



Boston World Partnerships International Event Series

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BWP is built on a mutual benefit model that marries civic interest with self interest. This document offers guidelines to producing an event series, in cities other than Boston, that is high-value for BWP and for the Host.

INTERNATIONAL EVENTS OVERVIEW

Boston World Partnerships' international event series are meet-ups for passionate, high-caliber business people to build relationships that help them plug in to the opportunities offered by Boston's innovation-rich economy. These are unostentatious social gatherings, usually held in the evenings, though not exclusively. They focus on cultivating relationships rather than simply soliciting sales leads. They are forums for forward-thinkers to meet so that they can share resources, advance ideas, and create new opportunities.

INTERNATIONAL CONVENERS ("HOSTS")

BWP members living in cities other than Boston are invited to host BWP events in their cities. These Hosts play a very visible and important role in our growing global network. As such, they strengthen their own ability to tap into Boston's business resources, and they enhance their profiles in their respective cities, and within BWP's growing global community of Boston-connected business people.

The simple definition of the term Host is the person or group that makes the event happen. This person is responsible for all logistical details.

BOSTON WORLD PARTNERSHIPS – OVERVIEW

Boston World Partnerships is a non-profit organization founded and chaired by Mayor Thomas M. Menino, the longest-serving mayor in Boston's nearly 400-year history. BWP seeks to increase international awareness of Boston's economic opportunities, and to cultivate partnerships that leverage Boston's assets. Launched with funding from Procter & Gamble and The Boston Redevelopment Authority, BWP is supported by an esteemed Board of Directors that includes the heads of several Boston-based corporations and universities.

To achieve its goals, BWP is using a combination of in-person events and innovative web tools to create a global network of business people who have ties to Boston. This network – like an alumni organization – provides its members with information and highly valuable connections. It is a forum for building and nurturing relationships that transcend countries of origin, industry verticals, and other typical silos.

BWP EVENT ATTRIBUTES

The entire BWP network, which went live in February 2009, is characterized by its blend of business self-interest and civic sensibility. Events must strike this balance. The emphasis must be on building relationships and sharing information, and not on overly sales-focused, short-term business development goals. If any part of this event feels even a little bit like a pitch for a time-share property, then it is off-brand.

BWP overseas event objectives are enforced but not overly managed by BWP staff. Generally speaking, they are:

1. To convene major metropolitan nodes of Boston's global network by offering an opportunity for Bostonians or business leaders to learn about Boston's economic opportunities and assets and build strategic relationships that help them access US markets and Boston-based partners.
2. To share current, compelling information about Boston's economic opportunities and assets.
3. To share how one can access resources in Boston through the BWP network and lay the groundwork for follow-up interactions that maximize benefits for all involved.

PROGRAMMING / EVENT STRUCTURE

The host must capture digital photographs. The visibility of these events is important to all. A BWP event without photos is like the proverbial tree that falls unheard in the forest. Photos should be posted within 48 hours after the event so that we can help to communicate the momentum via our network. All digital media from the event should be shared via a range of social media sites (BWP website, Flickr, YouTube, LinkedIn, Facebook). The hash tag #BWP should be used to identify BWP blog posts, photos, video, and any other social media content.

The host, or his/her designee, should make brief remarks during the event. They should share

surprising, compelling data points on today's Boston; should illustrate how BWP serves as a resource for event attendees, and emphasize the culture of BWP; thank and acknowledge key contributors to that event. Refer to the document titled, "Talking Points: Boston World Partnerships" for additional information.

Additional programming / structure is subject to the Host's discretion, with a focus on optimizing the event for attendees. For instance, as an event series begins to grow in size, it may be necessary for the Host to introduce additional structure that helps attendees navigate what is becoming a more crowded room in order to ensure that people are finding individuals who share their areas of focus and enthusiasm. This additional structure may be as minimal as identifying a host committee, comprised of individuals who review the guest list ahead of time with an eye toward connecting likeminded people, and who help to bring solo attendees into conversation with other attendees.

ATTENDEES

BWP events offer access to active, engaged business people who are connected to Boston. This group may also include community and business leaders of the host city as guests to the event.

- The Host will liaise with BWP to develop an outreach / event promotion strategy.
- Attendance requires a web-based RSVP, which BWP will provide.
- The RSVP list (sans contact information) should be shared with all attendees at least 24 hours prior to the event. Knowing who will be attending helps to facilitate productive interactions.
- BWP will help to promote via our network.
- Hosts should capture contact information for any individuals who attend without an RSVP.

PRESS

Media are welcome at BWP events. It should be noted, however, that the Host is not empowered to speak for the BWP organization. He or she may speak only as a network member. Press inquiries regarding the BWP organization, a registered non-profit organization in the United States, should be referred, by email, to Yoon Lee (yoony@bostonworldpartnerships.com).

POST-EVENT FOLLOW-THROUGH

If the Host is willing to commit to editing and posting video clips within 48 hours of the event, then BWP staff will consider shipping a Flip Cam to capture this footage.

Hosts should inform BWP staff about ideas and needs that were discussed at the event through a short Post Event Questionnaire that BWP provides, allowing BWP to follow up in ways that build valuable and lasting partnerships that will benefit all parties.

Also, Hosts should share contact information for attendees who did not RSVP, allowing BWP to add them to our database for informational updates and for invitations to future events in their city.

NEXT STEP

Email Yoon Lee at yoona@bostonworldpartnerships.com to bring BWP to your city!

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