

# Women Economic Forum (WEF)

*Guidelines for holding Regional*

WEF, WEFex, WEF Awards Summit



## WEF

### Larger Format Annual and Regional WEF

Annual WEF refers to the mega marquee week-long Annual edition in India.

Regional WEF refers to a major three days event in any city globally with an expected gathering of over 500 delegates, 100+ speakers, and 50+ sessions.

### Local Chapter/Coordinator Responsibilities:

For organizing a regional WEF, listed below are the responsibilities both financial and organizational, of the local ALL chapter/WEF coordinator:

1. Location/venue: a grand Hotel or a Congress Center or as suggested a University space. Need one large grand hall for the plenary to accommodate 300-400 participants, and minimum 3-4 smaller rooms to accommodate 30-40 delegates for the parallel sessions.
2. Lunch and snacks/tea/coffee to be provided for the delegates on all the days of the conference. Plus one Gala dinner in the evening.
3. Stage and audio/video setup for speaking, live streaming and recording of all sessions be they plenary or parallel in the main hall and breakout rooms.
4. Flex signage for the program highlights, directions, sponsor logos, and ALL Ladies League (ALL) and Women Economic Forum (WEF).
5. Photographers and persons to take video of all proceedings so that it can be uploaded on the official website and live streamed. All recordings added on WEF TV.
6. Providing for one economy class round trip ticket from India to the venue plus stay for one senior staff of WEF /ALL headquarters to be present to oversee, guide and support the event.

## SUGGESTIONS:

For the success of a WEF event, large or small format, we have seen that having local partners greatly help, and one can always align interests for mutual empowerment.

In choice of partners, do discern good alignment in terms of a philanthropic vision, nonprofit spirit and collaborative mode as these characterize our events.

Outcomes and Branding for the local partners include the fact that they would get their name and branding in the over 70000+ email invites we send worldwide to our members (a number that keeps increasing as our membership expands with reference virally). Local teams also gain great visibility that will help them in their professional and personal growth, leadership and business.

Thereby we suggest the following:

A) Local Government partner: getting a government partner or the local city council 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

7. Finalizing a list of at least 50 prominent women and some men for WEF Awards in the categories of: Leader/Women of the Decade; Exceptional Women/Leaders of Excellence; Iconic Women/Leaders creating a better world for all, Young Leaders/ Innovators creating a better world for all.

8. Getting a good nearby hotel to give concessional attractive rates for accommodation to the delegates. Plus ensuring that the conference fee (outside of stay and travel borne by participants) is not more than USD 100-120 for the entire event. This helps in attracting delegates and speakers from different countries, and brings value to the objectives of the partners. Also if some of the senior local speakers from the host country/other would not be charged conference fee for sake of Protocol, then sufficient sponsors' funds should be available to cover.

9. Complete overall financial responsibility of the regional WEF and its effective management including getting the sponsors etc; any surpluses or deficits alike, rests with the local chapter.

10. 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 authorized to receive and make payments.

### **Support from WEF/ALL Headquarters:**

1. Coordinating the whole event from the WEF secretariat: building the entire theme and program for the regional event in coordination with the local chapter.
2. The outreach to speakers globally and the back office administrative work of coordinating with speakers. Managing the entire background website and sending follow up emails etc.
3. The promotion and visibility of the regional WEF in social media and in drafting and release of press releases in coordination with speakers and local chapter.
4. Designing the Speaker/Delegate badges, flexes, background profile and picture slides of speaker and soft content for the AV in sessions, plus advance and post event social media promotion and publicity.
5. Getting all WEF Award plaques printed and sent for conferring on prominent personalities and rising stars at the awards plenary.
6. Personal Attendance of the Global Chairperson Dr Harbeen Arora.

## **WEFex**

### **Smaller Format WEFex**

WEFex is a smaller format one or two day event with 75-200 delegates, 50+

parity and inclusion, as also for inviting greater touristic interest which naturally happens in the city that's holding the event. Local 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. So getting them on board is very important.

