



World Marketing Summit Partnership Proposal to REHAB

1. Background- Why World Marketing Summit? :

The United Nations (UN) Secretary-General, Ban Ki-moon while launching of the UN's Millennium Development Goal (MDG) Gap Task Force report in New York recently, urged all nations, to step up efforts to reach the MDG targets by the 2015 deadline. He further urged all to look at new strategies and ways to address the eight major issues under the UN MDG charter. In the recently concluded UN summit, it was felt that to meet the goal the world will require substantially more budget and will also require substantive changes at the policy level. Further, it was suggested that a committed approach by the governments with strong support from the aid agencies can help meet the target.

Since the formation of the United Nations and emergence of capitalistic economy focusing on free economic principles, the world trade as well as development efforts have been largely supply driven. While such policies and efforts have had an impact in improving human life, the World Marketing Summit aims to take a demand driven view of finding a solution to the world's most pressing problems thereby adding another dimension to the existing models of development work. Private businesses have followed the capitalistic economic concepts with focus on business models that have its central focus on marketing. The marketing model concentrates on the needs and wants of the consumer as the loci of creation of demand. The success of the private sector model and particularly the relevance of the marketing model in development work is the basis for the World Marketing Summit where the focus would be to change behavior and focus on the needs of the ultimate customer.

2. What is World Marketing Summit? :

World Marketing Summit (WMS) Ltd. is an initiative of World's most influential marketer Professor Philip Kotler with the mission of ***Creating a Better World through Marketing.***

Along with representatives from Canada and Bangladesh, and with support from the Government of Bangladesh Professor Kotler has been motivated to start the journey of World Marketing Summit from Bangladesh. Bangladesh is selected because it represents the third world and has performed fairly well in the last decade. At the same time her performance is based on private sector growth with support from the public sector. Most importantly, it has a large energetic young population which is likely to represent the future and future thought. It is also a strategically well poised country with 160 million people at home and another 3 Billion around her.

The World Marketing Summit, under the leadership of the Government of the Peoples Republic of Bangladesh and strategic direction from Professor Kotler and with partnerships across the world have taken this mammoth task of being the innovators behind the Summit. The primary purpose of the summit is to showcase the strengths of marketing in



approaching global problems that humanity has been striving hard to resolve for centuries. The summit has been designed to be globally inclusive and seeks to tackle not only the problems that plague emerging nations but also the developed ones.

3. Vision & Goals:

Vision:

WMS envisages creating a better world through marketing ethos to trigger behavioral and attitudinal change in human society by engaging best minds from the world of business, research and politics.

The scenario of the world economy influenced Professor Philip Kotler of Kellogg School of Management at North Western University to conceptualize a new paradigm supported by marketing ethos. He calls this "**Creating a Better World through Marketing**". His contention is to work with marketing principles backed by business model to ensure both poverty alleviation as well as meeting MDG. The model proposes that behavioral change is the key to ensure that MDG is attained by focusing on the needs and wants of the stakeholders which also includes the customers. He purports that marketing has been successful also in case of social products since it approaches the human mind both with the rational as well as emotional angle – the total rather than a part. Furthermore, marketing believes that perception in most cases is stronger than reality and as such marketers specialize in behavioral change. Behavioral scientists strongly assert that creation of positive perceptions is the fastest route to attaining behavioral changes.

Goals:

The summit will follow a longitudinal strategy which will follow a stepwise process. The first four summits will be linked with the agenda proposed above. Thus 2012 – 15 will be covered under this strategic map. It is expected that by 2015, the MDG will see a worthwhile result from this unique marketing effort. The process will be as follows.

2012 – The conceptual plan will be finalized based on research findings in eight different locations of the world. These will be termed as the incubators. Each sector will be handled by two countries as the primary incubator while other countries will be linked with the primary incubator.

2013 – Pilot results of the initiated plan will be submitted as per the findings of the incubators and at the same time additional agenda under the MDG will be added.

2014 - The final adjustments on lesson learnt from the above will be made to take the projects forward.

2015 – Evaluating the new marketing paradigm.



4. Activities:

- *Incubator Engagement:*

The Incubator concept is central to the theme of the World Marketing Summit. The main objective of the incubator approach is to formulate a conceptual framework driven by marketing principles and implement the findings in a real world scenario. An incubator will have a mix of partners that will contribute both a theoretical point of view as well as a practical point of view. For each incubator topic there will be two field incubators, a supervisory incubator, an associate incubator, an additional incubator and coordinating incubator.

- *World Marketing Summit Event*

World Marketing Summit will be a three day event jointly hosted by the Ministry of Foreign Affairs, Bangladesh and Professor Philip Kotler on **March 1, 2 and 3, 2012**. The Summit will serve as a platform for the brightest minds in marketing to share their views on developing marketing practices that are more effective in the changing global context. The event will hold multiple speaker sessions and plenary discussion sessions involving a highly specialized group of experts who will explore marketing solutions to the challenges in predefined areas during these sessions.

