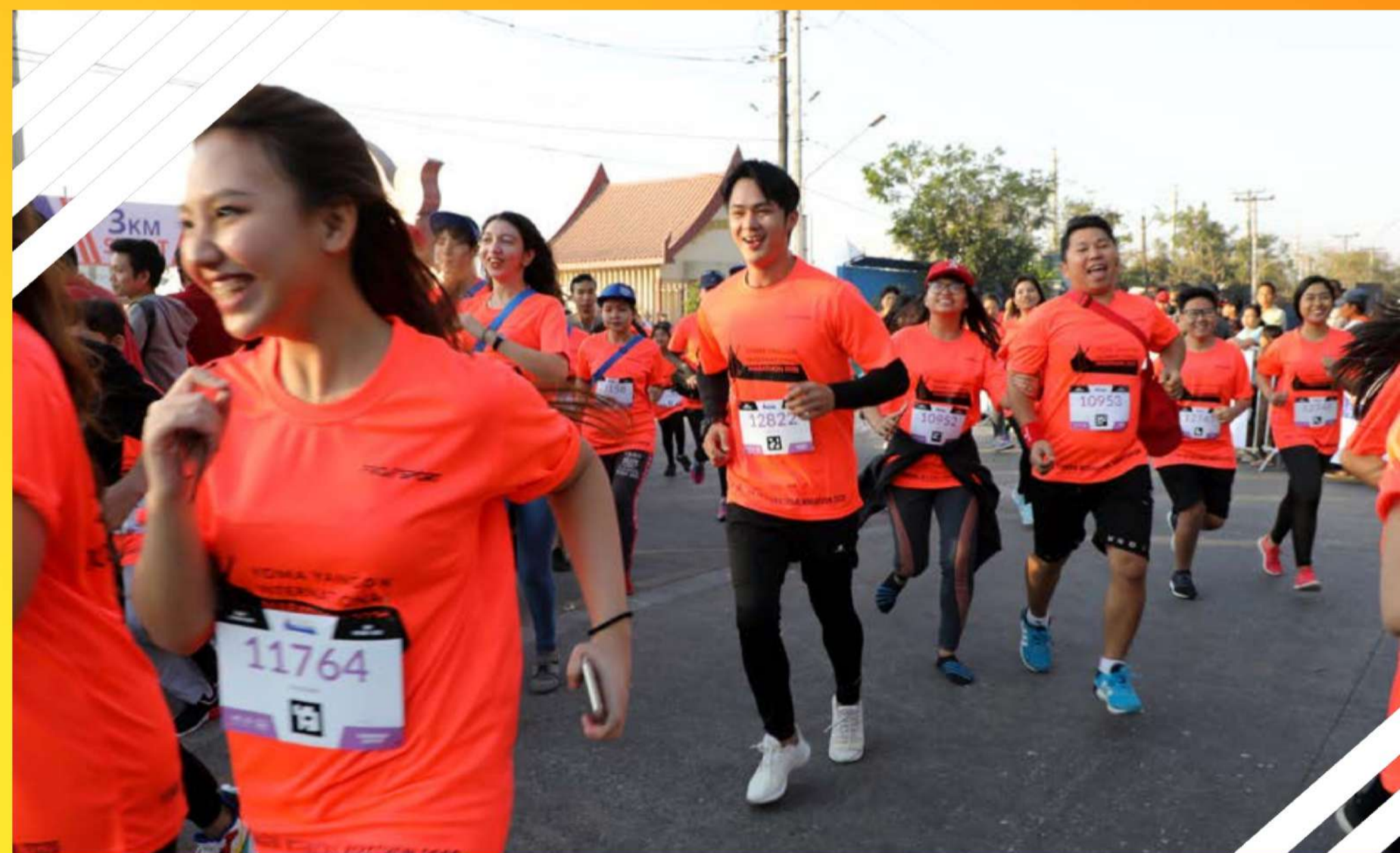




Yoma Yangon International Marathon

- EVENT STRATEGY
- CREATIVE DIRECTION
- EXPERIENCE DESIGN
- EVENT MANAGEMENT



Yoma Yangon

International Marathon

The Yoma Yangon International (“YYIM”) is the largest running fiesta in Yangon and the city’s only marathon event; we aim to inspire athletes and connect local and international communities through a mutual love for running.

