

ACT 2014

Marketing and Communication of EO-
ACT – Regional Integration Event
(South Asia)



Kolkata

Brand background, Target audience and Profile of Event

- RIE – Annual event for EO'ers
- *Learn, have fun, party*, network, bond!
- Median age – 38-40 years
- Used to **high and ever evolving standards** of living, luxury, food and hospitality
- Young, Maverick, Passionate and Feisty

Why ACT!



Kolkata

However many holy words you read, however many you speak, what good will they do you if you do not **act** on upon them?

Buddha

Courage is simply the
willingness to be afraid and
act anyway.

Dr. Robert Anthony

‘Do-ers’ who believe in **action**

Everyone dreams and thinks of doing things, but those who actually **ACT**, become entrepreneurs.

Act as if what you do makes a difference. It does.

William James

All men dream, but not equally. Those who dream by night in the dusty recesses of their minds, wake in the day to find that it was vanity: but the dreamers of the day are dangerous men, for they may **act** on their dreams with open eyes, to make them possible.

T. E. Lawrence

For only those who **ACT**,
achieve.

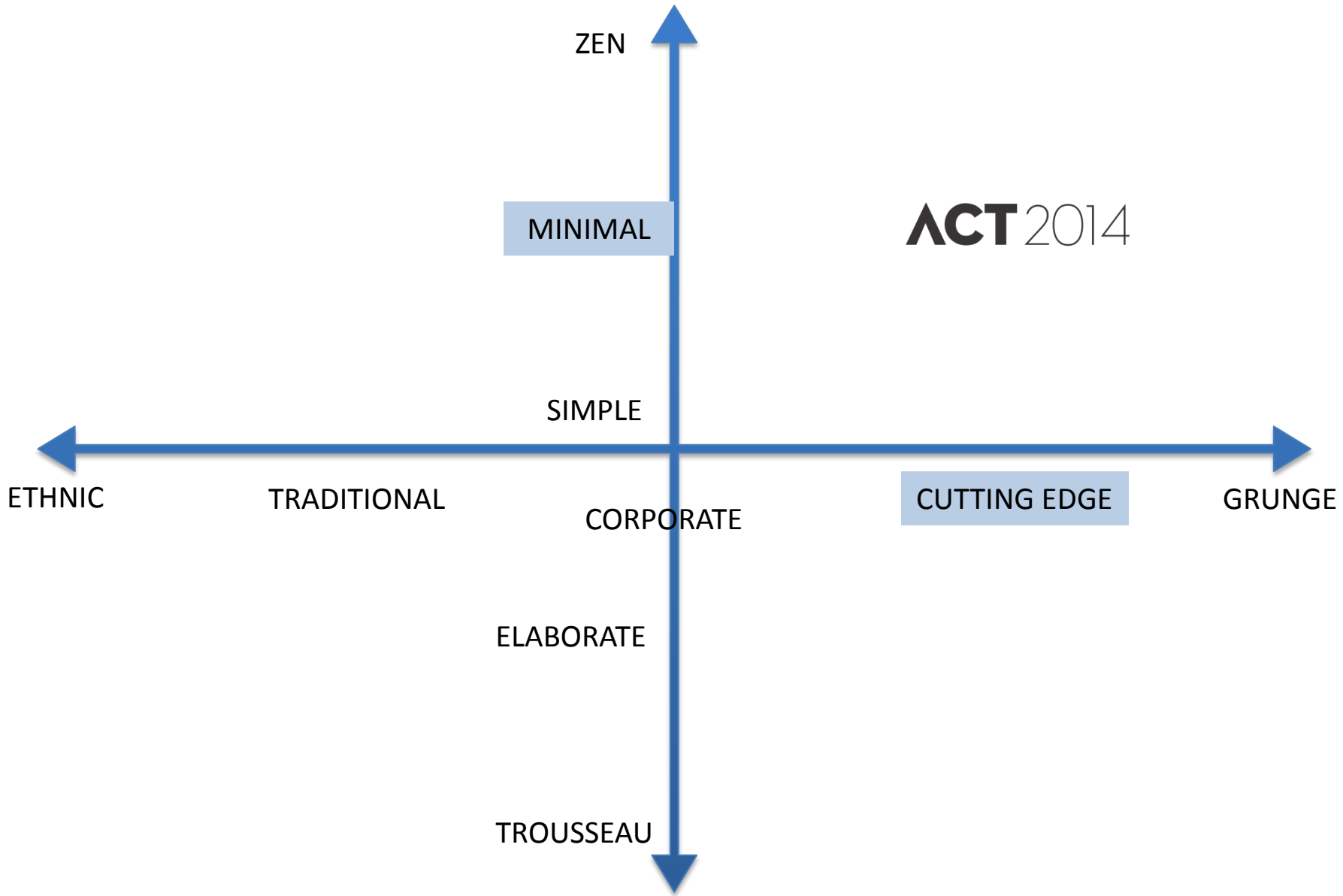
Everybody dreams,
entrepreneurs **ACT.**