5. What is an Incubator?

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6. How does it work?

The incubators will be the center for experimentation of the model proposed. The specific tasks will entail the following:

1. The first step will be undertaken by the coordinating incubator under the supervision of Kotler Center for Marketing Excellence, Bangladesh where researchers from the various institutions will be selected based on their interest and contribution.



2. The field incubators in consultation with the supervisory incubator will select a micro topic falling within the sector identified in the illustration. The topic should focus on the situation of the country in which the field is located.
3. The coordinating incubator will in collaboration with the supervisory incubator and field incubator recruit partners for supporting the tasks at hand. These partners will include ...
4. The coordinating incubator will concretize each incubator team regarding the task at hand and will ensure link with all the stakeholders.
5. The next phase will involve extensive secondary and qualitative research with an objective to develop a conceptual model for presentation at the first summit. This task will involve all the incubator partners under the specific sector.
6. At the first summit the final marketing plan will be structured (three day workshop), where the entire team will work together for the first time.
7. The incubator teams will start the pilot at the field incubator and build upon the model as it unfolds and create a detailed documentation.
8. The results of the pilot will be presented in the second summit and learning shared. The common features of the all the incubators will help develop a business model for global use while the specifics will aid in assessing the impact of differential behavioral settings.
9. The incubators in association with the development multilateral agencies will act as consulting zones for using the concepts of marketing developed under the pursuit in other MDG agenda within their respective countries of interest. At this level therefore, the tasks will take place outside of the field incubator zone for the first time. Furthermore, the incubators are likely to work independently at this stage.
10. The third summit will help in assessment of the model in a global context where the model has been tried outside of the experimentation zone. This will result in formulation of the "New Marketing Paradigm" that is likely to be tried and formalized by 2015. At this level, perhaps, only the coordinating incubator will be formally involved.

7. Why an Incubator Approach?

The incubator approach has been taken to ensure the rapid development and implementation of ideas through a support structure of relevant partner institutions. We believe that the approach will provide a novel insight and the ability to rapidly execute it.



8. Incubators for World Marketing Summit, 2012

Food Security and Optimum Consumption – The focus is on both food security as well as equitable distribution of food by type. This is addressed under the first agenda of MDG which highlights on “eradication of extreme poverty and hunger.”

Appropriate Education for enhanced livelihood options – Education is looked at as empowering human resources that are perhaps either unutilized or underutilized. This is addressed under the second agenda of MDG highlighting on “universal primary education including adult education.”

Access to Health – Health is considered as a service that can be packaged to reach the door steps of the underprivileged. This falls under agenda five and six emphasizing on “improving maternal health and combat life threatening diseases.” and

Waste Reduction & Waste Management – Environment is considered as a resource which depletes with use and thus requires appropriate usage practice. This falls under agenda seven stressing on “ensuring environmental sustainability.”

Future of Marketing – Marketing is considered the tool to link the world by utilizing a win-win strategic business format. In addition, marketing is considered as the most effective means of creating life time partnerships. This falls under the eighth agenda on – “global partnership for development.

The detail of the incubators will be as illustrated below –

- Food Security & Optimum Consumption: USA & Australia
- Appropriate Education for enhanced livelihood options: Bangladesh & China
- Access to Health: Bangladesh & India
- Waste Reduction & Waste Management: Germany & Brazil
- Future of Marketing: USA,UK, Indonesia, France, Lebanon, UK, Russia & China

How Bangladesh Government is involved?

1. Host: Ministry of Foreign Affairs (MOFA)
2. Partner: Prime Minister’s Office (PMO) & Access to Information (A2I)
3. Other Facilitators: Coordinated by MOFA
 - Ministry of Commerce
 - Ministry of Finance
 - Ministry of Information & Communication
 - Ministry of Food & Health



- Ministry of Education
- Ministry of Civil Aviation & Tourism
- Ministry of Human Resources Development
- Ministry of State Security
- Bangladesh Bank
- National Board of Revenue
- Board of Investment
- ERD

4. Key Government Dignitaries Involvements:

- Honorable Prime Minister Sheikh Hasina to inaugurate the Opening Ceremony. (Confirmed)
- Honorable Foreign Minister Dr. Dipu Moni to host the entire summit.
- Dr. Atiur Rahman, Governor of Bangladesh Bank to give a Key note speech.
- Mr. Mijarul Quayes, Foreign Secretary, MOFA to give a Key note speech.
- Dr. Tawfiq – E – Elahi Chowdhury, Energy Advisor, PMO to give a Key note speech.