I was under the employment of Yoma Group as the project led to recreating the user experience, journey, and creative direction of this annual event. With a total reach of 20,000 participants, the 8th Yoma Yangon International Marathon was the most significant event I have ever organized. Together with a dedicated team - we have created an unforgettable nationwide sports experience with a distinctive brand appearance with a charitable cause.

CLIENT YOMA GROUP/ YANGON GOVERNMENT

SCOPE FULL TIME

TIMELINE JULY 2019 - JAN 2020
6 MONTHS

ROLE PROJECT LEAD

PRODUCT EVENT

SKILLS EVENT STRATEGY &
MANAGING
CREATIVE DIRECTION
USER EXPERIENCE

KEY COLLABORATORS THIRI YEE MON
YOON SHWE SIN

ABOUT THE PROJECT

The Yoma Yangon International ("YYIM") was historically the largest running event in Myanmar. Our goal is to recreate a better overall event experience and participants' journey in this special edition.

TO REINVENT

The overall user experiences & flow pre-event, during, and post-event - online/ offline.

TO CREATE

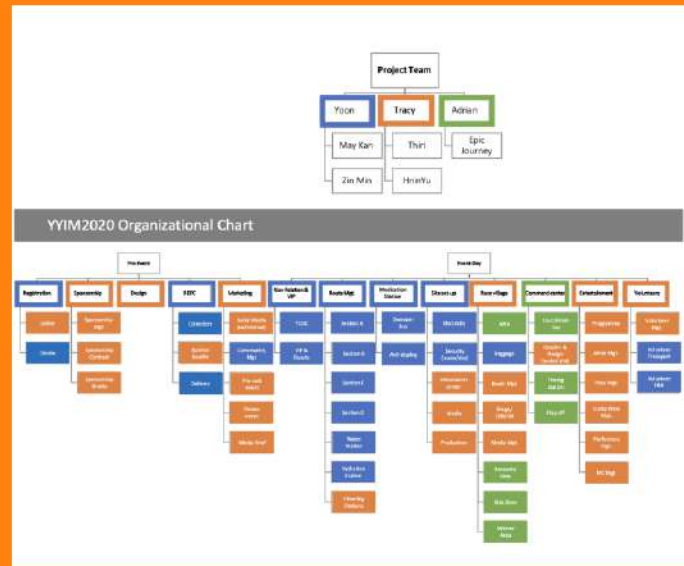
An inclusive, friendly, and international sporting event & that engages with different stakeholders.

TO INSPIRE

Athletes & connect communities through a mutual love for running, promoting healthy living.

THE APPROACH

Here is a snapshot of my key responsibilities and how I organize my workflow and team.



COMMUNICATIONS & PROMOTION

- ATL + BTL marketing campaigns
- External digital communication plan
- Internal digital communication plan
- Press/ Media release & invites
- Website design

CREATIVE & DESIGN

- Create event identity
- Venue and race village design
- Graphics - Start/finish arch, billboards, backdrops, signages, directory, banners, barricades, runner guide
- Route design
- Merchandise - medals, t-shirts, race entry pack

SPONSORSHIP

- Create sponsorship proposal
- Pitch and acquire sponsors

PROJECT MANAGEMENT

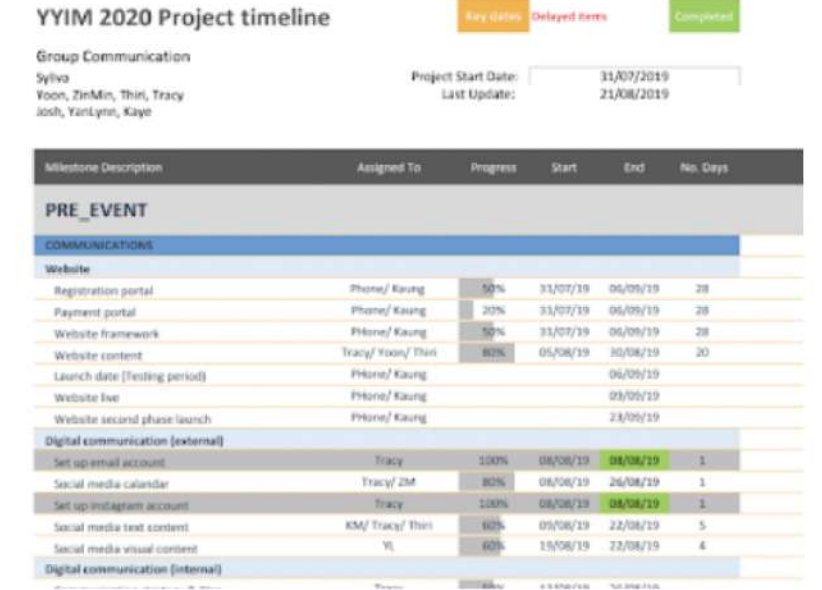
- Set up a core committee & allocate core responsibilities
- Budget projection

