



## Request for Proposals

### To Host World Information Technology and Services Alliance's XVIII<sup>th</sup> World Congress on Information Technology in 2012

**February 2008**

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 awarding of the biannual **World Congress on Information Technology** ("World Congress" or "WCIT"), its signature event. Through WITSA activities and those of host associations, the World Congress has become an important and valuable event. WITSA is the owner of all rights to World Congress trademarks and proprietary material used in the marketing and holding of WCIT events. These rights will be licensed to the host national association selected to host WCIT2012 after proposals have been carefully considered by the WITSA' Chairman, Secretary-General and Steering Committee.

WITSA hereby requests submissions of proposals to host WITSA's XVIII<sup>th</sup> World Congress on Information Technology in 2012 ("WCIT 2012"). An electronic copy of each proposal must be sent to [ahalvorsen@witsa.org](mailto:ahalvorsen@witsa.org) no later than close of business on **Monday, March 31, 2008** (*please be sure that the attachment size total does not exceed 6MB due to limitations on the receiving end; larger files must be either posted for download or sent to the Secretary-General on CD or similar media*). An optional hard copy may also be sent to the WITSA Secretary-General. Proposals must be sent to the Secretary-General of WITSA at the following address:

Secretary-General  
World Information Technology and Services Alliance (WITSA)  
1401 Wilson Boulevard, Suite 1100  
Arlington, VA 22209. USA  
Fax. +1 703 525-2279 - E-mail: [ahalvorsen@witsa.org](mailto:ahalvorsen@witsa.org)

WITSA will consider all eligible proposals for final selection. Those WITSA members submitting proposals will be asked to make presentations at the spring 2008 WITSA General Assembly meeting, in Kuala Lumpur, Malaysia.

## **1. World Congress on Information Technology**

First held in 1978, the WCIT is unique in its global perspective on IT issues and its ability to draw users and vendors from around the world. Every two years, senior global business and government leaders discuss emerging markets, and address how legal, political and economic trends affect business opportunities in each market. Among the featured speakers are internationally recognized leaders from government and the private sector. The 1998 World Congress had over 1900 attendees from 93 countries, with over 100 sponsoring organizations. WCIT 2000 in Taipei and WCIT 2002 in Adelaide, Australia were equally successful, with Bill Clinton, Bill Gates and other notables featured in the programs. WCIT 2004 in Athens, Greece, was also successful, and the most recent WCIT took place in Austin, Texas, on May 3-5, 2006 and was another spectacular event, including some 2,000 delegates from over 80 countries, featuring keynotes such as Gen. Colin L. Powell, Steve Ballmer, Paul Otellini, Michael Dell, Anne Mulcahy, John Gage, Don Tapscott and Malaysian Prime Minister Datuk Seri Abdullah Ahmad Badawi. The next World Congress on IT will take place in Kuala Lumpur on May 18-22, 2008. This event will follow the WITSA tradition of excellence, and will garner industry, government and academic leaders from all around the globe. More information on the World Congress 2008 can be found at <http://www.wcit2008.org/>.

The following is a list of those associations which have already hosted or are scheduled to host a World Congress, though 2010:

1994 Yokohama, Japan	Japan Information Services Industry Association
1996 Bilbao, Spain	Asociacion Espanola de Empresas de Tecnologias de la Informacion (SEDISI)
1998 Fairfax, Virginia	Information Technology Association of America (ITAA)
2000 China, Taipei	Information Service Industry Association of China, Taipei (CISA)
2002 Adelaide, Australia	Australian Information Industry Association (AIIA)
2004 Athens, Greece	Federation of Hellenic IT and Communications Enterprises (SEPE)
2006 Austin, Texas	Information Technology Association of America (ITAA)
2008 Kuala Lumpur, Malaysia	Association of the Computer and Multimedia Industry of Malaysia (PIKOM)
2010 Amsterdam Netherlands	ICT~Office

## **2. Selection Criteria**

Consistent with Paragraph 9 of WITSA's amended bylaws, which can be found at <http://www.witsa.org/about/>, award of WCIT 2012 will be based primarily on the financial and organizational viability of the proposal. Due consideration will also be given to proposed program content, speakers, projected attendance, geographical location, and venue.

Any member of WITSA (or any regional association, the majority of whose members are WITSA's members) is eligible to be selected as the host association.

The WITSA Steering Committee will consider all proposals for final selection at its spring 2008 meeting. Those WITSA members submitting proposals will be asked to make presentations at that meeting.