Expected Participants:

1. At-least 5-10 Global Leaders/State Guests (Turkey Government, China Government, Indian Government, Indonesian Government, UK Government, South Korean Government, German Government, UN Secretariat etc. under consideration) to be invited by MOFA & PMO
2. 60+ Star Speakers: Corporate Heads, Development Heads, Academics etc from different parts of the world.



3. Around 200 Incubator Partners usually comprising of Corporate Heads, Development Heads, Media, Academics, Researchers, Communication Agencies from the Foreign Incubator Countries.
4. Around 4600 General Participants for the 3 day event: March 1, 2-3, 2012. Among those 4000, at-least 100-200 will be Foreign Participants.

How Bangladesh should explore this huge platform to showcase itself?

1. It is taking place in the month of Independence and thus has great potential to highlight how the country has fought together for the cause of Independence in 1971. The courage, the resilience the country has shown and the way she has emerged in last 41 years.
2. It is going to be the biggest summit ever including the global business, media & opinion leaders in a same platform for the 1st time in Bangladesh. An opportunity of lifetime for the country to showcase its strengths in business, investments, trade etc.
3. The best opportunity to highlight the Tourism Sector of Bangladesh, its culture & heritage, natural beauty, wonderful landscapes, historic locations and also the immense potential of investment in this sector.
4. A perfect platform to showcase the successes of Bangladeshi People and highlight their energy and spirit. People being the biggest strength of Bangladesh, it is time the country showcase these PEOPLE'S SPIRIT and tell the world about the INSPIRING & AMAZING THINGS DONE BY BANGLADESHI PEOPLE.

How the Summit will be promoted?

Pre-Event: Jan, 2012 – Feb, 2012

1. Official Website: www.worldmarketingsummit.org
2. Ministry Of Foreign Affairs Website
3. PMO & AZI Websites.
4. All Academic Partners Websites.
5. Bangladesh Foreign Mission Websites
6. Social Networks (FB, Twitter, LinkedIn.com, You Tube etc.)
7. TV Shows (Global Channels, Local Channels)
8. Press Advertisements (Global Magazines, Local Newspapers and Foreign Newspapers)



9. Plenary Sessions
10. Close Group Meetings with Ambassadors, Business Leaders & Media organized by MOFA
11. Extensive Press Articles, TV & Online PR
12. E-mail Marketing, Mobile SMS & Search Engine Optimization
13. Direct Marketing Locally and Internationally
14. Billboards (Locally)
15. Airport & Hotel Lobby Branding
16. Road Shows to be organized by Bangladesh Foreign Mission in USA, UK, Germany, Australia, Brazil, China, India, Indonesia, Srilanka, Malaysia, Vietnam, Pakistan, Singapore, Thailand, Kingdom of Saudi Arabia, Qatar etc.

On-Event: March 1, 2-3, 2012

1. Airport & Hotel Lobby Branding
2. Dhaka City Branding

How REHAB can get involved?

1. By assisting in getting the 15 Star Speaker sponsors from 15 Rehab Members (Real Estate Companies).

Each Star Speaker Sponsorship Value: 1500000 + 15% VAT.

Total 15 Star Speaker Sponsorship Value: 22500000 + 15% VAT.

Benefits of Each Star Speaker Sponsors (REHAB Members):

1. **Special Mention** during the Introduction of the Speaker
2. **Corporate Logo** in Speaker's Power point Template
3. **CEO Roundtable:** One (1) Complimentary Participation (Value equals to Tk. 140,000) with 2 Star Speakers
4. **X Banner** with Speaker's Photo and Corporate Logo
5. Logo in 2 **Billboards** in Dhaka _ Thanks to Partners



6. Logo in **Common Main Venue** Broad Sponsors
7. Invitation to **PM's Tea Session** on Opening Day - 1 person upon security clearance by SSF.
8. 1 Complimentary Pass for **VIP Dinner** (One Speaker in the table)
9. **1 Memorabilia** with Star Speaker
10. **2 Complimentary Passes** for WMS March 1, 2-3. (Value Equivalent to Tk. 140,000)

Benefits to REHAB for assisting in getting the Star Speaker Sponsors:

1. REHAB president to be a star speaker.
2. Invitation in PM's Tea subject to security clearance from SSF- 2 Persons.
3. During the Event in all rooms REHAB logo will appear in all the digital signage and projector.
4. REHAB AV to be showcased in all rooms.
5. 1 Dedicated VIP Roundtable for all 15 Contributing REHAB Members along with 2 Speakers with the expertise in housing and city planning or marketing.
6. REHAB will get 15 complimentary passes.

Media Partners: (Many more are going to join in)

1. Harvard Business Review
2. AD Asia Magazine
3. Contagious Magazine
4. Prothom Alo
5. The Daily Star