SITE MANAGEMENT

- Vendor negotiations
- Site setup

STAKEHOLDER ENGAGEMENT

- Understand stakeholders, including Runners, sponsors, supporters & volunteers. Charity recipients and government parties.
- Plan event experiences and participant journeys



Gant chart to track overview project progress.

Item Name / Details	Est. Value	Actual	Benefit	Category	Internal/External	Status
Water (Lap 1)	7		Water sponsor	External	Active	
Water (Lap 2)	7		Water sponsor	External	Active	
Water (Lap 3)	7		Water sponsor	External	Active	
Water (Lap 4)	7		Water sponsor	External	Active	
Water (Lap 5)	7		Water sponsor	External	Active	
Water (Lap 6)	7		Water sponsor	External	Active	
Water (Lap 7)	7		Water sponsor	External	Active	
Water (Lap 8)	7		Water sponsor	External	Active	
Water (Lap 9)	7		Water sponsor	External	Active	
Water (Lap 10)	7		Water sponsor	External	Active	
Water (Lap 11)	7		Water sponsor	External	Active	
Water (Lap 12)	7		Water sponsor	External	Active	
Water (Lap 13)	7		Water sponsor	External	Active	
Water (Lap 14)	7		Water sponsor	External	Active	
Water (Lap 15)	7		Water sponsor	External	Active	
Water (Lap 16)	7		Water sponsor	External	Active	
Water (Lap 17)	7		Water sponsor	External	Active	
Water (Lap 18)	7		Water sponsor	External	Active	
Water (Lap 19)	7		Water sponsor	External	Active	
Water (Lap 20)	7		Water sponsor	External	Active	
Water (Lap 21)	7		Water sponsor	External	Active	
Water (Lap 22)	7		Water sponsor	External	Active	
Water (Lap 23)	7		Water sponsor	External	Active	
Water (Lap 24)	7		Water sponsor	External	Active	
Water (Lap 25)	7		Water sponsor	External	Active	
Water (Lap 26)	7		Water sponsor	External	Active	
Water (Lap 27)	7		Water sponsor	External	Active	
Water (Lap 28)	7		Water sponsor	External	Active	
Water (Lap 29)	7		Water sponsor	External	Active	
Water (Lap 30)	7		Water sponsor	External	Active	
Water (Lap 31)	7		Water sponsor	External	Active	
Water (Lap 32)	7		Water sponsor	External	Active	
Water (Lap 33)	7		Water sponsor	External	Active	
Water (Lap 34)	7		Water sponsor	External	Active	
Water (Lap 35)	7		Water sponsor	External	Active	
Water (Lap 36)	7		Water sponsor	External	Active	
Water (Lap 37)	7		Water sponsor	External	Active	
Water (Lap 38)	7		Water sponsor	External	Active	
Water (Lap 39)	7		Water sponsor	External	Active	
Water (Lap 40)	7		Water sponsor	External	Active	
Water (Lap 41)	7		Water sponsor	External	Active	
Water (Lap 42)	7		Water sponsor	External	Active	
Water (Lap 43)	7		Water sponsor	External	Active	
Water (Lap 44)	7		Water sponsor	External	Active	
Water (Lap 45)	7		Water sponsor	External	Active	
Water (Lap 46)	7		Water sponsor	External	Active	
Water (Lap 47)	7		Water sponsor	External	Active	
Water (Lap 48)	7		Water sponsor	External	Active	
Water (Lap 49)	7		Water sponsor	External	Active	
Water (Lap 50)	7		Water sponsor	External	Active	

Above is a status & benefits log for specific tasks such as sponsorships.

