



### **Client**

#### Business Processing Association of the Philippines (BPAP)

Business Processing Association of the Philippines (BPAP) is the umbrella association for the IT-BPO and GIC (Global In-House Center) industry in the Philippines. BPAP serves as the one-stop information and advocacy gateway for the industry with over 250 industry and support-industry members, including five associations.

### **Event Name**

BPAP-O2P CEO Briefing: Brand Visibility: Marketing the IT-BPO and GIC Industry

### **Event Design**

A CEO Forum featured presentations and discussions led by respected IT-BPO executives, expert analysts, and ranking representatives of the academe and government.

### **Date and Venue**

July 12, 2011 at the Taipan Restaurant, Tower Club, Philamlife Tower, Makati City

### **Audience and Attendance**

Approximately 146 delegates from the BPO industry and related industries, including speakers, sponsors, guests, media and BPAP-O2P representatives attended the briefing.

### **Scope of Work**

TeamAsia provided the following services:

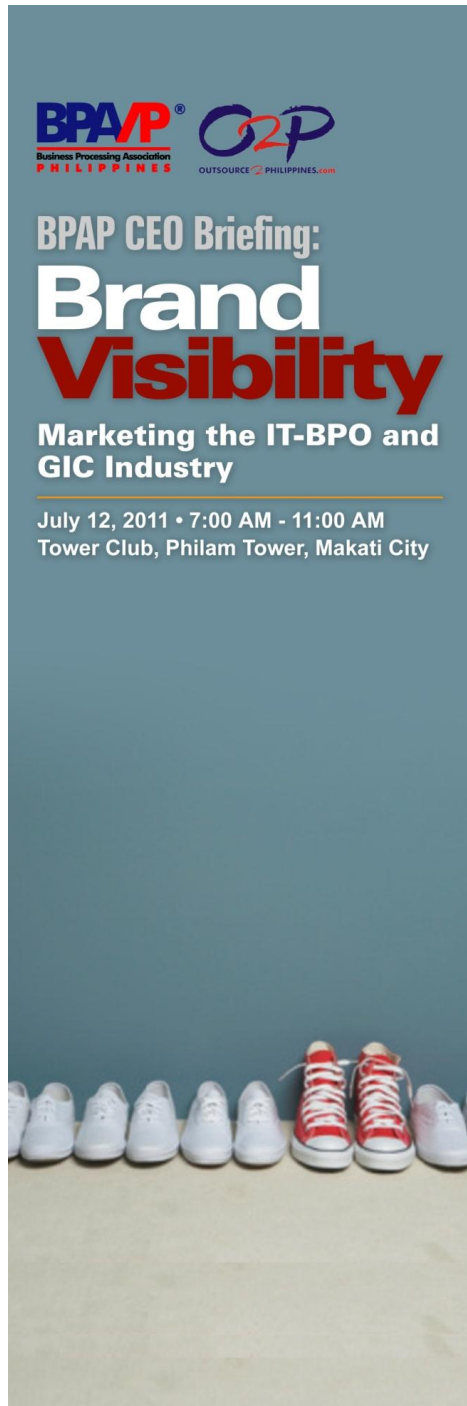
- Organization, Management and Execution of the Event Budget and Plan.
- Venue Coordination
- Creative and Copy Development
- Speaker Coordination
- Delegate & Sponsorship Marketing
- Registration Services
- Event Staffing
- Event Management
- Participant Materials & Evaluation
- Post-Event Report

### **Results**

- Delegate Marketing: TeamAsia went over the target number of 80 paying delegates. A total of 89 paying participants attended.
- Sponsorship and Delegate Revenues: The project profited Php 168,944.58.

**Work Sample**

Event Collateral (tarpaulin banner, program, signage, badge, stage and print ads)

