



WEF: Guidelines

Guidelines for holding:

WEF; WEFx/ALL Chapter Conclave;

WEF Awards Summit; WEF Industry Summit; WEF Wellness Retreat

WOMEN ECONOMIC FORUM (WEF)

WEF is the forum platform of the global network and multinational chamber, ALL Ladies League (ALL), a worldwide network of “Sisters Beyond Borders.”

The Women Economic Forum (WEF) conferences, awards, retreats and summits foster greater exchange, sisterhood and inspiration among women entrepreneurs and leaders from ALL walks of life for professional and personal growth. We are a non-profit with a philanthropic vision and collaborativespirit.

We welcome ALL Ladies League (ALL) chapters and partners worldwide to curate in kindred spirit and shared cause regional WEF events in different cities of the world.

Sharing some Guidelines for local Coordinators for organising WEF events, in the formats given below.

Once a go-ahead is given from secretariat, respective coordinator will sign a one-time event contract for following shared protocol on communication and presentation. WEF Awards are only issued by the Secretariat after due process.

Events of all formats will be announced on the official websites and social media handles.

WEF

WEF refers to a 2-3 days event in any city globally with a gathering of anywhere from 500 - 2500 participants including speakers and attendees from 50 - 100 countries. (To set the benchmark, Annual WEF has also been held from 2015-2019 as a mega marquee week-long edition in India with 2000+ participants from at least 120+ countries, with 900+ Speakers across 500+ plenary and parallel sessions.)

Local Chapter/Coordinator Responsibilities:

For organising a WEF, listed below are the general overall responsibilities, both financial and organisational, of the local ALL chapter/ one-time WEF event coordinator.



- 1. Venue:** We recommend a luxe Hotel/Convention enter/University/noted Club or Community space/Corporate or Chamber Space/School Auditorium/Cultural venue like museum or an alternate cultural/creative/sportscenter.
- 2. Plenary and Parallel session rooms:** You will need one large grand hall for the plenary and 2-4 Smaller rooms for the parallel sessions depending on your program. (Topic bank for talks and workshops is available).
- 3. Working lunches and teas/snacks:** Lunch and snacks/tea/coffee are to be provided on all the days of the conference.
- 4. Gala Dinner/ Reception:** This is recommended for celebratory vibe and for outreach to community leaders and influencers. This can be scheduled as a precursor opening night or during any evening of the conference.
- 5. Stage and Audio/Video setup:** Basic stage set up is required for speaking, live streaming, photos as well as video recording of all sessions be they plenary or parallel in the main hall and breakout rooms. These are covered in our brochure/website.
- 6. Flex and Signage:** Required at various points: to guide delegates from entry to the rooms, as also to be placed in parallel sessions for backgrounds. Also related signages as possible for welcome, sponsors, speakers and program.
- 7. Logos of WEF and ALL:** These are to be prominently displayed in all print and digital backdrops. (Secretariat has standard formats available).
- 8. Photographers & Videographers and Social Media Volunteer Team:** Required to take photos and video of all sessions and proceedings. And also post them online for social media. All recordings are also sent to speakers post-event and also added on WEF TV. (It is recommended to have youth volunteers/students from schools/universities to support this part. Participation Certificates are given to all.)
- 9. Person from Secretariat (if required):** Providing for one economy class round trip ticket from India to the venue plus local stay and hospitality coverage for one senior staff of WEF /ALL headquarters to be present to oversee, guide and coordinate.
- 10. WEF Awards:** Recommending 50-70 prominent women, supportive men and young leaders from the region for WEF Awards in the categories of (in order of distinction): Leader/Women of the Decade; Exceptional Women/Leaders of Excellence; Iconic Women Creating a Better World for all; and Young Leaders/Innovators creating a better world. (More details: <http://wefawards.org/about-award>)