THE RUNNER EXPERIENCE

TARGET SEGMENT

Local and international professional athletes, amateur runners and families with kids.

MOTIVATIONS

- Achieving a new milestone as a professional runner
- Explore a new city by running
- Run to stay healthy

GOALS

- Win 1st prize in their category
- Start the new year with a healthy activity with the family

PAINPOINTS

- Unfamiliar with Yangon and unsure how to sort out accommodation as a foreigner
- Not able to bring the whole family as there is nothing tailored to the young child and elderly.
- It is hard to park the car and get to flag off on time in the early morning.

THE SPONSOR EXPERIENCE

TARGET SEGMENT

Local corporates and brands are keen to support our charity event as cash or in-kind sponsor.

MOTIVATIONS

- Reach desirable brand exposure
- Build company goodwill and use this event as the main CSR activity of the year
- Treat this as the annual employee team-building event.

GOALS

- Increase brand exposure to targeted audiences
- Associating a brand with healthy living and lifestyle ideas

PAINPOINTS

- Sponsorship perks have not been differentiated in the past.
- There were no reports post-event to explain the reach and accomplishments of the event.

THE SUPORTER EXPERIENCE

TARGET SEGMENT

The non-running participants. Family members and friends, and entertainers.

MOTIVATIONS

- To cheer and support a runner.
- Take part in one of the most significant annual events in Yangon.

GOALS

- Give support to the runners.
- Capture a few camera shots for the runner that they are supporting.
- Have a fun family day out despite not being a runner.

PAINPOINTS

- No space around the route to wait for the runner
- Not knowing the runner's location causes missing the opportunity to see the runner passing by
- There are no activities catered for the nonrunners.

THE VOLUNTEER EXPERIENCE

TARGET SEGMENT

Volunteers recruited within Yoma Group entities, government departments, and the general public are keen to support the charitable cause.

MOTIVATIONS

- Support a charitable cause.
- Take part in one of the most significant annual events in Yangon.

GOALS

- Give support to the runners and organizers.
- Take responsibility for running different parts of the marathon as a group leader.

PAINPOINTS

- Not enough incentive to work in very early hours on event day, e.g., transportation to get to the reporting station.



THE EXPERIENCE

This year, beyond providing an extraordinary running experience for all our runners across different run categories, we try to understand and provide a better participant experience for all event stakeholders.

THE RUNNER EXPERIENCE



DISCOVER



REGISTER



COLLECTION



RUN



FINNISHER

THE SPONSOR EXPERIENCE



LEARN



ANTICIPATE



EXPERIENCE

THE SUPPORTER EXPERIENCE



PARTICIPATE

THE VOLUNTEER EXPERIENCE



PREPARE



SUPPORT



CELEBRATE

THE RUNNER EXPERIENCE



DISCOVER



REGISTER



COLLECTION



RUN



FINNISHER



YOMA YANGON INTERNATIONAL MARATHON 2020

REGISTRATION FEES

CATEGORY	MYANMAR (NRC)	FOREIGNER	AGE
FULL MARATHON	15,000 MMK	\$75 USD	16+
HALF MARATHON		\$65 USD	16+
10.5KM CHALLENGE		\$55 USD	12+
3KM FUN RUN/WALK		\$45 USD	NO LIMIT

