



# Request for Proposals

## To Host WITSA's Global Public Policy Conference 2009

Issued : June 2007

### BACKGROUND

The World Information Technology and Services Alliance (WITSA) is an incorporated not-for-profit entity created to serve the interests of the global information and communications technology ("ICT") industry as represented by the national associations that are WITSA members. During its twenty-nine year history, WITSA has been involved in numerous activities in support of the IT industry, including its Global Public Policy Conference (GPPC). The GPPC has become an important and valuable event. WITSA is the owner of all rights to GPPC trademarks and proprietary material used in the marketing and holding of GPPC events. These rights will be licensed to the host national association selected to host the GPPC 2009.

### SUBMISSION OF PROPOSALS

The WITSA Secretariat hereby requests submissions of proposals to host WITSA's Global Public Policy Conference 2009. Only WITSA members in good standing are eligible to submit proposals. An **electronic copy** of each proposal must be sent no later than close of business on **Friday, October 12, 2007** to [ahalvorsen@witsa.org](mailto:ahalvorsen@witsa.org) [*please be sure that the attachment size total does not exceed 6MB*]. An award is expected at the November 4, 2007 WITSA Steering Committee meeting in Cairo, Egypt.

## **CONFERENCE OVERVIEW**

The Global Public Policy Conference is a flagship event of WITSA. Between 350- 500 senior ICT executives, government officials and policy makers from more than 50 countries are expected to gather at this event, which offers unprecedented networking opportunities. WITSA serves as the oversight organization for the GPPC, which is hosted by one of its member associations. Recent GPPC host associations include:

2007	Cairo, Egypt	Egyptian Information Technology, Electronics and Software Alliance (EITESAL)
2005	Kuala Lumpur,	Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
1999	Buenos Aires	Camara des Empresas de Software y Servicios (CESSI)

GPPC 2009 will be a forum with valuable discussions of the "state of the world" in relation to public policies affecting the IT industry. It aims to promote and educate industry and governments regarding the growth potential of the digital economy and at the same time, examine key IT public policy issues and explore the key policy concerns of IT businesses. GPPC 2009 attendees will be key senior management and decision makers from governments, international bodies, multinational corporations and businesses. Attendees will be drawn from a cross section of industries and from all regions of the world. GPPC 2009 will also provide its sponsors the chance to participate in a high quality, content-rich event with excellent opportunities to target their product and services at policy makers and business leaders.

## **REQUIREMENTS**

The following host qualifications are required:

- A) Host association must be a WITSA member in good standing
- B) Host association must be financially sound and must have full time professional staff capable of managing the conference
- C) Host association should have broad representation among its membership across the various sectors of the information technology industry
- D) Application to the GPPC must be submitted in electronic form.

The sponsoring WITSA member association assumes all financial responsibility associated with the GPPC. The Host Organization shall pay WITSA \$37,500.00 (USD), payable in full no later than June 30, 2008. The final fee, payable within thirty (30) days prior to the event, will be an additional amount of U.S. \$37,500 or U.S. \$100 per registered attendee, whichever is greater.

The host association must also provide a venue for a WITSA Steering Committee and Public Policy Committee meeting in conjunction with the event. This is usually a day prior to the event.

A contract in form and substance comparable to the attached form contract must be signed between the GPPC 2009 Organization and WITSA within 60 days after WITSA's selection of the host member association. The contract specifies other requirements and responsibilities regarding the event. The WITSA Secretariat shall have the unilateral right to withdraw the Conference in the event that a contract cannot be agreed.

Complementary GPPC registration shall be provided for three (3) WITSA Secretariat staff, as well as for the WITSA Chairman, President, Public Policy Chairman, Chairman Emeritus and General Counsel.

## **PROPOSALS**

All proposals should provide the following information.

### **Executive Summary**

Given the importance of the GPPC to WITSA and the global IT community, it is vital that all proposals include a brief overview of the plans, expectations, potential challenges and current understandings of the proposing associations including:

- Location
- Venue
- Theme
- Dates
- Duration
- Staffing Plan
- Organizing large international events
- Sponsoring association (Legal status)
- Organizational partners (e.g., economic development authorities, universities, and/or other trade associations)
- Expected attendance and foreign/domestic breakdown
- Ability to support English as the event's official language
- Major events (e.g., opening ceremony, demonstrations, keynote speeches, special activities, networking events, etc.)
- Value to attendees

- Affirmation that Responder understands and accepts the payment amounts and conditions
- Affirmation that Responder has no objection to any material term or condition in the contract

### **Program Content**

An important element of a successful Global Public Policy Conference is a strong and interesting program. Therefore, to properly evaluate the prospects for the proposed event the proposal should outline the major theme of the GPPC 2009 and to detail how the theme will be addressed (e.g., panels, keynotes, demonstrations, forecasting, regional topics, sectoral topics, etc.). To the extent possible, potential speakers, particularly drawn from the region, should be listed.

### **Location**

The location of the GPPC is an important determinant of delegate attendance. The evaluators will look carefully at the proposed location so as to make an evaluation as to the likelihood of attracting executives and high-ranking government officials.

The GPPC Proposal should profile the advantages of the proposed location and venue. This could include:

- Information on the sponsoring association;
- Local IT community and industry;
- Local cultural/historical sites;
- Local universities or research parks;
- Transportation qualifications (international/domestic airports and number of international flights serving the airport each day). Also please include information on what attendees might expect with respect to transport to and from hotels and meeting facility;
- Lodging qualifications;
- Other local amenities.

### **Venue Qualifications**

The RFP should provide the following information about the GPPC venue:

- Name and address
- Seating Capacity
- Technical Capacity
- Translating Facilities
- Map

### **Organizational Partners**

The resources and enthusiasm of a number of organizational partners have bolstered previous GPPC hosts. If such support is envisioned, your proposal should include a list of these organizational partners, and the following information:

- Name of Partners
- Location
- Background information
- Contact
- Current Commitment

### **Public Relations/Marketing Plan**

The Proposal should detail both the press coverage and the promotion/marketing of the GPPC 2009:

- Staffing Plan for Marketing and PR
- Plans for event promotion (press conferences, news releases, presentation tours, promotional materials, etc)
- Marketing plan, which clearly states approximate, dates for major marketing events, proposed mailing lists, etc.
- Opportunities for press events
- Media outreach
- Media contacts
- Local press

### **Sponsors/Funding**

The Proposal should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

## **CONTACT**

All questions should be directed electronically to:

Secretary-General  
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