You need to ACT to follow your passion, to make your dreams come true. To help people, to make the world better, to change for the better.

J.U.I.C.E – *Look and feel for the event*

- ***Just for you***/ Customized/Personalization/
Warmth
- ***Unique***/Young/innovative
- ***Intelligent***/ intellectually stimulating
- ***Clean***/White/Stylish/Chanel
- ***Energetic***/Feisty/Bold/Vibrant/Camaraderie

Enjoying the journey, having fun, while creating a truly unique experience



VITAL ELEMENTS

- MONOCHROMATIC STATIONERY
- BOLD BUT BLACK & WHITE WEBSITE
- CUSTOMIZED CONTENT FOR INVITATION LETTERS
- MINIMALISTIC / SCANDINAVIAN PACKAGING FOR EVERYTHING
- RFID/SIMILAR TECHNOLOGY FOR THE “PERSONAL TOUCH”
- CUTTING EDGE DÉCOR – THINK PRISTINE WHITE WALLS WITH PSYCHEDELIC DISPLAYS
- USING DISPLAY – ART INSTEAD OF GENERIC BILLBOARDS
- HAMPERS WITH COOL STUFF INSTEAD OF TRADITIONAL GIFTS

Save the date mailer



Early Bird mailer



**BE AN
EARLY
BIRD**

READY TO ACT?

REGISTER BETWEEN 10TH - 24TH SEPTEMBER AND GET **30% OFF** ON THE REGULAR REGISTRATION FEE. REGULAR FEE FOR SINGLE / COUPLES: RS 25,000 / 35,000 (INCLUSIVE OF TAXES). LIMITED AVAILABILITY! PLEASE VISIT WWW.ACT2014.COM/REGISTER

REGIONAL INTEGRATION EVENT KOLKATA

9-12 JANUARY 2014

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EO | Entrepreneurs' Organization
Kolkata



THE EARLY BIRD HAS FLOWN.

You might've missed the Early Bird, but regular registrations are still open! Regular fee for single / couples: Rs 25,000 / 35,000 (inclusive of taxes). Don't miss out anymore! Please visit www.act2014.com/register

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Golf – Photo flex

ACTION PARTNER
BLACK DOG
SPARKLING WATER

CHANGE PARTNER
HDFC
MUTUAL FUND

TRUST PARTNERS
BARCLAYS
IFCI
Standard Chartered
ICICI Bank
khayaal aapka
AMTEK
Experience Excellence
Prestige GROUP
Add Prestige to your life

EO | Entrepreneurs' Organization
Kolkata

ACT 2014
EO SOUTH ASIA GOLF CHAMPIONSHIP

REGIONAL INTEGRATION EVENT KOLKATA
9 JANUARY 2014
ACT
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AT ROYAL CALCUTTA GOLF CLUB

ACTION PARTNER
BLACK DOG
SPARKLING WATER

CHANGE PARTNER
HDFC
MUTUAL FUND

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IFCI
Standard Chartered
ICICI Bank
khayaal aapka
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Experience Excellence
Prestige GROUP
Add Prestige to your life



Golf event awards



Kolkata

Networking mailer



ACT 2014 KOLKATA

Deep Sea fishing

(... that's probably the only business which will not be represented at ACT!)