120 DAYS **FACEBOOK CAMPAIGN & STREET ADVERTISING ON 100+ BUS SHELTERS**

THE RUNNER EXPERIENCE



DISCOVER



REGISTER



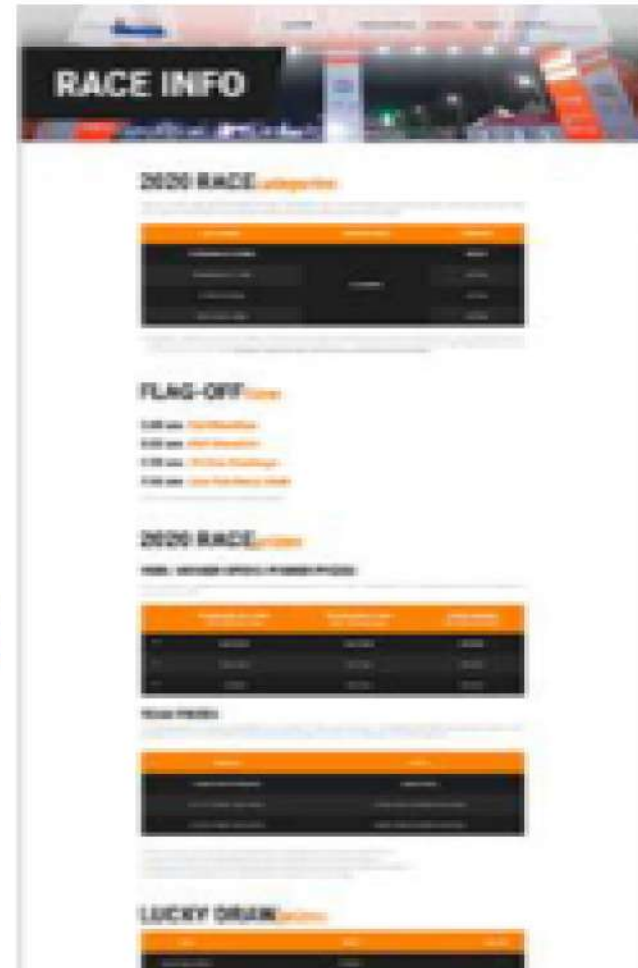
COLLECTION



RUN



FINNISHER



A NEW REGISTRATION SITE & OPTION TO REGISTER ONSITE

THE RUNNER EXPERIENCE



DISCOVER



REGISTER



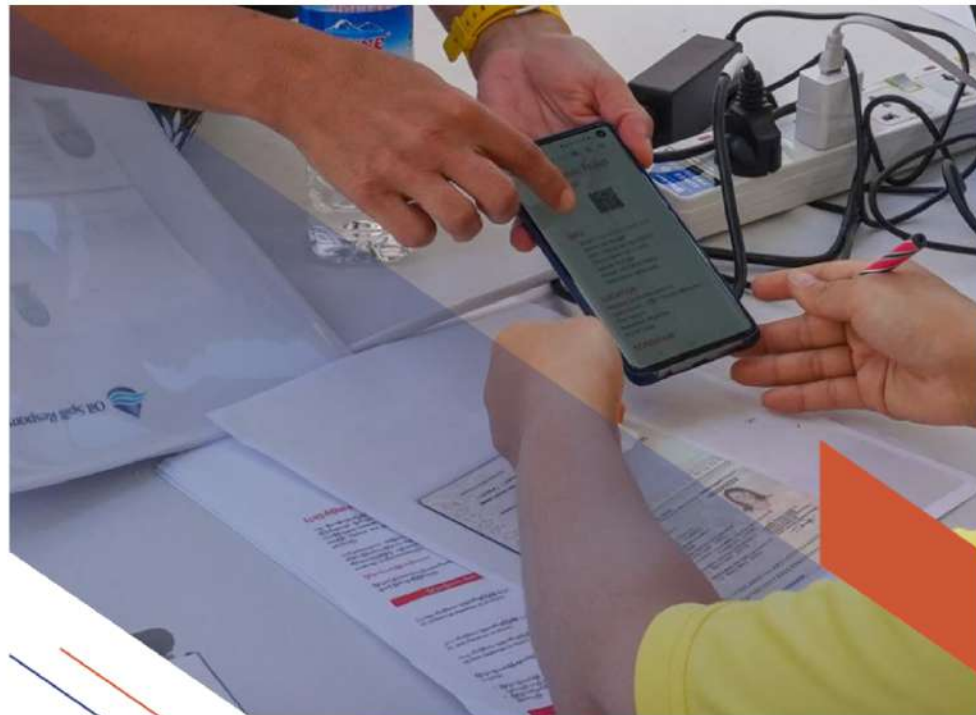
COLLECTION



RUN



FINNISHER



Hand Sorted race bib



Different lanes for Different Catagories



More than 333 volunteers

3 DAYS BEFORE THE RACE & RACE KIT COLLECTION



A race T-shirt



A race bib



A race bag



A race guide



Other special gifts from our sponsors.

