

FIDE CHESS OSCAR AWARDS

(Ignatius Leong 5th June 2012)

- 1 The FIDE Chess Oscar Awards can a grand gala event – like Emmy Awards or movie Oscar Awards.
2. It should not be organised as a small affair. It should include as many people in the world chess fraternity and thereby generate worldwide publicity.
3. The Awards can be done over a period of time instead of judging by a mere panel of judges. The use of internet online voting can also help generate worldwide publicity. We should take advantage of the internet to generate most of all – REVENUE – in terms of advertising – WORLDWIDE.
4. The entire project should be professionally managed by an entertainment events managing firm with relevant experience both in this field as well as internet online voting procedures which are very common today.
5. Roughly, this is the plan but which can be further studied and improved:-
 - 5.1 Nominations are submitted by Deadline 1
 - 5.2 These are short-listed and Online Voting starts worldwide. Every national federation may participate by advertising on their national website. After Deadline 2, statistics are made as to how many voters were received from each federation. Special prizes (or Cash) can be rewarded to the federations. Lucky voters could be selected to attend the Gala Dinner – free ticket and hotel provided. These lucky voters could be the top “XYZ” who achieved the nearest all correct entries – one from each different country.
 - 5.3 The top 3 or 5 from each category is finalised and enters the finals and shall be guests of the Gala Dinner. A panel of judges is invited to attend the Gala Dinner – better to be during an Olympiad. There could be 9 judges. Anyone with accreditation at the Olympiad may cast their “live vote”. These 9 judges shall be chess celebrities (players/officials) – they shall cast their votes. An audit committee shall count the “live votes” and the “panel votes” (with different weightage) one day before the Gala Dinner. Deadline 3.
 - 5.4 Celebrities – who may be players, officials or non-chess personalities – shall be invited to present the Awards. Other finalists shall be given tokens.
 - 5.5 The appointed professional firm shall be responsible for marketing and advertising the event, online management, organise the Gala Dinner and sponsorship of the overall project.
 - 5.6 The project – commencing from opening of nominations to the Gala Dinner could be over a period of 6 months. Any advertiser/sponsor will have its product being visible on internet and other media for the duration of 6 months.
6. For the above reasons, I have asked the Events Commission to with-hold this project. It is better to do a good job to attract global attention than do something which is only for the classroom. I also believe that if this is done well, revenue is potential – maybe not in the first edition – but certainly in subsequent editions. The important thing is – choose the right PEOPLE.