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.

C) Business Chamber partner: A local business chamber, especially businesswomen/entrepreneurs chamber is vital for engaging local inspiring speakers and role models in different fields.

speakers, and 20+ sessions.

### **Local Chapter/Coordinator Responsibilities:**

1. A venue and hall for hosting 100-200 delegates and speakers. Local chapter/coordinator/team can select theme, topics, number of sessions, speakers and audio/video arrangements, delegate conference fee.
2. Finding local sponsors and venue sponsors.
3. Creating a team to effectively manage the event so that delegates are taken full care of and the brand of WEFex is not diluted.
4. Finalizing a list of at least 20 prominent women and some men for WEF Awards in the categories of: Leader/Women of the Decade; Exceptional Women/Leaders of Excellence; Iconic Women/Leaders creating a better world for all, Young Leaders/ Innovators creating a better world for all. Headquarters will finally approve.

D) Local Team for planning and preparation: a well-planned event requires a strong local team of at least 15-20 core advisory council members that can help build connections to individual and institutions. And be involved in overall organizing of logistics and managing the event.

### **Support from WEF/ALL Headquarters:**

1. Coordinating the whole event from the WEF secretariat: building the entire theme and program for the regional event in coordination with the local chapter.
2. The outreach to speakers globally and the back office administrative work of coordinating with speakers. Managing the entire background website and sending follow up emails etc.
3. The promotion and visibility of the regional WEF in social media and in drafting and release of press releases in coordination with speakers and local chapter.
4. Designing of the Speaker/Delegate badges, flexes, background profile and picture slides of speaker and soft content for the AV in sessions, plus advance and post event social media promotion and publicity.
5. Getting all WEF Award plaques printed and sent for conferring on prominent personalities and rising stars at the awards plenary.
6. Dr. Harbeen Arora Global Chairperson will participate via video.

## **WEF Awards Summit**

### **3 hours or Gala Evening format**

WEF Awards Summit can be just a three hour program anytime during the day or evening dinner to award iconic Leaders and Achievers in a city or country and diasporas therein in all walks of life, including business, entrepreneurship, politics, public life, government, social service, arts, culture, sciences, technology, spirituality, innovation, writing, research et al. WEF awards will be presented to recognize and honor their contributions

### **Local Chapter/Coordinator Responsibilities:**

1. The local coordinator spearheading this WEF Awards events will be required to arrange for the location and the cost of the lunch /or dinner through sponsors. Delegate fee, if at all, must not be more than USD 30.
2. Finalizing a list of at least 15 prominent women and some men for WEF Awards in the categories of: Leader/Women of the Decade; Exceptional Women/Leaders of Excellence; Iconic Women/ Leaders creating a better world for all, Young Leaders/ Innovators creating a better world for all. Headquarters will finally approve.
3. Have an iconic Chief Guest to confer the awards.

4. Creating a team to manage the event and make sure the event is up to the standards of WEF.

### **Support from WEF/ALL Headquarters:**

1. Coordinating the program from the WEF secretariat and Approval of Awardees.
2. The outreach to speakers globally and the back office administrative work of coordinating with speakers. Managing the entire background website and sending follow up emails etc.
3. The promotion and visibility of the WEF Awards event in social media and in drafting and release of press releases in coordination with speakers and local chapter.
4. Designing of flexes, background profile and picture slides of speaker and soft content for the AV in sessions, plus advance and post event social media promotion and publicity.
5. Getting all WEF Award plaques printed and sent for conferring on prominent personalities and rising stars at the awards plenary.
6. Dr. Harbeen Arora Global Chairperson will participate via video.

**NOTE:** For all WEF events and formats, a contract for one-time use of trademarks and logos with protocol of use is to be signed before any publicity of the event. When the event dates are formalized, please ask for the copy of contract from DG, ALL WEF at [dg@wef.org.in](mailto:dg@wef.org.in)

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