THE RUNNER EXPERIENCE



DISCOVER



REGISTER



COLLECTION



RUN



FINNISHER

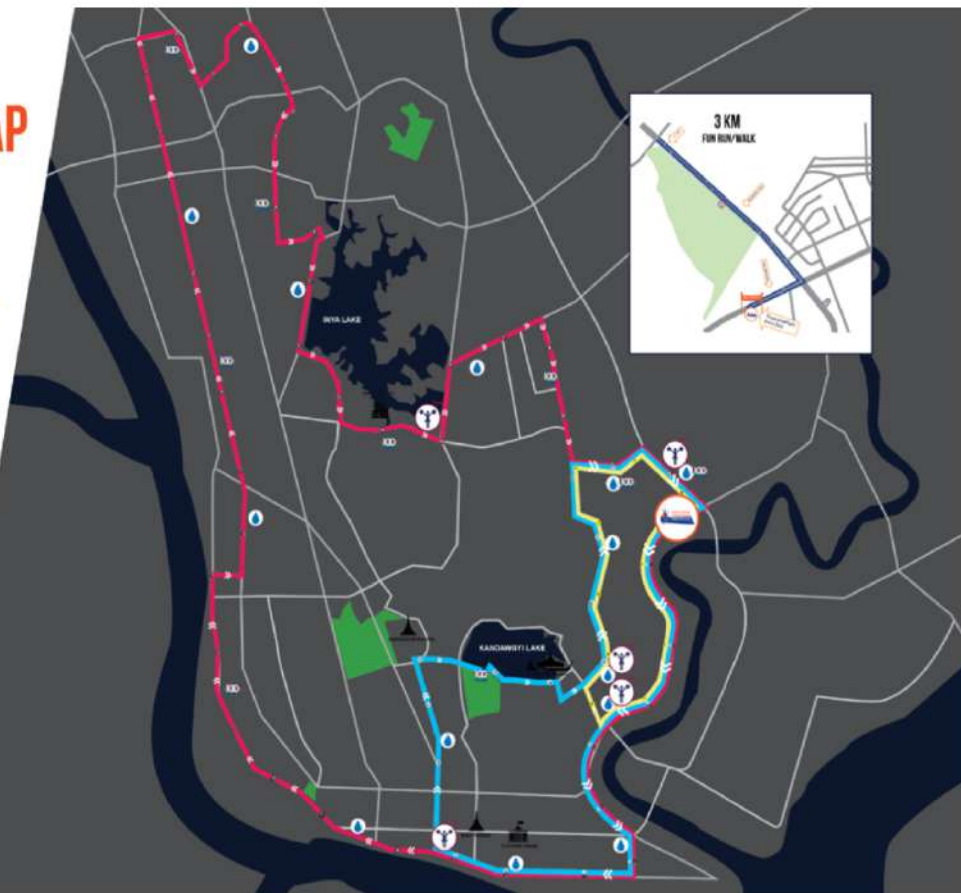


ROUTE MAP



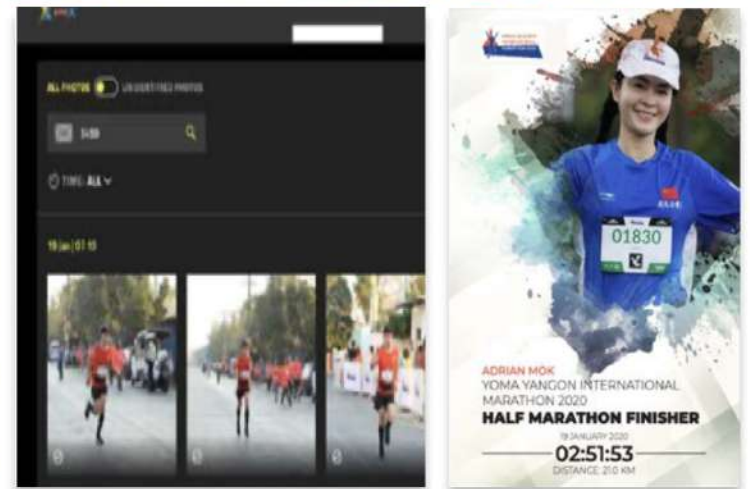
- 42 KM
- 21 KM
- 10 KM
- 3 KM

- ← Race Direction
- 📍 Hydration Station
- 👤 Cheer Team
- Distant Marker



4 RUN CATEGORIES,
ROUTES & THE RUNNING APP

THE RUNNER EXPERIENCE

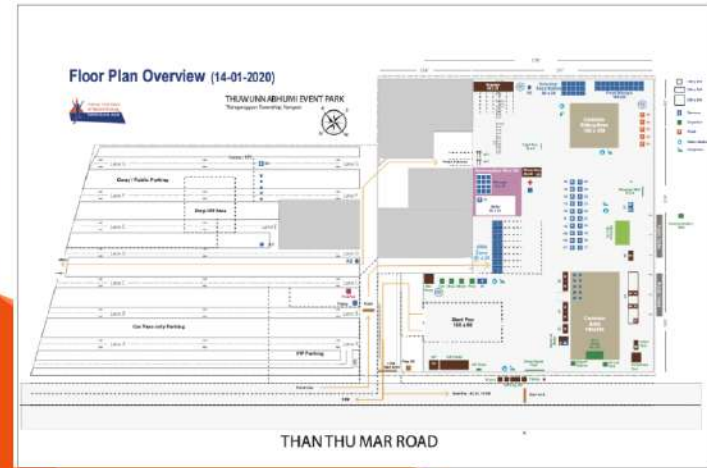


AWA ZONE
& ENTERTAINMENTS

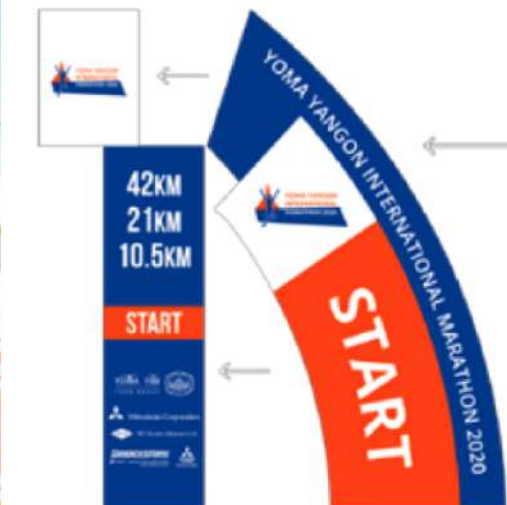


CREATIVE DIRECTION

STAGE & RACE VILLAGE DESIGN



- BAGGAGE ZONE**
- FOOD ZONE**
- SPONSORS & ACTIVITY ZONE**
- KIDS ZONE**
- MESSAGE WALL**
- STAGE**
- PHOTO BOOTH**
- START PEN (ALL CATEGORIES)**
- AWA ZONE**
- RECOVERY ZONE**
- WINNER AREA**
- YYIM SHOP**
- INFORMATION**
- TOILETS**



BRAND IDENTITY & GRAPHIC WORK

Together with two full-time graphic designers, we produced more than 500 pieces of graphic work for this event from scratch within three months.

DESIGN ARTWORKS

No	Designs Artworks	(Qty)
1	YYIM 2020 Logo Designs	4
2	A Boards	8
3	Access Cards (Double side)	6
4	Backdrop	3
5	Carb-Loading Dinner Email att poster	1
