



Schedule for the 2011 Miss PNG Quest Event: Quest Committee, Sponsors and their Contestants

Dates	Miss PNG Quest Committee	Activities by Sponsor and its Contestant
10 th August	Media Launch	Nil
26 th August	Closing date for registration of Sponsors and their Contestants	Formalities for Sponsors, Contestants and PNG Red Cross: <ul style="list-style-type: none"> Signed MOU between Sponsor, Contestant and delivered to PNG Red Cross K50,000 Entrance Fee paid to Deloitte Trust Account Plan of Action and KPIs for Marketing, Branding, and Humanitarian Project from the Sponsor and Contestant, led by the Sponsor's Marketing Department
11 th - 19 th Sept	Contestant Personal Development: <ul style="list-style-type: none"> Leadership Training Managing oneself Media Training Grooming and Etiquette Research and Seminar Presentation Training Finance and Budgeting Training Youths as Agents of Behavioural Change Training by the PNG Red Cross Youths and the National Youth Rep	<ul style="list-style-type: none"> Marketing and Branding of the Sponsors and Contestants as per their PoA and KPIs. Contestants will be working closely with the Marketing Departments for the Sponsors.
20 th Sept	Official Launch to Start the Quest Competition	
22 nd - 13 th Oct	Red Cross Connection 3 weeks with a Red Cross Branch to work on the identified Humanitarian Project	3 weeks with a Red Cross Branch to work on the identified Humanitarian Project
14 th Oct	Signing of Completed Task Book with the Red Cross Branch Chairman or Coordinator and submitted to the PNG Red Cross HQ for assessment	Signing of Completed Task Book with the Red Cross Branch Chairman or Coordinator and submitted to the PNG Red Cross HQ for assessment
17 th - 21 st Oct		<ul style="list-style-type: none"> Final week of Contestant and Sponsor activity as per the Publicity and Marketing plan of action
24 th - 28 th Oct	Crowning Week Activities <ul style="list-style-type: none"> Red Carpet Event for Sponsor and Contestant to be photographed by the Media Seminar Presentation for the general public. We invite the youths to attend, participate and give their views on how they want to see the Reigning Miss PNG and Miss Humanitarian address youth concerns Sponsor & Contestant Interviews Miss Traditional Float will be coordinated by the Office of Tourism, Arts and Culture (OTAC) 	
29 th October	Crowning Night is the night that culminates all the events to the Grand Finale. <ul style="list-style-type: none"> Miss PNG and Miss Humanitarian crowning 1st and 2nd Runner up, Miss Patrons Choice, Miss Peoples' Choice, Miss Friendship and Miss Photogenic titles Other prizes 	

↓

Sponsor and Contestant Marketing of Brands and the Company and the Humanitarian Project it is addressing starts from the time of the Media Launch and ends on the day before the Crowning Week

↑



MISS PNG QUEST

The PNG Red Cross Mission is:

“To Care for the vulnerable through our Humanitarian Actions”

2011 Miss PNG Event

To ensure people and agencies effort are harnessed, appropriate avenues must be created for people to participate meaningfully. Miss PNG event is one such avenue that provides this opportunity for:

- Corporate and Business Houses to realize their Corporate Social Responsibility and give back to the community
- Young Women to realize their potential and empowering and creating avenue for young women to show their confidence, develop skills and be vocal (Millennium Development Goal 4 (MDG4))
- Public to have an avenue to participate and develop a humanitarian culture towards non-violence and peace and through this national event to bring Papua New Guinean's together as one nation.

The 2011 Miss PNG Event gives the Sponsors and Contestants the avenue to care for the vulnerable through your support. The important message that the Red Cross aims to communicate through this Event is that **EVERYBODY HAS A RESPONSIBILITY TO BUILD RESILIENCE IN PNG** through our actions. This includes the Red Cross, Sponsors, Contestants, Corporate and Business Houses, Government and the General Public.

The PNG Red Cross would like to make it known to the public that this event gives equal opportunity to all sponsors and their contestants to be part of the event through marketing of their company name or brand(s) name and also how their support addresses their Humanitarian Project.

SPONSORS AND THEIR CONTESTANTS have equal opportunity to market their company and brand(s) name and their Humanitarian Project as per their Plan of Action.

Sponsors that come on board will have the opportunity to either market their company or a particular brand(s) name, example: Miss Company name or Brand name.

MISS PNG QUEST COMMITTEE will ensure Sponsors and Contestants:

1. Plan of Actions and KPIs are in line with the Red Cross Fundamental Principles and values
2. Target a particular Humanitarian issue and identify relevant approaches to address the it
3. The Corporate Sponsors do their part in giving back to the community
4. An Ambassador to represent Papua New Guinea internationally and locally
5. A Humanitarian Ambassador representing Red Cross and the Humanitarian landscape in Papua New Guinea

***WE LOOK FORWARD TO SHARING, WORKING AND SUPPORTING EACH OTHERS CONTRIBUTION
TO THE HUMANITARIAN WORK IN PAPUA NEW GUINEA***

For more information, contact the PNG Red Cross Society:

Phone: 325 7016/ 3258577 or Mobile: 734 93743

Email: Resourcemob@redcross.org.pg