

CLIENT: Business Processing Association of the Philippines (BPA/P)

Time Period of Project: March – October 2009

Deliverable: Conference website for the International Outsourcing Summit in October 2009

summary/overview

The International Outsourcing Summit (IOS) was the first international conference produced for the international business process outsourcing (BPO) industry by the Business Process Outsourcing Association (BPA/P) of the Philippines. TeamAsia was engaged to conceptualize and manage the meeting, including the development of marketing communications initiatives. At the core of these initiatives was the event website (www.internationaloutsourcingsummit.com), which was intended to serve as the central, and continually updated repository of information pertaining to the conference. TeamAsia conceptualized and built the site using ASP.net, developed copy, and maintained the site which provided online registration and payment for international delegates.

audience

The website provided information on the IOS to prospective local and international delegates to the conference, industry suppliers, industry analysts, and government officials. It also provided information to potential sponsors and exhibitors to the conference, mostly industry suppliers and governments around the world that wish to promote their BPO industries.

objectives

The website was intended to:

1. Provide comprehensive information on the summit, delegate information, and sponsor and exhibitor information.
2. Credibly promote the summit and the Philippines as the ideal opportunity and venue to network with high-level industry executives.
3. Facilitate delegate registration and sponsor and exhibitor confirmation.

These key messages were showcased in the execution of the design, copy and web development:

1. IOS is the venue for global market leaders to address global issues impacting the BPO industry.
2. Speakers and panellists are influential personalities influencing the growth and expansion of the industry.
3. IOS is the ideal venue to networking with influential BPO executives and potential business partners.

The Philippines is increasingly viewed as the world's number two destination for offshore BPO services after India. As the number two center of investment for the industry, the Philippines is the natural choice for global executives to meet and discuss opportunities and threats and to build consensus for addressing them.

TeamAsia's scope of work

Because the summit was an international meeting, TeamAsia developed a brand identity and website that reflected the global character of the meeting. The IOS logo represented a roundtable discussion among industry leaders, and visuals on the main index page of the website reinforce this message. The website was rendered visually to reflect not just its international character, but its Asian and more specifically, Philippine, roots. The website provided links to key information on the events, the agenda, and the line up of prestigious speakers in clearly defined areas of the main index page to facilitate review of the summit by busy executives.

results

The website was delivered in record time and on budget by TeamAsia. The client, BPA/P, accepted the site as delivered, with no revisions requested. The website helped attract speakers and delegates from major and emerging BPO centers, as well as suppliers of core technologies to the industry. To this date, the website is continuously being updated for the upcoming International Outsourcing Summit 2010.

site URL

<http://www.internationaloutsourcingsummit.com/>

site graphics

International Outsourcing Summit
Global Market Leaders Addressing Global Issues
October 20-21, 2009 • Sofitel Philippine Plaza

Organized by **BPA/P**
Business Processing Association PHILIPPINES

Home • The Conference • Agenda • Speakers • Sponsors • Delegate Information • Registration

BPA/P presents the first annual International Outsourcing Summit

For two days in October, top global industry executives will debate the future of BPO and provide insights into how the Global Financial Crisis and other factors are not merely affecting the industry, but reshaping it.

About the event	Agenda	Speakers
<p>The Global Financial Crisis may be the most visible economic development affecting the BPO and other industries, but it is not the only major potential threat. Populist political rhetoric against outsourcing is on the rise, as is protectionist sentiment in many countries.</p> <p>The Business Processing Association of the Philippines (BPA/P) will conduct a major international conference, International Outsourcing Summit: Global Market Leaders Addressing Global Issues, to provide a venue for global BPO executives to discuss these issues and other threats and opportunities emerging for the industry.</p>	<p>See what issues, threats, and opportunities will be discussed during this groundbreaking event.</p>	<p>Learn more about the C-level speakers, panelists, and experts from country associations, industry-leading BPOs the world over, and global research organizations.</p>

Conference Secretariat:
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