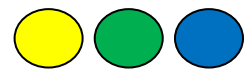


Our approach to Conference Management



Planning conferences, forums and meetings can be a difficult task. Good, effective events are well-thought out, meticulously planned and professionally delivered.

iCON will provide a event management service from initial planning to completion of event. We will do this through a combination of outstanding customer service and sophisticated event planning.

Many companies want an event that is different and tailored to meet their exact requirements. We can offer customers total flexibility, tell us what you want and let us do the rest. We are dedicated to making every event we undertake an undisputable one. We create relationships of trust with our clients and value their needs very highly.

Our 'recipe for success' is based on a variety of key ingredients: consistency, reliability flexibility, hard work, value for money, innovation and endless enthusiasm.

Let us deliver you ur expectations!

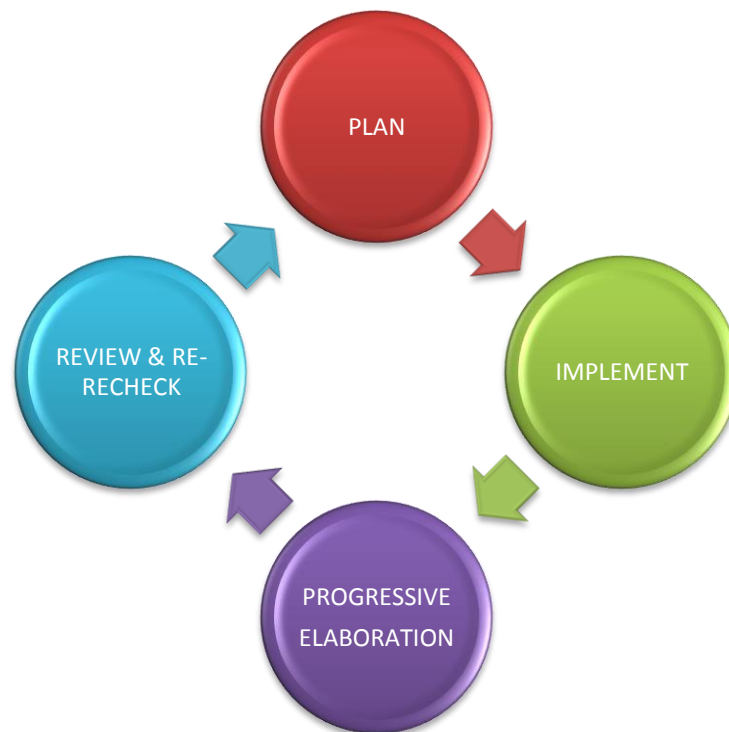
The seemingly innocent word, Conference comprises of elements which are beyond the purview of a lesser mortal and company. The list and the requirements need to be co-ordinated for the impact and desired results. Customized Conference Solution can take away your burden and at the same time leaves the right impression and effect on the participants.

Be it the right venue of the production part, Public relation to marketing, conference is a cumbersome activity only to be managed by subject matter experts with the required aptitude and experience.

Our company is organized around meeting management teams that serves specific clients on a year round basis and their performance is evaluated with the client's satisfaction and success of the event. Each meeting management team is assigned to lead program manager, whose responsibilities are to manage the entire Meeting Expectations and serves as One Point Contact for the conference. The team members have individual responsibilities and maintain individual relationship with the clients.



With prior meeting management experience, observations and clients feedback our organization has designed an effective meeting management model that breaks the entire conference management into 4 parts:



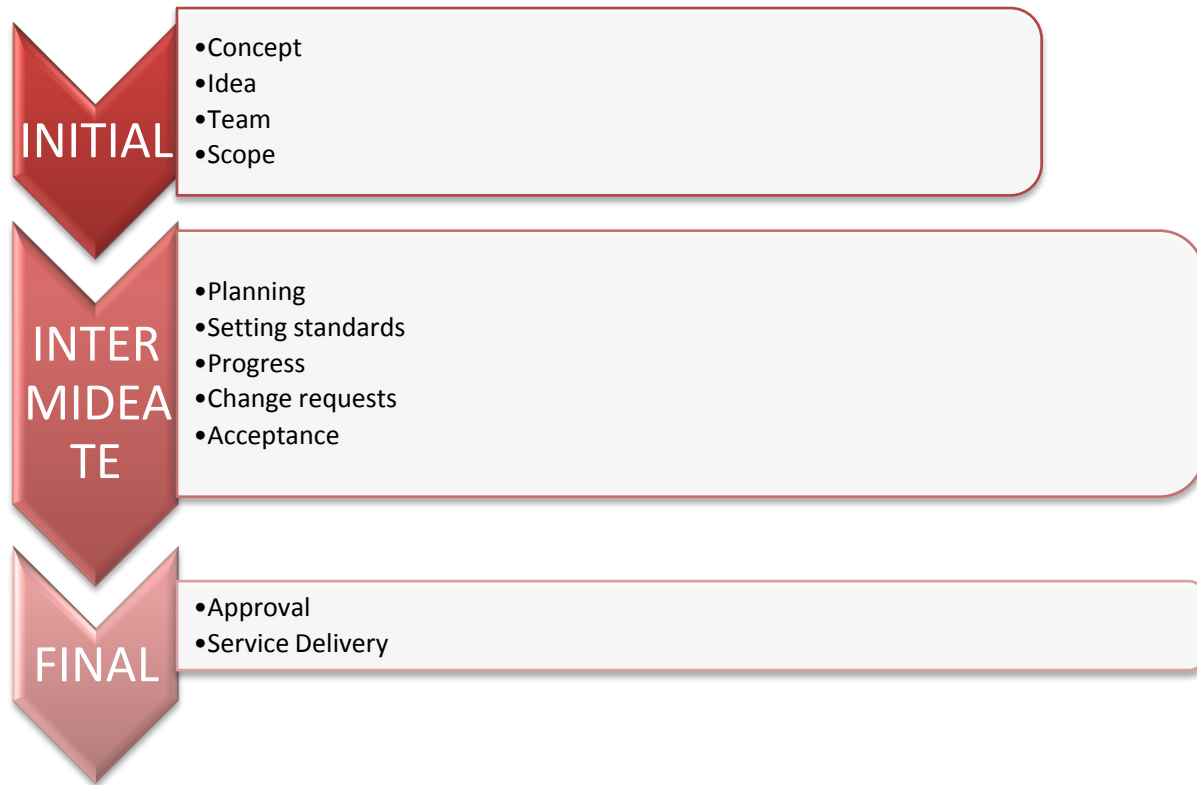
Plan: Discover the needs and analysing them to the desired plan, setting up standards and baseline for the event. Involves initial kick off, need assessment, project plan & client kick off meeting

Implement: work implementations of various aspects of conference in collaboration with organizing committee ensuring continues and clear communication

Progressive Elaboration: Brainstorming with the right stakeholders of the event to improve work or solve problems. To receive valuable feedback and change requests to the initial plan.

Review & Re-Check: Conference deliverables are reviewed and accounted for. Final checks as per the detailed check lists maintained. Review event budget and attendee data. Record changes for future reference.

Therefore a typical unique congress plan will see the following type of progress and maximum involvement is required during the INITIAL phase i.e. to plan as compared to the last and final phases.



The intermediate phase immediately after scope definition for a meeting or conference planning will take maximum time length and a continuous involvement and planning with Progressive Elaboration timely by the reviewing committee or the organizing committee.

CONFERENCE SERVICES

Broadly our conference services can be classified under the following heads:

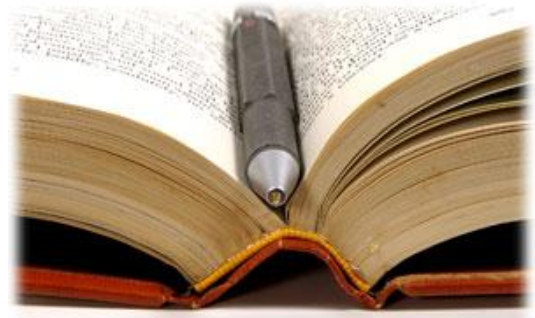
- Site Selection:
 - ❖ Location: Accommodation and venue (what will work best for your event)
 - ❖ Establish contracts with the accommodation/venue providers
 - ❖ Liaisoning with venues
 - ❖ Co ordination block bookings and deposit
- Finance Control & budget:
 - ❖ Preparing a tentative budget
 - ❖ Cost Sheet
 - ❖ Estimates on cash inflow and out flow
 - ❖ Final Budget towards the final stages of event
 - ❖ Onsite Additional Budget
 - ❖ Auditing and review
- Conference Secretariat:
 - ❖ Creation of functional congress office
 - ❖ Secretarial staff
 - ❖ Recording all Minutes of Meetings
 - ❖ Review and follow up
 - ❖ Control and Nerve Center
- Consulting and Development:
 - ❖ Re-engineering an existing event
 - ❖ Best of breed frame work
 - ❖ Concrete goals with clear milestones
- Registration
 - ❖ All registration types; Alumni, analyst, employee, exhibitor, guest, partner, presenter, press, Sponsor, staff, tutorial, VIP registration and more.
 - ❖ Provision for old fashioned off-line registration form
 - ❖ Provision for on-line registration form with dedicated payment gateway
 - ❖ Badge design, procurement and printing.
 - ❖ Individual attendee communication.
 - ❖ Onsite registration management.



