

Official Host :
**Federation of Hellenic Information Technology
& Communications Enterprises
(SEPE)**

WCIT 2004 ATHENS 19-21 MAY



WCIT 2004 Management

Local Organizing Committee - SEPE Board of Directors:

- | | |
|-------------------------|-----------------------|
| ➤ Athanasios Pouliadis | Chairman |
| ➤ Karolos Gikas | Vice-Chairman |
| ➤ Konstantinos Kesentes | General Secretary |
| ➤ Yannis Tsiadis | Special Secretary |
| ➤ Stefanos Karapetsis | Treasurer |
| ➤ Spyros Vyzantios | Member |
| ➤ Yannis Theodoropoulos | Member |
| ➤ Yannis Sirros | General Manager |
| ➤ Despina Mimikou | WCIT 2004 Project Mgr |

WCIT 2004 body and C&C International :

- | | |
|---------------------|----------------------------|
| ➤ Dimos Vatikiotis | WCIT 2004 CEO |
| ➤ Yannis Rizopoulos | WCIT 2004 Press Office Mgr |
| ➤ Kyriakos Griveas | C&C President |
| ➤ Anastasia Vatsika | C&C Manag. Director |
| ➤ Eleni Komini | Communications Mgr |
| ➤ Katerina Gova | Project Manager |



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ORGANIZATION CHART – WCIT 2004



STEERING COMMITTEE
7 members

CEO
D. Vatikiotis

SEPE
Board of Directors

Press Office Mgr
J. Rizopoulos

Project Officer
D. Mimikou

Financial Mgr
G. Katakouzinos

Executive Assistants
E. Lampadariou + M. Georgiou

Promotion/Publicity
K. Griveas

Project Team
Katerina Gova

Sponsorships
K. Griveas
A. Vatsika
D. Vatikiotis

Contracts
R. Douka

Invited Speakers
D. Vatikiotis

Agenda
D. Vatikiotis

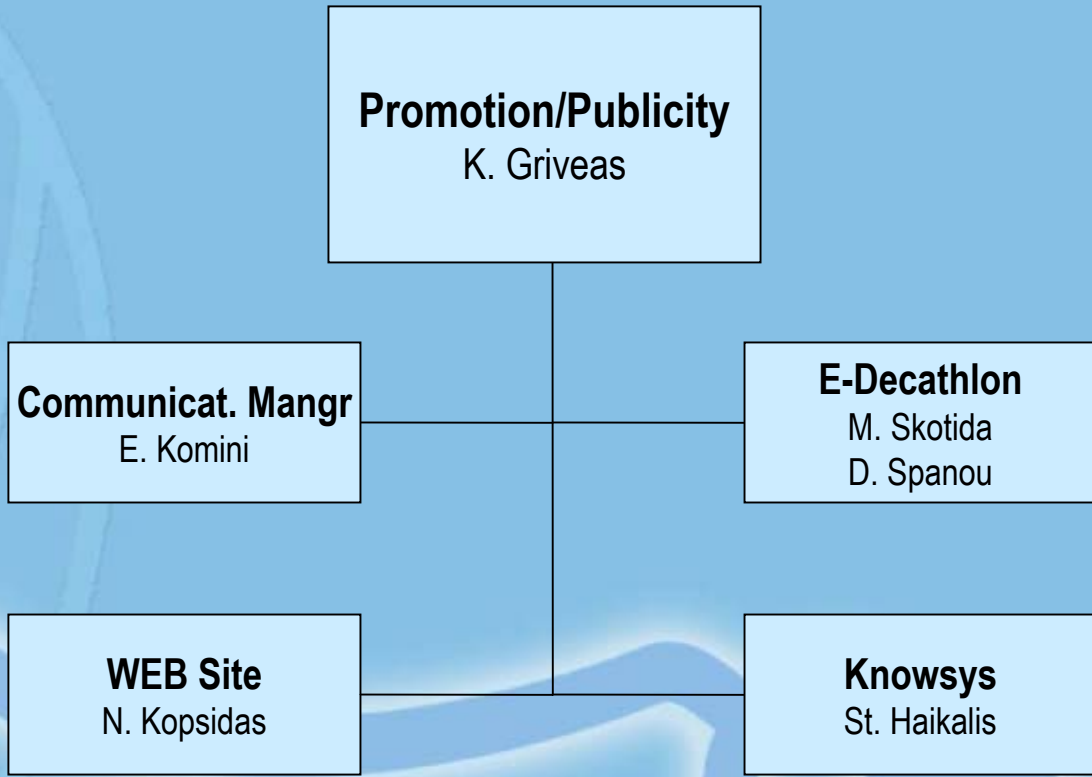
AM. CHAMBER
A. Lamnidis
D. Constantinidou

Printed Material
N. Gravaris

Modus Vivendi



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Project Team
K. Gova

- Ch. Zoumbouli
- T. Psistaki
- A. Lytra

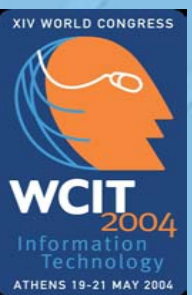
Venue

Sponsors / Exhibitions / Delegates

Registrations

Social Events

Hospitality



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WCIT 2004 incomes

Current status / Committed sponsorships

Company	Status
Greek Government – Ministry of Interior	Pinnacle Sponsor - Closed
UniSystems	First Day Coffee Breaks - Signed
Ideal Systems	First Announcement - Signed
ACE Hellas	Supporter - Signed
Byte	Supporter - Signed
Atoll Impressions	Web Site Sponsor - Signed
CNN	Communication Sponsor
TOTAL	7

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WCIT 2004

Program and Speakers

WCIT main topics include cutting-edge issues in:

