

BTM WBS

Task	responsible	Pre-event						Event	Post-event				Additional Information
		month 1	month 2	month 3	month 4	month 5	month 6	1,2 or 3 days	month 1	month 2	month 3	month 4	
determining the annual host of the event													
Establishing an Executive Committee with experienced staff and liaising with corresponding companies in the Host country													
forming the steering committee													
defining the event slogan													
identifying the key topics and setting agenda													
creating an event media anagement working group (MMWG)													
preparing the event media plan													
information gathering													
supporting and uploading of information in the relevant section of the network website and usable social networks													
Design and production of posters, brochures, videos, catalogs, and other related items, including B2B events													
forming an accreditation and selection committee (ASC)													
Informing and publishing the contents of the introduction and branding of the meeting between the target countries of the event through all channels, including site, email, social networks, and other related items, examples of which include the event													
Informing the call for B2B meetings and attracting the requests of related companies and individuals													
Carrying out all registration matters for the companies targeted by the event and coordinating their presence at the meeting													
selecting the participants and people													
determining the location and assessing the necessary facilities													
Creating a News wave in news agencies, university telegram channels, and related centers, newspapers, and magazines and submitting reports to the network secretariat													
Coordination to carry out environmental advertising and the implementation of the required structures of the event at the level of the parking space, if necessary													
Coordinating the accommodation and transportation of representatives of selected companies in the Host country													
Coordination for the installation and operation of the Internet network													
Coordinating the presence of an experienced and fluent English speaker and translator at the same time during the event													
holding the event													
preparing reports for each part/ documenting													
media management													
Follow-Up, monitoring and updating the status of the cooperation between the parties													
preparing lessons learned from the event													
guiding to other events													
benchmarking solutions													