

Meeting Details:

Topic: **BusinessConnect: Marketing Communications**

Purpose: As part of the on-going series of workshops with the business community, the organizers invited Marketing & Communications professionals, representing companies of all sizes, to join the BusinessConnect for an open discussion about the positioning of Expo 2020 Dubai. The workshop began by outlining of the vision for Expo 2020 and then opened the floor, asking participants to share their thoughts and expertise on how best to maximize the enthusiasm and support of the national population, how to tell stories that engage and inspire a global audience, and how to ensure that Expo 2020 is an important moment in the history of the UAE, with a sustainable and meaningful legacy.

Date: 08/12/2015 | 09:00 – 12:30

Venue: Atlantis The Palm, Silk Ballroom

Attendees:

- Ondrej Soska – Vice President, Czech Business Council
- Representatives of the marketing industry and various national business councils in Dubai

Minutes of Meeting:

#	Description
1	<p>General</p> <ul style="list-style-type: none"> ▪ <i>Connecting Minds, Creating the Future:</i> The main theme recognizes that we live in a time of unprecedented interdependence, in which co-operation and collaboration are the keys to progress and prosperity. It defines what Expo 2020 aims to achieve and the essential impact it hopes to make on humankind. It will also provide the backbone for the content, organization and delivery of the event. Everybody who engages with our Expo is a co-creator - together we will create the future. ▪ <i>Creating wonder, optimism and hope:</i> The Great Expos of the past captured people’s imaginations. They showcased the greatest innovations and foretold the future. They also captured the essence of their time and left behind iconic architecture. Overall, they created a sense of excitement and hope. It is this wonder and optimism that we hope to capture for Expo 2020. ▪ <i>Site:</i> The project will be located between two major airports (Dubai International and Abu Dhabi International Airport). Allocated space of over 200 hectares will provide enough space for over 200 participants (countries, large corporations, NGOs). The goal is to bring over 25 million visitors, 75% of which should be international. ▪ <i>Seamless operations:</i> Located within the Dubai South District, equidistant between Dubai and Abu Dhabi, and within close proximity to major air and shipping hubs, the Expo site was carefully chosen to ensure the best possible operational and logistical efficiencies for participants; easy access for all visitors; and a high level of international visibility. ▪ <i>A transformative legacy:</i> The first ever World Expo – the ‘Great Exhibition of the Works of Industry of All Nations’ - took place in London in 1851, and left an enduring legacy, much of which is still evident today. Our aim is for Expo 2020 to leave a transformational legacy not only in Dubai and the UAE, but also the wider region along a number of dimensions: economic, social, physical, cultural and reputational.

#	Description
2	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> ▪ <i>A 'bottom up' approach:</i> People in the UAE are accustomed to grand announcements and high-profile projects. It is important that engagement begins at a grassroots level, breaking every piece down into relatable and relevant engagement programmes, specific to each stakeholder. Initiatives such as BusinessConnect and YouthConnect have made a strong start, and will be expanded to reach different audiences, both locally and internationally. ▪ <i>Engagement is the key to successful communication:</i> We need to invite everyone – from school children to business leaders - to join us along every step of the journey, rather than just during the event itself, in order to build momentum, excitement and ownership, whilst avoiding 'Expo fatigue.' This can also be done by highlighting important milestones between now and 2020 – a series of sprints, rather than a marathon. ▪ <i>A reflection of Emirati culture and heritage:</i> Expo 2020 must reflect the heart and soul of the UAE. Whilst each individual pavilion will showcase a specific nation's culture, the physical space around the site in general, as well as the overall Expo experience, needs to be an authentic representation of the UAE - both the historic and the contemporary. ▪ <i>Involving corporations at a global level:</i> Businesses already recognise the opportunities to partner with Expo 2020 but want this to take place at a global level, not just locally or regionally. By partnering with us from the early stages, the Expo can be factored into their plans for future growth and the development of new technologies. ▪ <i>An eye on the future:</i> We recognise that today's world is constantly evolving – what is at the cutting edge of technology today, will be old news tomorrow. Expo 2020 still needs to be relevant by 2020, and this means being brave enough to leave gaps in the technologies that will be adopted. We must also remain sensitive and responsive to the geopolitical environment and the issues that will be important to the world. ▪ <i>Role of Business Councils:</i> Business Councils have an important role in promotion of values of Expo 2020. They should build bridges to their home countries. We should invite the Expo team members to our events.

Created by: Ondrej Soska / VP CBC

Issued: December 12, 2015