

# GMI Partnership Expo

**1<sup>st</sup> GMI Steering Committee Meeting**  
**12-13 October 2011**

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**Krakow, Poland**

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# GMI Partnership Expo

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- Background and Outcomes
- Lessons Learned
- GMI Partnership Expo
- Expo Planning and Outreach
- Issues for Consideration

# Background and Outcomes

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- 2 previous Partnership Expo have been completed with great success!
  - 2007 Beijing, China (More than 750 attendees from 34 countries, 91 project opportunities from 11 countries)
  - 2010 New Delhi, India (More than 500 participants from 36 countries, 150 project opportunities and success stories from 17 countries)
- Assumed that without the Expo(s), many of the featured projects would not have been identified.
- Expos attracted private sector sponsors and exhibitors, providing opportunities for project developers to network directly with technology providers.

# Lessons Learned

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- An Expo Task Force was created for Expo planning; developed recommendations that ASG successfully integrated into planning subsequent Expos:
  - Conducting project tours as part of the conference program (where feasible).
  - Initiating Expo outreach and marketing campaign as early as possible.
  - Developing sector-specific conference tracks through a “Call for Abstracts.”
- These recommendations will likely be employed for the GMI Partnership Expo.

# GMI Partnership Expo

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- At the September 2010 meeting, the Steering Committee agreed that a GMI Partnership Expo would be beneficial.
- The ASG was tasked with identifying a host country and beginning planning for the event.

# GMI Partnership Expo (con't)

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- The Steering Committee adopted the same basic framework as the previous Expos in terms of:
  - Plenary sessions with keynote speakers addressing topics of broad interest to the Initiative.
  - Sector-specific technical and policy sessions that address key issues relevant to the sectors.
  - Exhibit hall featuring booths showcasing country activities and technologies and project developer/service provider expertise (Project Showcase).
  - Exhibition of project opportunities and success stories.
  - Site visits (where available and appropriate).

## GMI Partnership Expo (con't)

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- Late 2012 or early 2013 are the earliest viable timeframe for organizing and hosting an Expo.
- ASG has been in contact with several Partner Countries about hosting this event.
- ASG believes a good venue has been identified. The final decision to be taken pending this Partner's confirmation at this Steering Committee meeting.

# Expo Planning and Outreach

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- Appropriate planning and outreach are critical to ensure Expo success.
- These activities were undertaken to promote the two previous Expos, and if so directed by the Steering Committee, will be followed by ASG again:
  - **Expo Planning Task Force** – To help plan key issue areas to be addressed in plenary sessions, Expo format and structure.
  - **Project Showcase** – Project exhibit hall to display potential methane development projects and success stories.
  - **Subcommittee Participation** – To assist with the identification and templates need for project opportunities within the showcase.



# Expo Planning and Outreach (con't)

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- **Website** – Establishing a dedicated Expo website that includes host and sponsor information, logistics, sponsorship/exhibit opportunities, Calls for Presentations, Expo agenda, online registration, and hotel reservations.
- **Newsletter** – Expo-related articles and features in the *Methane International*.
- **Marketing** – Expo flyer distribution, comprehensive Expo brochure, advertisements in appropriate trade journals, posting to various online and trade association calendars and list serves.

# Issues for Consideration

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- The ASG has identified a host country and held initial discussions on location and timing. Would the potential host country confirm their willingness to support this event and discuss their preferred location and timeframe for holding the next Expo?
  - Does the Steering Committee support this proposal?
- Does the Steering Committee wish to task all country delegates with providing support for the Expo by:
  - Seeking sponsors?
  - Identifying and proposing project ideas for Expo display?
  - Committing to attend and support the Expo?

# Issues for Consideration (con't)

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- Does the Steering Committee wish to task the ASG with forming an Expo Task Force with membership from interested Partner countries and Project Network members?
- Does the Steering Committee wish to task the ASG with pursuing outreach mechanisms for a GMI Partnership Expo?
- Does the Steering Committee wish to task the sector subcommittees with identifying and creating project opportunities for the project showcase?
- Does the Steering Committee wish to task the sector subcommittees with developing agendas and identifying speakers for technical and policy workshops in each of the sectors?