6	Carb-Loading Dinner Social Media	5
7	Car Pass	3
8	Certificate (Finisher)	1
9	Certificate (Volunteer)	
10	Certificate (Management)	9
11	Certificate (Artist)	15
12	Cheering Station Flag	1
13	Cheering Station Stage Backdrop	3
14	Cheering Station T-Shirt Design	30
15	Cheering Station Touch for power	15
16	Distant Marker	60
17	E Bike Access Cards	4
18	E Mail Attach signature	2
19	Epic X A4 MM version	1
20	Flags Designs	4
21	Flexible Pass (for App and FB post)	6
22	Floor Plan	5
23	Flyers for Entities	17
24	FMI Decaux (Street Furniture Poster Designs)	8
25	Volunteer Food Cupon	1
26	Invitation Cards	2
27	Iron Barricate Banner	3
28	Lanyards (YYIM)	4
29	Thuwunnabhui Main Entrance	1
30	Medal Design	4
31	Mock Cheque	18
32	News Paper	2
33	Photobooth	1
34	Photoframe	2
35	Poster for PowerHouse training	2
36	Race Bag	1
37	Race Bib	4
38	Race Guide	1
39	Registration (X Stand, I Stand)	2
40	Registration Signage	1
41	Registration Header Banner	1
42	Route Maps	5
43	Site Sinage (15x8 ft)	3
44	Site Sinage (AWA Tent)	4
45	Site Sinage (for REPC Days)	20
46	Site Sinage for Event Days	38