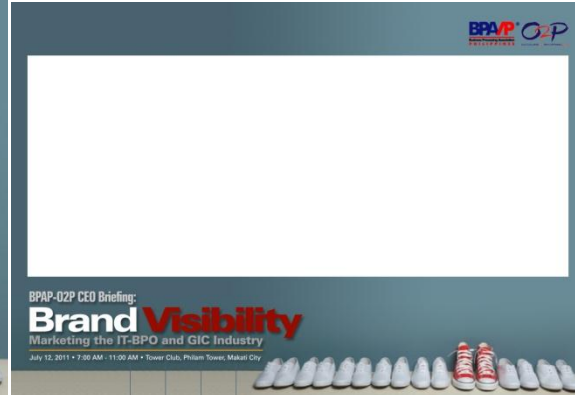




## PROVISIONAL AGENDA

<b>7:00 - 8:00 AM</b>	<b>Registration and Breakfast</b>
<b>8:00 - 8:10 AM</b>	<b>Introduction: Raymond Lacdao</b> , Executive Director for Industry Affairs, BPAP <b>Welcome Remarks: Jovy Hernandez</b> , VP and Head of PLDT Corporate Business Group, PLDT
<b>8:10 - 8:25 AM</b>	<b>Presentation: Brand Philippines</b> The latest BPA/P-O2P survey provides insights into the perspectives of key industry executives on perception of the Philippines among international investors as well as among prospective hires at home. <b>Speaker: Gigi Virata</b> , Senior Executive Director, BPAP
<b>8:25 - 8:40 AM</b>	<b>Presentation: Analyst Perspective: Marketing the Philippines &amp; its IT-BPO and GIC Industry</b> The consultants who led the development of the IT-BPO Road Map 2011-2016 provide alternatives for developing a distinctive, compelling Philippine brand, and what it will take to continually strengthen perception of the Philippines among investors, analysts, and media. They also propose strategies for positioning the industry as the employer of choice among Filipinos with an increasingly diverse array of career opportunities. <b>Speakers:</b> <b>Gaurav Gupta</b> , Managing Partner (India), Everest Group <b>Nikhil Rajpal</b> , Project Director and Location/Country Assessment Expert, Everest Group
<b>8:40 - 8:55 AM</b>	<b>Presentation: Expert Perspective: What Should Be Said, To Whom, and Who Should Pay for It?</b> One of the Philippines' most recognized brand experts proposes alternatives for distinguishing the Philippines from competing country brands, the audiences to approach, and how to fund a strategic marketing communications and brand visibility program. And, what will it cost? <b>Speaker: Ramon R. Jimenez</b> , Joint CEO & Senior Consultant, Woo Consultants
<b>8:55 - 9:55 AM</b>	<b>Panel Discussion: Industry Perspective on Brand Philippines</b> The panel will discuss the potential impact of strategic brand visibility internationally on investment and business in the Philippines, and the appeal of the industry to potential employees. What is the ROI? Who makes the investment? <b>Panel Chair: Gigi Virata</b> , Senior Executive Director, BPAP <b>Panelists:</b> <b>Rosario Bradbury</b> , CEO and Managing Director, SGS Far East Ltd., Philippines <b>Daniel Viray</b> , Business Development Director, Capgemini <b>Miguel Garcia</b> , President & Managing Director, DTSI <b>Raul Martinez</b> , Country Manager, Firstsource Solutions Limited <b>Jared Morrison</b> , VP & Country Manager, Stream Global Services <b>Paolo la'O</b> , VP & Manager, Marketing & Communications Philippines, JPMorgan Chase & Co.
<b>9:55 - 10:55 AM</b>	<b>Panel Discussion: Government and Media Perspective on Brand Philippines</b> The roles of government and media in disseminating information about the Philippines are central to any strategic brand visibility initiative. To support investment and job creation, what should government do to help? Media reports unbiased news. Where does it come from? This panel will discuss government and media perspectives on their contribution to country brand visibility. <b>Panel Chair: Oscar Sañez</b> , VP - International Cluster, San Miguel Purefoods <b>Cong. Roman Romulo</b> , Vice-Chairman, Committee on ICT, House of Representatives, Congress of the Philippines <b>Usec. Cristino L. Panlilio</b> , Managing Head, Board of Investments; Undersecretary, Department of Trade & Industry <b>Usec. Manuel L. Quezon III</b> , Undersecretary, The Presidential Communications Development and Strategic Planning Office <b>Coco Alcuaz</b> , Business News Head, ANC <b>Vladimir S. Bunoan</b> , Managing Editor, Business Mirror <b>Carlos Conde</b> , Correspondent, The New York Times
<b>10:55 - 11:00 AM</b>	<b>Closing Remarks: Martin Crisostomo</b> , Executive Director for External Affairs, BPAP







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**BPAP-02P CEO Briefing:**  
**Brand Visibility**  
Marketing the IT-BPO and GIC Industry

July 12, 2011 • 7:00 AM - 11:00 AM • Tower Club, Philam Tower, Makati City





BPAP-O2P CEO Briefing:

# Brand Visibility

Marketing the IT-BPO and GIC Industry

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This CEO Forum will take place July 12, 2011 from 7:00 am to 11:00 am at the Tower Club, Philam Tower, Makati City. It will feature:

- A summary of the results of the latest BPAP-O2P survey on perception of the IT-BPO industry
- The perspectives of expert analysts, influential industry executives, respected media, senior government officials and other stakeholders on Brand Philippines
- Dynamic, highly interactive panel discussions
- Brand visibility authorities

#### REGISTRATION FEES

BPAP	Php 5,000
Non-BPAP	Php 6,500

For more information, visit:  
[www.teamasia.com/events/BPAP\\_brandvisibility](http://www.teamasia.com/events/BPAP_brandvisibility).