Before we talk about the host of astounding networking opportunities at ACT 2014, we're sharing a story from **Wanda Shuenyane** from **EO Johannesburg**.

“EO's Global Events are just the right environment for networking. You spend time with entrepreneurs from around the world, with incredible amounts of energy and brimming with fascinating ideas. If you attend with an open mind, you will have numerous delightful surprises from the people you meet. I have been inspired so many times at these global events by fellow EOers with an incredible passion to change the world and make a difference. One particular interaction with an EOer from Switzerland inspired me so much that I returned to South Africa and started a business in renewable energy—an industry that is in complete contrast to the marketing services focus of my other businesses. This new business stands to be my most lucrative venture so far and I will be expanding it across the rest of the continent. This is the power of the EO Network!

That really doesn't leave much for us to say, does it?

Let's just conclude by saying that **YOU** can opt in to network with other willing participants of ACT 2014, based on your interests. Our intelligent matchmaking software will also suggest participants from amongst the registrants whom you may want to meet during ACT 2014. We will also be organizing networking meetings during ACT.”

All you have to do is click on link to set up your preferences.

That's it, that's all it takes. One click and you could be starting up a new venture or making the current one bigger and better! See you soon!

Disclaimer:

- When you choose to opt-in to networking at ACT 2014, you waive the non-solicitation policy, and allow other ACT 2014 participants to contact you.
- You are not allowed to share the data you receive of other ACT 2014 participants with anyone else or for any other purpose;
- Data supplied by you will be used by ACT 2014 for matchmaking during the event, and will be provided to other willing participants of networking, (but will not be used by ACT 2014 after that).

ACTION PARTNER:

CHANGE PARTNER:

TRUST PARTNERS:

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Meet your match at ACT 2014

(Apart from the fabulous parties, intriguing learning sessions, here's a networking opportunity for you..)

Here's a story from **Michael Luetzenkirchen** from **EO Germany**.

“An EO University provides just the right environment for networking. You spend time with people with similar interests time that involves learning, bonding, off-sites and so on. This gives great insight to the way they think, and who they are. As it is, being an EO member puts them at a certain level. So when David Barnes (EO Melbourne) and I spoke about my product, he immediately wanted to partner my company, and today he is a trusted partner. We are looking at growing our business in Australia, not possible without the amazing EO connection.”

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Facebook banners

IM GOING
TO ACT

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9-12
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2014

