



WITSA REGIONAL EVENTS

VALUE PROPOSITIONS

March 18, 2021

V. 5

WITS Proposed Fee: (100,000.00 USD)

COUNTRY/REGIONAL HOSTS/DELEGATES/SPONSORS/GOVERNMENT/MEDIA

INTRODUCTION

A number of WITSA members have requested that WITSA, along with Regional members host regional events. The idea began that WITSA will be able to draw ICT focus to its regions.

The following WITSA member countries expressed an interest in hosting a regional event in the 2021 WITSA Member Survey:

1. REPUBLIC OF NORTH MACEDONIA (Biljana Prlichkova)
2. NEPAL (Nawaraj Kunwar)
3. BRAZIL (Robert Janssen)
4. EGYPT (Dr. Mohamed Shedeed)
5. GREECE (Yannis Sirros)
6. COSTA RICA (Alexander Mora)

Value Proposition Requirements: WITSA Regional Event (WRE) hosts need to understand the value in hosting a WITSA Regional Event. In addition, they in turn will be required to present value propositions in a variety of forms to all of the major stakeholder groups some time during their preparation for their event.

The following list of value propositions will be increased as WRE hosts determine additional value they can use to attract each stakeholder group.

EVENT HOSTING (WITSA Member/s)

Value Propositions:

There are a number of reasons why a WITSA members might chose to host a WITSA Regional event.

- The event will draw local, regional and global attention to their region and countries.
- The country will be in a position to promote its ICT industry, as well as its regions capabilities.
- WITSA will provide the host with sample programs accompanied by suggested content.
- WITSA will provide a list of 10 potential speakers to be considered for the program. In addition, WITSA will work with the host to secure at least five of the speakers on the program.
- Their country is likely receive support from around the region. This support will include delegate registrations, marketing support, speaker recommendations and sponsorships from industry and governments.
- Event host are likely to realize a profit from hosting a successful event.
- Historically, whenever WITSA events have taken place the respective countries increased direct foreign investments.
- In the case where delegates attend the event in person, the local location will realize additional spending on lodging, food and tourism.
- It is anticipated that WITSA will provide each host with extensive marketing support, a Registration Platform to include Business to Business(B2B) matching capabilities, a comprehensive Event Operations manual, speaker recommendations/contacts, and expert advice.

DELEGATES: What value of the WRE would compel a person to attend? Unless there are compelling reasons to attend they more than likely not chose to attend.

Value Propositions: *WHY ATTEND?*

- Access to a unique network of senior business executives, government officials; internationally recognized institutions such as the World Bank, The World Economic Forum and the United Nations;
- Business development opportunities from across the globe;
- Business development opportunities in host country:

RECOMMENDATION: As most, if not all of those attending from the private sector (ICT Industry) are in search of potential business opportunities it is recommended that

the WRE hosts work with governments/s to *identify potential business opportunities within governments that SME's could actually bid for and potentially win.*

- Every government identifies, within their budgets, spending levels for the upcoming year/s. If the potential is significant enough, and SME's feel that they could potentially win business, they may very well be compelled to attend. If the host works with governments to *provide workshops on how to qualify to bid on government procurements, it will further enhance interest in the SME's.*
 - Experience firsthand the opportunities, culture and hospitality of (name of host location)
 - B2B sessions with potential partners from around the globe;
 - World-class program with content beneficial to societies, businesses and individuals;
 - Access to government officials in an academic (WRE) environment.
 - Session/s with CIO's representing multinational users of ICT;
 - Networking social events;
 - Attendance at WITSA's Global ICT Excellence Awards gala.
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SPONSOR Opportunities

Value Propositions: *WHY SPONSOR?*

There are a number of reasons why companies, individuals, governments may choose to sponsor a WRE. Some may sponsor because their peers agreed to, (Peer Pressure).

HOWEVER, all MUST see a reasonable ***Return on Investment (ROI)***.

- Speaking Opportunities
- Admission Tickets
- Signage
- Program Participation
- Speaker Introduction opportunities
- Exhibit Opportunities
- Moderator Opportunities
- Special Features on WRE's Home page
- Logo on Program and Press Releases
- Private meetings with Speakers

Governments:

Value Propositions:

- **Local governments** benefit from local spending before, during and after the WRE i.e. hotels, restaurants, tourism, etc.
 - **National/state governments** benefit from global publicity and branding. Attending corporations may decide to invest in the host location bringing enormous benefits to the area.
 - Positive media coverage is invaluable to host locations.
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GOVERNMENT ATTENDANCE:

Value Proposition: *WHY ATTEND?*

ICT plays a critical role in governments from creating jobs, increasing productivity, increasing tax revenue from increased business and new jobs, as well as enhanced citizen services.

Government employees, as well as political appointees need to understand that the ICT industry, its products, services, benefits, potential and threats. The WRE offers this stakeholder group a unique opportunity to network with the industry and learn in a non-political (procurement) environment.

- Opportunity to interface with the ICT industry in a non-regulatory environment
 - Experience firsthand the policies, practices, culture and hospitality of (name of host location)
 - World-class program focused on ICT development, best practices and future trends
 - Access to a unique network of senior business executives, and other government officials
 - Access to ICT industry executives in an academic (WRE) environment
 - Networking social events
 - Attendance at WITSA Global ICT Excellence Awards gala.
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Media

Value Proposition: *WHY ATTEND?*

Members of the media are given choices each day, as to what they will cover. It is very important to the coverage of the WRE that regular contact be established with members of the media, so that they decide to attend and cover the WRE.

- ICT is the driver of the global Economy - learn why
- Opportunity to interview all of program participants
- Experience first-hand culture and hospitality of (name of host location)
- Opportunities to interview global leaders from industry, governments and institutions;
- Opportunity to report on the most dynamic industry in history
- World-class program focused on ICT development, best practices and future trends;
- Access to a unique network of senior business executives, and other government officials.