BPAP O2P CEO Briefing

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For sponsorship opportunities and other information, please call Charm Tan at Mobile +63 917 557 4527 and Tel +63 2 757 3500 ext. 328; or, e-mail her at [jcptan@teamasia.com](mailto:jcptan@teamasia.com).

#### Featured and invited\* speakers and panelists

- Mr. Gaurav Gupta  
Managing Partner, Everest Group
- Mr. Ramon R. Jimenez  
Joint Chief Executive Officer & Sr. Consultant, Woo Consultants
- Ms. Gigi Virata  
Senior Executive Director, Business Processing Association of the Philippines
- Mr. Miguel Garcia  
President & Managing Director, Diversified Technology Systems Inc.
- Mr. Paolo La'O  
Vice President & Manager Marketing Communications Philippines, JP Morgan Chase & Company
- Mr. Jomari Mercado  
Director Business Development, Convergys
- Mr. Jared Morrison  
Vice President & Country Manager - Philippines Stream Global Services
- Ms. Rosario Cajucom-Bradbury  
Managing Director, SGS
- Mr. Pete Richardson  
Philippines Country Manager / President, CapGemini
- Mr. Michael Alan Hamlin  
Managing Director, TeamAsia & President, O2P
- Cong. Roman Romulo  
Vice-Chairman Committee on ICT, House of Representatives Congress of the Philippines
- Usec. Manuel L. Quezon III  
Undersecretary, The Presidential Communications Development & Strategic Planning Office
- Hon. Cristino L. Panlilio  
BOI Managing Head & DTI Undersecretary Board of Investment & Department of Trade and Industry
- Mr. Vladimir S. Bunoan  
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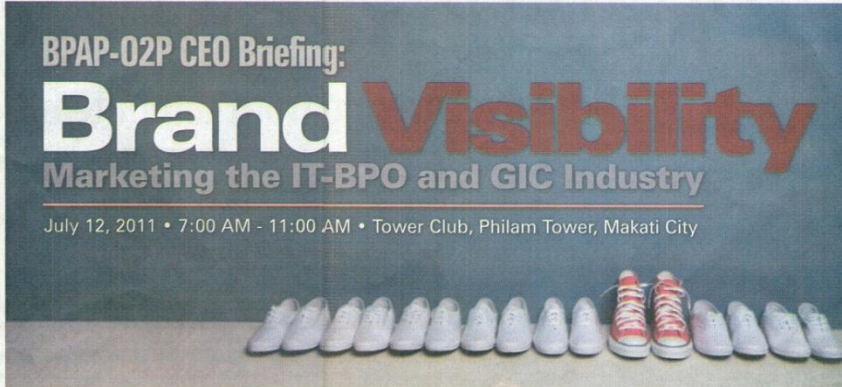


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President & Chief Executive Officer, Livelt Investments Limited
- Mr. Miguel Garcia**  
President & Managing Director, Diversified Technology Systems Inc.
- Mr. Paolo La'O**  
Vice President & Manager Marketing Communications Philippines, JP Morgan Chase & Company
- Mr. Jomari Mercado**  
Director Business Development, Convergys
- Mr. Jared Morrison**  
Vice President & Country Manager - Philippines Stream Global Services
- Mr. Rainerio Borja**  
President, Aegis PeopleSupport Inc.\*
- Cong. Roman Romulo**  
Vice-Chairman Committee on ICT, House of Representatives Congress of the Philippines\*
- Sec. Ivan Uy**  
Chairman, Commission on Information & Communications Technology (CICT)\*
- Mr. Howie Severino**  
Editor-in-Chief, GMANews.tv\*
- Sec. Ramon A. Carandang**  
Secretary, The Presidential Communications Development & Strategic Planning Office\*
- Hon. Cristino L. Panlilio**  
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Manila Bureau Chief, Dow Jones Newswires\*
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