

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

**Event:** International Outsourcing Summit: Global Market Leaders Addressing Global Issues  
**Event Design:** Two-day conference composed of plenary and panel discussions, an exhibition of members and partners of BPA/P, evening social events, business matching, and site tours.  
**Venue:** Sofitel Philippine Plaza

### summary/overview

The Business Processing Association of the Philippines (BPA/P) organized an international conference and exhibition intended to attract top Business Process Outsourcing (BPO) executives globally. The conference served as a venue for global delegates to discuss major issues affecting the industry including threats such as the global financial crisis and politically-inspired protectionism, and opportunities like the growing acceptance of service outsourcing and the increasingly high value delivered by service providers. The summit featured 30 speakers and panelists from country associations and industry-leading BPOs the world over.

TeamAsia was engaged to contextualize and develop the session architecture and content, as well as to manage all pre and onsite event details and factors.

### audience and attendance

A total of 268 high-level delegates, speakers, organizers, sponsors, partners, partner associations, and media attended the summit.

### TeamAsia's scope of work

TeamAsia provided turnkey event management services including development, management and execution of the event plan and budget; editorial and creative development; venue, supplier and speaker coordination; event and sponsorship marketing; media promotions; website development; demand generation; and onsite event management including: secretariat services, registration and cashiering services; event staffing; networking activities, business matching and site tours; participant materials; media and VIP room; exhibition; and participant and post-event evaluation.

### milestones

This was the first-ever International Outsourcing Summit to take place in the Philippines, and it was attended by 63 international participants from the United States, India, Singapore, Indonesia, and Australia.

The summit promoted the Philippines as a destination of choice for BPOs and strengthened its new role as an influential stakeholder in the BPO industry.

Local and international tri-media coverage of the event was extensive. Local print and online media alone generated over 3,100 column cm with an advertising value of nearly P1.3M and a media value of P8.2M, while TV broadcast coverage amounted to P2.9M. The summit was also covered by bloggers and Tweeters, and was promoted in social media like Facebook.

Despite the series of typhoons (Ondoy and Pepeng) and massive flooding as a result thereof, which happened prior to the summit and was broadcasted over international channels, the Summit pushed through as planned.

## client testimonial

The first International Outsourcing Summit was the Philippines' coming-out party on the global outsourcing and off-shoring stage. The event drew a lot of praises from international participants who came to share their insights on global O&O trends as well as meet potential partners in this fast-growing global industry. TeamAsia and BPAP worked as a single seamless organization to present the best of the Philippines. It clearly defined the Philippines' importance as an off-shoring destination and reinforced the quality and professionalism by which the Philippines takes this industry to heart." - Mr. Oscar Sañez, CEO, Business Processing Association of the Philippines (BPA/P)

## photos