- 11. Accommodation suggestions:** While this is outside the purview of the conference arrangements, it is always helpful to suggest hotel/accommodation options at/around the conference venue. Residential events work best in the interest of developing fellowship and community spirit.
- 12. Conference Fee:** Outside of stay and travel borne by participants, do ensure that the conference fee to participants is most reasonable or NIL. Best would be if you can cover it all with sponsorships as that encourages more global participation. You can also invite exhibitors to cover costs.
- 13. Conference Fee Waiver:** This should be always given for all the senior speakers from the host country/other countries.
- 14. Sponsoring Celebrities:** Depending on celebrities you'd like to invite from cinema or media, you will need to find sponsors for first/business class travel, five star accommodation, local travel and grooming partners.
- 15. Media Coverage:** Prepare build-up to the event with interviews, press releases and social media sharing. (Request Secretariat for draft Press Note.) Prepare for media presence likewise for during the event and Post-event.
- 16. Emcee Team:** It is recommended to having an energetic team of emcees present in all the plenary and parallel sessions.
- 17. Cultural and Creative elements:** Do add cultural and creative elements to the program, especially from local traditions.
- 18. Local Delegates & University/School Students for Audience:** WEF Secretariat helps coordinate international presence and speakers via its multinational network. Local Coordinators therefore need to refer local delegates from Chambers, NGOs and corporates to attend the event for our greater B2B networking. We recommended you invite college/university students to attend as it creates a great learning opportunity for students and fosters organisational sustainability as it enables young leaders to become part of the network. Plus universities can also give credits for students' submissions on what they learn at the event from the various international speakers and presentations. You can also engage with the schools and colleges in the run up to the events with event goals and contests that can also become a part of the program. This creates energy of participation among the youth.
- 19. BIOAYURVEDA** has come in as a global support partner and hence its logo must be displayed at all events as a global partner of WEF.
- 20. If Personal presence of Global Chairperson** Dr. Harbeen Arora is required then, as part of courtesy, two business class tickets and local hospitality for her and companion must be paid for by the coordinator from funds to be raised for the event.



Support from WEF/ALL Headquarters:

21. Coordinating the regional WEF event from the WEF Secretariat: Building the theme and program for the regional event in coordination with the local chapter; outreach to speakers and participants globally via circulars and social media; back office administrative support of follow up with speakers; managing the entire website for registrations, speaker profiles, program updates et al; post-event documentation of sessions on our brochure, newsletter, website, social media and WEF TV; pre and post-event promotion and visibility for marquee speakers.

22. Design Support for Event Collateral: Background Logos, Speaker/Delegate badges, background flex, speakers' info slides, AV in sessions. (Printing to be done locally by the Coordinator.)

23. WEF Award plaques: Printing them and sending across to local chapter/country host for conferring during the event.

SUGGESTIONS:

For the success of a WEF event, we have seen that having local partners greatly help, and therefore we urge all to view how to align interests in synergy for shared goals and mutual empowerment.

A) Local Government Partner: getting a government partner or the city council or tourism board or municipality or mayor's office is vital. This is from the point of view of both funding and local enabling. They usually have enough funds to allocate for women empowerment, gender parity and inclusion, as also for inviting greater touristic interest which naturally happens in the city that's holding the event. Local infrastructure enabling is also easily done then, like whatever is possible for airport desks, shuttles, tour packages, government speakers, cultural evenings, opening reception, all of which help create a vibrant experience. Plus we have seen that many B to G MOUs get signed, toward integrating private enterprise with governmental vision and ecosystem support. So getting them on board wherever possible greatly helps.

B) University Partner: Getting the support of the local university/college is also very important. Firstly, they can provide the halls and rooms free of cost. These are usually pre-equipped with presentation and audio-visual facilities. Secondly, they can provide the support of students who can give volunteering support in logistics and organizing, attend the sessions for their learning and class credits, and also provide a good audience strength at any time that it might dip, especially toward the end. Thirdly, they can help with taking the video recordings of the sessions, and photographs which greatly help all speakers in showcasing their speech at WEF. These can be added on the WEF TV and shared by all on their social media and partnerships. This enables greater international participation.