47	Tent Banner (Organizer)	27
48	Tent Banner (Sponsor & Food Vendors)	24
49	Route Signage	29
50	Start Arch & Finish Arch (3 KM)	2
51	Start Arch & Finish Arch (42,21,10.5 KM)	2
52	Street Banners (outside)	3
53	Street Banners (PunHlaing)	5
54	Sweeper Bus (Banner)	1
55	Tee Design	5
56	Trophy (Winner)	21
57	Trophy (Sponsor)	26
58	Trophy (Artist)	13
59	Volunteer Registration form and Terms & Conditions	1
60	Warning for the Runner	1
61	Water Marks design	3
62	Social Media (June & July 2019)	4
63	Social Medal (Aug & Sept 2019)	14
64	Social Medal (Oct & Nov 2019)	10
65	Social Media (December 2019)	19
66	Social Media (January 2019 - Before Event)	22
Total Design		563



(1)



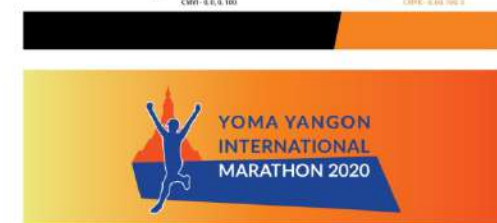
(2)



(3)



(4)



HIGHLIGHTS & ACHIEVEMENTS



RECORD RUNNERS

10,581

Last year: 9,000



FUND RAISED

MORE THEN
60%

Increase on fund raised



INTERNATIONAL RUNNERS

960 OVER
50 COUNTRIES

Last year: 750, 21 countries



YOMA ENTITIES PARTICIPATIONS

17
ENTITIES

Last year : 5 Entities



DONATIONS TO CHARITIES

NEARLY USD
50,000

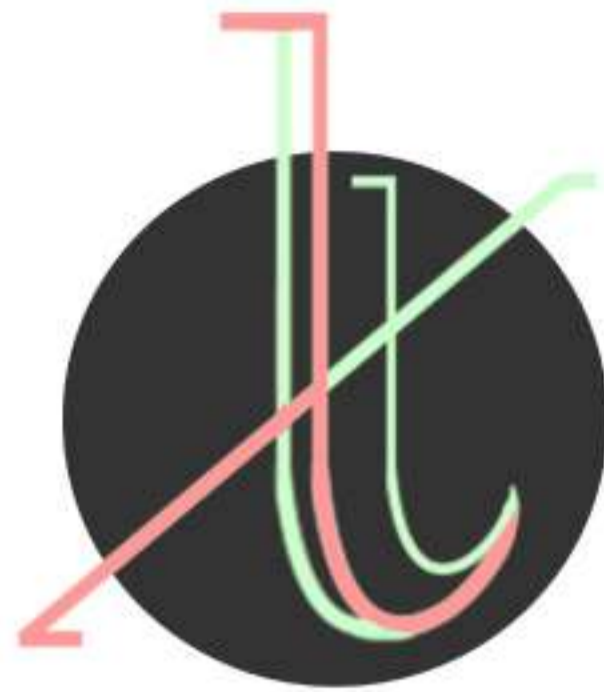
Last year: USD 26,000



HELPED CHILDREN IN NEED


OVER 1,000

AS OF TODAY



THANK YOU FOR YOUR TIME.
LET'S CONNECT !

 Currently based in Bangkok & Yangon

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