- ❖ Pre registration support.
 - ❖ Substitution and cancelations.
 - ❖ Facilitate Registration at various other events ,venues and gatherings for gaining max participation
 - ❖ Support for RUN IN KIOSKS for self registration on site.
 - ❖ Onsite registration with help of LAN based Bar Coding, Alphabetical registration , Number wise, Department wise, Category, Institute etc.
- Website management:
 - ❖ Development of Conference specific website.
 - ❖ Easy navigation for first timers
 - ❖ Constant updating and enhancement
 - ❖ Search engine optimization
 - Contract Negotiation:
 - ❖ Vetting contracts with venue
 - ❖ Contracts with hotels and banquet facility
 - ❖ Negotiations with all major service providers and requesting RFP
 - ❖ Implementing own contracts with vendors and hotels to pass max benefit to conference.
 - Hotel booking:
 - ❖ Identify, negotiate and block hotel inventory based on past conference record and after feedback from the organizing committee
 - ❖ Rates to be published as 'Conference Rates' on Conference promotional areas/website
 - ❖ Identify traffic and bookings thru on line booking engine and timely MIS to respective hotels
 - ❖ Timely release of rooms for minimum liability on conference and our organization.

- Abstract & Speaker Management:

- ❖ Integrating online abstract submission and rating module
- ❖ Automatic acknowledgment to the delegates.
- ❖ Speaker presentation confirming letters & policy enforcement.
- ❖ Program guide & agenda development.
- ❖ Speaker preview rooms with LAN connectivity and review.



- Meeting Planning & Logistics:

- ❖ A/V and production management.
- ❖ Board/VIP hospitality
- ❖ Client communication
- ❖ Collateral management and marketing.
- ❖ Exhibit hall management and sales.
- ❖ Floor plan design and layout.
- ❖ Onsite conference management and testing.
- ❖ Special event and program management.

- Internet Technology Support:

- ❖ Continuing education management.
- ❖ CD ROM proceedings.
- ❖ Database development
- ❖ Discussion forums
- ❖ Interactive conference agenda
- ❖ Online Exhibit manuals
- ❖ RFID badges
- ❖ Session room scanning
- ❖ Web casting
- ❖ Wireless cyber café
- ❖ Video e-mail campaigns
- ❖ Email and HTML flyers
- ❖ Website development, design and maintenance
- ❖ Online voting and polls



- Publication Management
 - ❖ Print design and production
 - ❖ Content writing and proofing
 - ❖ Brochures, announcement program and program panels
 - ❖ Training manuals, abstract books and proceedings.
 - ❖ Theme / Logo and brand development

- On Site Staff & Travel Directors
 - ❖ On site conference managers with radio wireless 2 way communication sets
 - ❖ Travel desk with adequate staff
 - ❖ Finance team with credit card machines and for cash management
 - ❖ Conference managers

- Airport /Airline Facilitation
 - ❖ Info to all travelling participants thru websites and electronic distribution material
 - ❖ 24 hrs reception counters at international and domestic airports (subject to clearance)
 - ❖ Establishment of meeting points at various locations outside the airport
 - ❖ Valet and VIP pick up by hotel staff
 - ❖ Tie up with all major airline for STATIC fare and discounted code for booking
 - ❖ Integrating the customized airline page on the conference website



- Accompanying Person Program & Tours:
 - ❖ Innovative program for spouse and kids
 - ❖ Young Professional trips and excursions
 - ❖ Project site visits
 - ❖ Adventure gateways
 - ❖ Establishing separate spouse and kid areas at conference venues

- Setting Up Venue & Management

- ❖ Seating arrangement at all sessions
- ❖ Allotment of specific names to halls
- ❖ Adequate space for press coverage and aisle space
- ❖ Display of congress sponsors at various locations
- ❖ Adequate neat branding on chairs and AV screens
- ❖ Mood lighting
- ❖ Flower arrangements
- ❖ Dias and podium placement
- ❖ Waiting lounge for VVIP and chief guest
- ❖ Setting up of poster boards and neat display with lighting



- Food & Beverage Management

- ❖ Designing of theme lunches
- ❖ Sit down lunch and standing working lunch
- ❖ Packed lunch
- ❖ Dry conference luncheons
- ❖ Adequate buffet counters
- ❖ VVIP lunch areas
- ❖ Bar set up during social evening
- ❖ Liquor management and restrictions
- ❖ Licensing
- ❖ F&B control
- ❖ Smart and adequate service staff
- ❖ Strict break timing s for tea and coffee breaks
- ❖ Snacks , cookies and sandwiches during High tea
- ❖ Press refreshment center