- C) **NGOs/Schools' Partners:** This adds community and cultural vitality and helps other non-profit leaders as well as providers mentoring opportunity to mentors and mentees.
- D) **Corporate/Chamber Partners:** engaging with their Diversity and Inclusion teams creates synergies and opportunities for All especially for those in consulting and training.
- E) **Sponsors:** Outcomes and Branding for the local partners include the fact that they would get their name and branding in the over 1,00,000+ email invites we send worldwide to our members (a number that keeps increasing as our membership expands with reference virally). Plus their visibility on event collateral, social media and WEF TV.

NOTES:

- A) Complete overall financial responsibility of the regional WEF and its effective management including getting the sponsors etc; any surpluses or deficits alike, or any arrangements made with venue partners rests with the local chapter/coordinator. We advise you to not offer any minimum-guarantees or enter any other binding agreements with venue partners.
- B) For outflows of payments to vendors, best is for sponsor to pay directly to them; since we do not open local chapter bank accounts as the diversity of regulations in every country can be mind boggling and impossible to navigate. However, wherever that is not possible, you can have another NGO or trusted organization as a support partner and they can be authorised to receive and make payments.
- C) No new websites or social media pages can be made for the regional events without secretariat approval.
- D) Social Media handles: @WomenEcoForum; @ALLLadiesLeague. Hashtags: #WEF; #WEF(CITY/COUNTRY); #WEF(YEAR)
- E) Business Chamber partner: A local business chamber, especially businesswomen/entrepreneur s chamber is vital for engaging local inspiring speakers and role models in different fields.
- F) Local Team for planning and preparation: a well-planned event requires a strong local team of at least 8-15 core organising committee members that can help build connections and outreach, and also be evolved in overall organizing of logistics and managing the event.
- G) All regional WEF event coordinators are given a one-time license to hold a specifically dated regional event. (Request copy of contract from the Secretariat.)
- H) Please note that WEF does not have any chapters. It is a conference platform of the ALL Ladies League (ALL) chamber and network. The event you coordinate can be referred to as an *Edition*. All editions, previous and upcoming, can be seen on www.wef.org.in
- I) ALL Ladies League as the international network with members does have chapters. Currently ALL has 800+ chapters across the world and these are listed on its website www.aall.in



J) We welcome you to also lead a local ALL Ladies League (ALL) chapter as a precursor to the Women Economic Forum (WEF) you plan to coordinate as this will help you to foster a support system locally.

OTHERFORMATS

The guidelines, suggestions and notes will apply as above in spirit and principle, as applicable to the different logistics. The following formats are largely local events, while the larger WEF event may invite international participation as well. We urge you to maintain a non-profit spirit.

WEFx / or ALL Chapter Conclave

WEFx is a smaller format one or two day event with 50-100 participants. Program can be conducted in a local language. You can have talks and practical workshops and other creative programming.

In case a local ALL chapter wishes to do a small event likewise, it can also be done as an ALL Chapter Conclave, giving more visibility to the local chapter. WEF events are listed on www.wef.org.in whereas ALL chapter conclaves are listed on www.aall.in

WEF Awards Summit

WEF Awards is a 3-4 hours gala format over lunch or high tea, or reception, or dinner, for honoring awardees in different categories. It has 100-200 attendees and 25+ awardees.

Awards are sent only by the Secretariat after due process of approvals.

WEF Industry Summit

WEF Industry Summit is a 3-4 hours roundtable exchange and training format for corporates in a specific sector/field of growth and leadership. It can have 50-150 participants.

WEF Wellness Retreat

WEF Retreat offers experiences for healing and wellbeing including yoga, Ayurveda, meditation, chakra balancing, chanting, arts and crafts, reflexology, and other healing rituals as programmed by the coordinator and resource team. It can have 50 participants.

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