



WCIT 2006

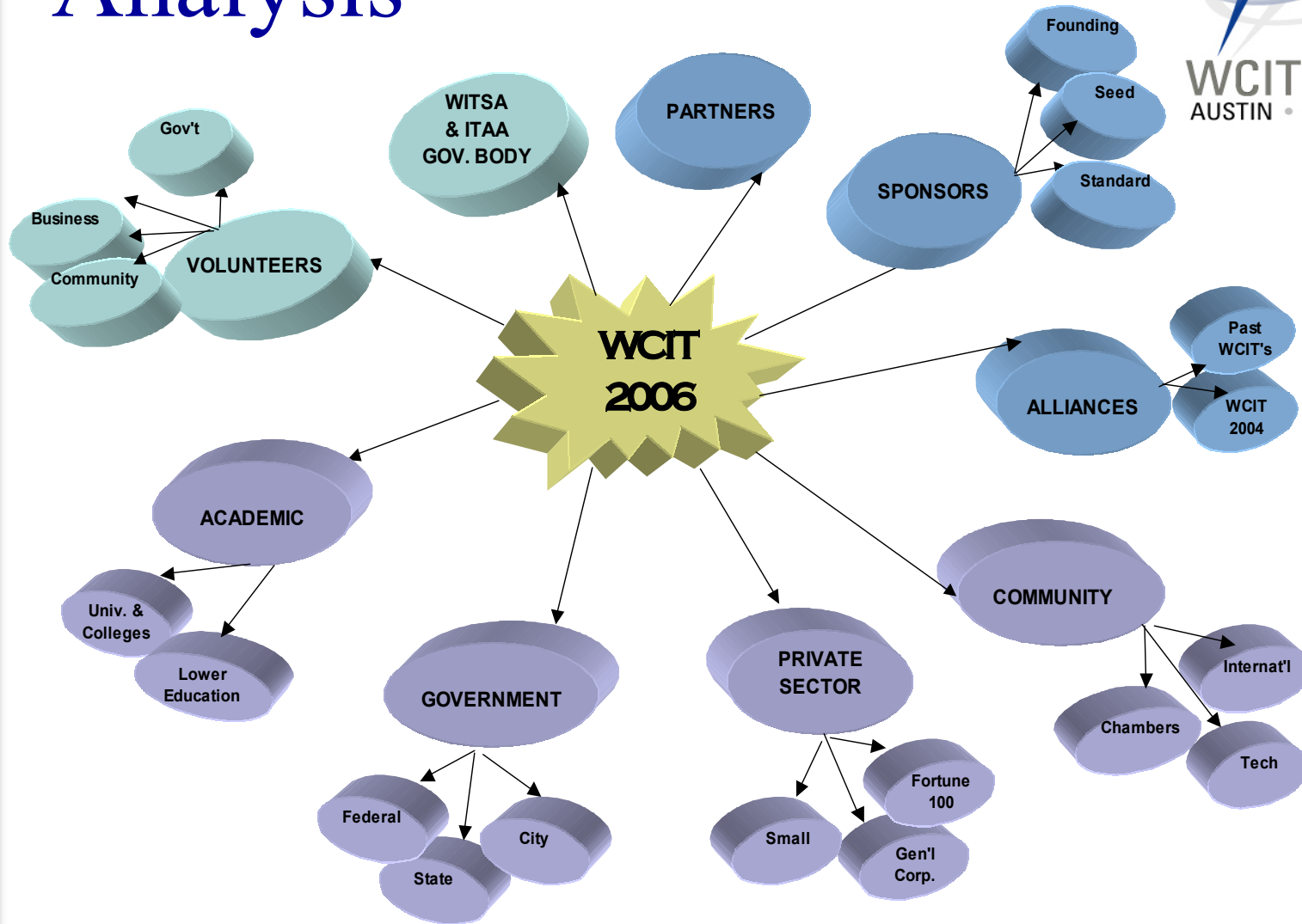
WITSA Meeting
Paris, France
October 25, 2002

Overview



- **Going Big** - We realize each congress works to raise the bar. As we fully intend to make the event BIG, the WCIT 2006 team has taken steps to get ahead of the track.
- **Regional Awareness** - Most congresses have not gone into planning or giving regional presentations until 2 years before the event. We are actively presenting on an almost monthly basis and are involved in discussions from many high profile regional players like Michael Dell.
- **Monetary Forecasts** - WCIT 2006 is committed to raise \$6M to \$10M to host this event.
- **Attendance** - The attendance is projected to be up to 2500, meeting standards with an audience of the highest caliber.
- **Latin America** - has had low attendance at previous events. This event will work to open these doors and create partnerships.
- **Texas applauds Greece in 2004** - We are actively working to reach a level to support and help attract additional sponsors for 2004.

Regional Stakeholder Analysis



Attendance



How will optimal attendance happen?

- **Geographically, we make life easy for Corporate CXO's to “see what the other guys are doing” in major international technology arena's.**
 - **“Central to” or “heart of” Texas:**
 - Austin is high tech center with over 2000 companies represented.
 - Easy access to Dallas/Ft Worth Telecom Corridor
 - Biotech centers in Houston & San Antonio
 - Call centers in El Paso and Rio Grande area.
 - **Central USA**
 - Routes to Silicon Valley, Boston, Research Triangle in Raleigh, Phoenix, and Fairfax can be easily planned.
 - **Central to the Americas**
 - Texas has the largest border area to Mexico, is the largest border area in the world, and has the closest relationships to the Spanish speaking Americas. We serve as a natural gateway to Latin America.
 - Our location is not too far for a side trip to Canada and Canadian participation.
- **Steps in progress include: 2006 web page, ezine's, and outreach programs.**

Looking into the Future, Hosting 2006 is an America's Event



As an “America’s Event” we look forward to gain full participation from our neighbor Canada. The event is an truly an excellent opportunity for outreach in Latin America

- **Texas accounts for about half of US exports to Mexico**
- **NAFTA agreements will work for us**
- **Many Latin American countries and cities look to Austin and Texas for technology modeling**

Early outreach to Latin America that has already happened on behalf of WCIT 2006:

- **Important contacts at:**
 - **the Latin American Institute at University of Texas**
 - **CBIRD – a joint research facility on Texas/Mexico border**
- **Materials and information given to interested parties in Chile and Ecuador for early involvement opportunities.**
- **Presentations have been made in several cities in Mexico.**

Highest on the Radar

– Athens, Greece 2004



As a final note, WCIT 2006 is looking forward to Athens, Greece 2004 with enthusiasm.

- **Our goals for this event are:**
 - **to participate as a sponsor**
 - **to learn many lessons in economic, regional, international, and technology affairs**
 - **develop a deeper understanding of the Eastern Hemisphere's international communities**
 - **“experience the magic” making lifelong memories and friendships**