- Incentives/Gifts/Awards:

- ❖ Souvenirs and trophies (crystal,glass,wodden
- ❖ Golf and tournament gifts
- ❖ Conference bags and kits
- ❖ Jute/leather/cloth bags
- ❖ Certificates
- ❖ Management of convocation ceremonies with Black coats
- ❖ Bands and orchestra for convocation
- ❖ Complete program management with experienced MC

- Photographer/Video:

- ❖ Stand alone videographers and photographers
- ❖ Digital photo screens and album for delegates
- ❖ Historic records for pictures for inaugural sessions, opening ceremonies and simultaneously uploading them on the website for easy downloads
- ❖ CD/DVD of proceedings and live work shops

- AV Management:

- ❖ State of the art equipment by conference experienced AV teams
- ❖ Multiple screens, hanging, video walls, canvas with masking
- ❖ Digital podium and one piece electronic backdrop
- ❖ Eco friendly digital backdrops
- ❖ Use of SPOT ME devices and hand held voting remote pads
- ❖ Web casting on congress website
- ❖ Theme & mood lighting of sessions
- ❖ Interactive data kiosks
- ❖ Best of breed equipment for social evenings and rock shows



- Visa Assistance:

- ❖ Conference visa invitation letters
- ❖ Clearance from nodal ministry for ease of obtaining visa
- ❖ Letter on website for any time downloading
- ❖ Special attention to countries listed as special countries by ministry of home affairs



- Nodal Ministry Clearance:

- ❖ Clearance from Ministry of Home Affairs and Ministry of External affairs for special countries like Afghanistan, Pakistan, China, Bangladesh, Taiwan etc
- ❖ Immediate assistance from Nodal ministry for each conference topic
- ❖ Licensing from various government authorities like PPL, Fire, Local Police etc.



- PR/Marketing /Sponsorship:

- ❖ Appointment of best of PR agencies
- ❖ Scheduling of Press meets before during and after the congress
- ❖ Advertisements and focus group management
- ❖ Media management and dedicated press rooms



- Pre Post Conference Tours:

- ❖ Separate in-house Travel Department looking after the incentives and travel arrangements of some of the Fortune 500 companies of the world



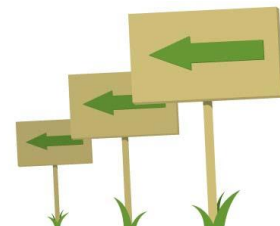
- Online Payment Gateways:

- ❖ Acceptance of all major credit cards thru our secure Axis/Hdfc/Icici payment gateway at a very nominal charge
- ❖ Easy payments for tours, hotels and conference registration booking online with integration of payment gateway on the conference website.



- Signage & Branding:

- ❖ Banners , buntings, flag poles customized roll ups, gates at various conference locations
- ❖ Use of eco friendly signage and branding material like cloth (reusable), backdrops made with projections.
- ❖ Use of electronic signage
- ❖ Use of reusable and biodegradable material for branding



- Exhibition and hall management:
 - ❖ Exhibitor and sponsor program and packages
 - ❖ Sales support
 - ❖ Design basic /Dynamic floor plan
 - ❖ Online booth purchase system
 - ❖ Hard copy or online exhibitor manuals
 - ❖ Shipping schedules
 - ❖ Stall customization
 - ❖ Manage C&F agents
 - ❖ Timely erecting and dismantling



Our CSR initiative:



iCON is privileged to be associated with **Udyam Prayas**, a non-profit organization working to equip underprivileged children with the education, skills and character they need to lead empowered lives.

Udyam addresses non formal education of underprivileged children by providing them with what they miss out on, due to their poor social and economic backgrounds.

Udyam provides academic assistance and addresses the personality development and value education needs of underprivileged children. Ideally these needs should be addressed by the families of the children; however families of underprivileged children are unable to fulfill these needs because of their socio-economic conditions. Udyam intervenes to fill in this gap.

All conference and event stationary which is not used and left by delegates at the venue are used as writing material for the children of Udyam Prayas. Any other types of direct funding from the Government and non government organizations or Organizing Committee of the congress are most valued. They can directly contribute towards Udyam Prayas by visiting their website <http://www.udyamprayas.org/> or at the following address:

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E-45, Ansari Nagar

New Delhi – 110029

India

Phone: +91-11-26196466, +91-11-26196466, 26593409.

Email: udyam.prayas@gmail.com

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