- Information Technology
- Telecommunications
- e-Government

In addition, there will be specially designed sessions for:

- Research & Development
- Consulting and Market Analysts
- World Economy
- Environment

WCIT speeches and panel discussions delivered by:

- ICT company CEOs
- Government ministers from mature and emerging markets
- Consulting firms and market research companies
- Distinguished academics and researchers



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WCIT 2004

Speakers confirmed

Confirmed or Positive Feedback from :

- Henning Kagermann SAP, Co-Chairman and CEO
- Sanjay Kumar Computer Associates, President and CEO
- Michael Fromont NEC Internl, President and CEO
- Larry Ellison Oracle, Chairman and CEO
- Thomas Ganswindt Siemens ICN, Group President
- Dr. Adrian Hammerstein Fujitsu-Siemens, President and CEO
- Straton Sclavos VeriSign, Chief Executive Officer



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Speakers invited

- Bill Gates Microsoft
- Larry Ellison Oracle
- Carly Fiorina HP
- Samuel Palmisano IBM
- Scott McNealy SUN
- John Chambers Cisco
- Craig Barrett Intel
- Michael Dell Dell
- Hasso Plattner SAP
- Henning Kagermann SAP
- Joseph Tucci EMC
- Sanjay Kumar CA
- Keiji Tachikawa NTT DoCoMo
- Anne Mulcahy Xerox
- Tronchetti Provera Telecom Italia
- Jong Yong Yun Samsung Electronics
- Michael Fleisher Gartner



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Speakers invited

- Naoyuki Akikusa
- James Goodnight
- Robert Bishop
- Jorma Ollila
- Frank Dunn
- Patricia Russo
- Cesar Alierta Izuel
- Kirk Campbell
- Michael Capellas
- Joe Forehand
- Dr. Oman Bin Sulaiman
- Michael Fromont
- Dr. Adrian Hammerstein
- Gerard Kleisterlee
- Fujitsu
- SAS
- Silicon Graphics
- Nokia
- Nortel
- Lucent
- Telefonica
- IDC
- Worldcom
- Accenture
- Dubai Internet City
- NEC Comp. International
- Fujitsu-Siemens
- Philips Electronics

And the European Union officials :

- Romano Prodi
- Erkki Liikanen



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WCIT 2004



Delegate Marketing

Congress brochures to attract delegates :

- First Announcement circulated on October 2002, nineteen months prior to Congress.
It is distributed:
 - ✓ via direct mail
 - ✓ as an insert to IHT, during the November 2002, Paris Network & Interop exhibition
 - ✓ during events where WCIT 2004 body and SEPE participated
- Registration Brochure / Preliminary Program
The WCIT 2004 Registration Brochure is due to circulate on October 2003

Promotional Videos

- The first promotional video was presented in Adelaide during WCIT 2002. It has been presented since then during Congress promotional events
- The second promotional video is due for completion by October 2003



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WCIT 2004 Marketing Plan



WCIT 2004 Marketing Plan is based on the coordinated utilization of multiple activities, long lasting and providing ww coverage :

- Promotion through International Mass Media
- Cooperation with the most well known brands of three main channels : Newspapers, TV, Magazines
- WCIT 2004 representation in similar global events
- Cooperation with all national ICT federations
- Best possible Internet utilization
- Cooperation with Commercial Attaches of foreign Embassies in Athens
- Direct marketing – printed and electronic form
- Cooperation with Government officials
- Cooperation with Marketing representatives abroad
- Cooperation with WITSA
- Cooperation with WCIT 2006
- Cooperation with Greek Media ICT journalists



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WCIT 2004 Web site

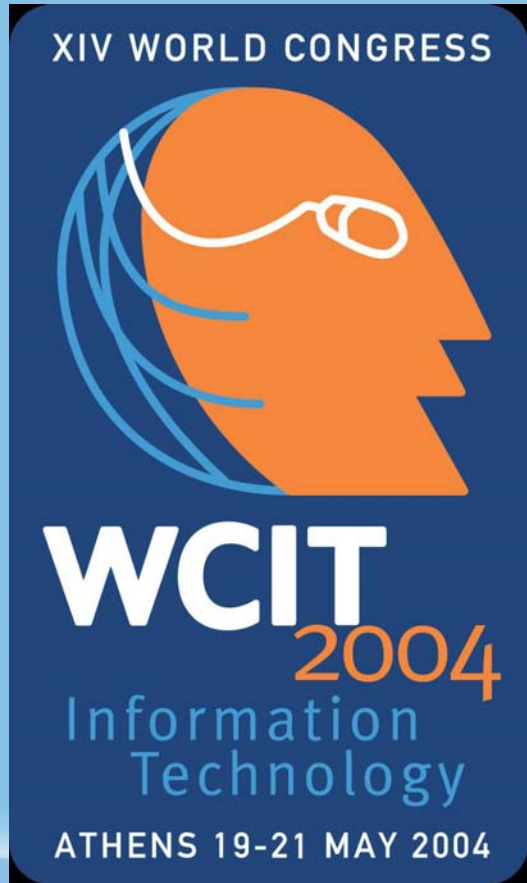


The WCIT 2004 web site development was designed in two faces:

- Phase I, completed by July 2002
Comprehensive site, content oriented
translated in 8 languages, apart English
- Phase II:
 - ✓ Deliver a powerful and interesting informational content, constantly updated
 - ✓ streaming capability, to enable live webcasting with top level executives
 - ✓ capacity to feature on an on-going basis news from WITSA
 - ✓ dedicated informational section featuring European Community ICT news
 - ✓ feature news from the Congress sponsors
 - ✓ capabilities for interactive services and personalization



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www.worldcongress2004.org

Thank you

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