## **3. Selection Prerequisites**

The sponsoring WITSA member association which is selected as Host Organization must assume all financial responsibility associated with the World Congress. The Host Organization shall pay WITSA as follows:

- a. \$100,000 (USD), payable no later than June 15, 2009.
- b. \$250,000 (USD), payable in full no later than May 15, 2010;
- c. \$250,000 (USD), payable in full no later than May 15, 2011;
- d. \$150,000 (USD) in full thirty (30) days prior to the first day of the Event Dates.

All payments required under this Agreement shall be free and clear of any VAT, income, or any other tax and, to the extent such payments are subject to any tax, shall be grossed up in such additional amounts as necessary to make WITSA whole; and shall be timely made by wire transfer in accordance with written instructions provided by the WITSA Secretary-General.

A contract (in form and substance comparable in all material respects to the WCIT 2012 model contract posted at [www.witsa.org/rfp](http://www.witsa.org/rfp)) must be signed between the WCIT 2012 Host Organization and WITSA to enforce the above financial requirements and other terms and conditions. The contract must be signed within 60 days after WITSA's award of WCIT 2012 to the Host Association. The WITSA Secretary-General shall have the unilateral right to withdraw the award of WCIT2012 in the event that the contract is not timely executed.

#### **4. Executive Summary**

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

- Location-Please include information on nearest international airports as well as lodging capabilities and availability.
- Venue (Minimum capacity 1800)
- List of prior events similar in size and scope to the World Congress
- Theme (Themes may change due to changes in the ICT industry-WITSA would however like to receive your ideas for possible themes)
- Dates-WITSA recommends that Congresses begin on a Sunday morning with a golf tournament and end on Wednesday afternoon. Congress planners are welcome to add on business matching and networking and post social and tourism related activities after the congress. An assessment of possibly conflicting conferences should be made prior to submitting the proposal.
- Sponsoring association (what organization will actually be responsible for planning, fundraising and operating the event?)
- Organizational partners (e.g., levels of governments (Typically, governments contribute between 20-25% of the total revenue needed to support this event), economic development authorities, universities, and/or other trade associations)
- Financial guarantees-Please describe funding sources that are capable and committed to support this congress. WITSA recommends that letters from these sources be included in your response.
- 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.); and
- Value to attendees
- Please feel free to add other information that will enhance your bid.

#### **5. Program Content**

An important element of a successful World Congress 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 WCIT 2012 and detail how the theme will be addressed (e.g., panels, keynotes, demonstrations, forecasting, regional topics, etc.). To the extent possible, potential speakers, particularly drawn from the region, should be listed.

## **6. Location**

The success of previous World Congress events has been measured by the number and diversity of attendees. It is believed that the location of the event is an important determinant of attendance. The evaluators will look carefully at the proposed location so as to make an evaluation as to the likelihood of attracting an outstanding attendee group.

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

- Information on the sponsoring association;
- Local ICT community and industry;
- Financial support;
- Support from local government (i.e. funding, security resources, medical personnel and facilities)
- Local cultural/historical sites;
- Access and availability of volunteers
- 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 as to ground transportation to and from hotels and meeting facility;
- Lodging qualifications;
- Other local amenities.

## **7. Venue Qualifications**

The Proposal should provide the following information about the World Congress venue:

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

## **8. Organizational Partners**

Previous World Congress hosts have been bolstered by the resources and enthusiasm of a number of organizational partners. 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

## **9. Public Relations/Marketing Plan**

The Proposal should detail both the press coverage and the promotion/marketing of the WCIT 2012

- 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

## **10. Sponsors/Funding**

A draft budget detailing the estimated cost of the Conference and sources of revenue must be submitted as part of the proposal. The Proposal should include information on committed and/or potential sponsors, both corporate and public sector, including contact information.

The Proposal must furthermore demonstrate a strong partnership with relevant government branches or agencies, as such is important to accrue government speakers from the host country and other countries, and to be successful in fundraising.

All questions should be directed electronically to:

Dr. James H. Poisant  
Secretary-General  
World Information Technology and Services Alliance (WITSA)  
1401 Wilson Boulevard, Suite 1100  
Arlington, VA 22209. USA  
E-mail: [ahalvorsen@witsa.org](mailto:ahalvorsen@witsa.org)  
Tel. +1 703 284-5333  
Fax: +1 703 525-2279