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IM GOING TO ACT

Gaurav Agarwala
KOLKATA

IM GOING TO ACT

REGIONAL
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KOLKATA

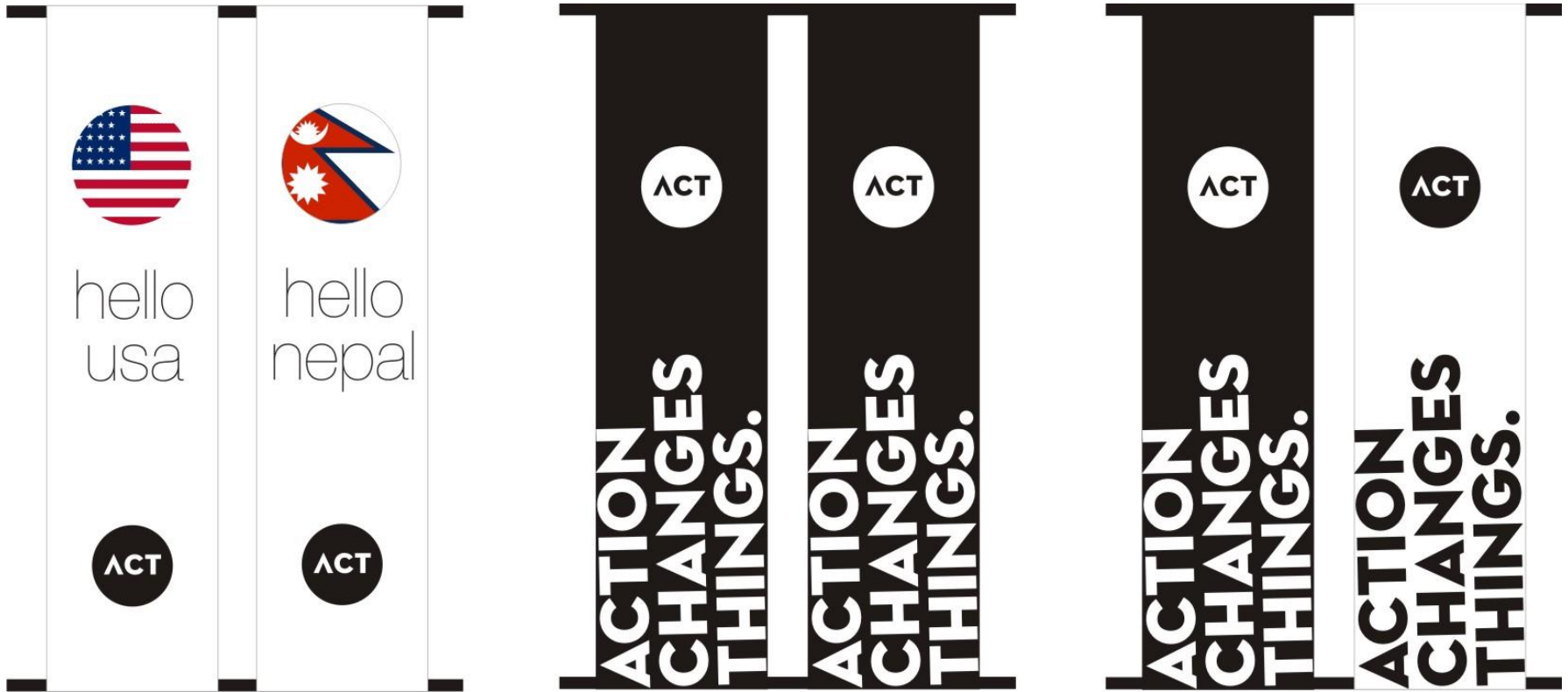


Entrepreneurs' Organization
Kolkata



Kolkata

Flags lining the driveway of the Hyatt Hotel where EO ACT was held



Kolkata

Learning mailers

LEARN

KUMARMANGALAM BIRLA

"You cannot help but learn more as you take the world into your hands. Take it up reverently for it is an old piece of clay, with millions of thumbprints on it." *John Updike*

Come January 2014, and you'll have the best the world has to offer. You'll have a wealth of learning from both kings and kingmakers. This is something you have to not only see, but hear to believe.

JULIAN ASSANGE . KUMARMANGALAM BIRLA . IMRAN KHAN . VIJAY MALLYA
HARSH MARIWALA . VIKRAM SETH . SWAMI PARTHASARTHY . VIVEK WADHWAN

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Kolkata



Morning cards for Coffee shop with schedules for the day printed at the back

**HELLO
SUNSHINE**

**WAKEY
WAKEY**

**HERE'S
LOOKING
AT YOU
KID**

**CARPE
DIEM**



Kolkata

Party/ Social mailer



Everyone promises partying. We're promising EUPHORIA. For 3 nights, EO Kolkata will be hosting an ethereal journey of the senses. This won't just be a party, it'll be an odyssey. Be there to experience it.



Kolkata

Production signages

A TOUGH **ACT** TO FOLLOW

CAUGHT IN THE **ACT**

ACT OF FAITH

Production – Speaker intros



Swami Parthasarathy
Excess Work
is Rest



Kolkata

Posters around the hotel



United Colors of EO ACT

ACT RULES!



I am Action.
Talk to me about getting things done.

EO Kolkata welcomes all of you to ACT.



I am Change.
Talk to me about making a difference.

While they are guests of EO Kolkata, EO South Asia chapters are also playing hosts to the International members flying in from over 25 countries.



I'm enjoying Things.
Talk to me.

Soak in our hospitality and enjoy the learning sessions, evening entertainment and the offsites!



Important Without the ID, there will be no entry allowed to any of the ACT learning sessions, evening entertainment or offsites. In short, please keep it with you at all times. The registration kit can be collected from the Hyatt - EO ACT Hospitality desk. The ACT hospitality team will be coordinating this from 9th January onwards. White Lanyards: Speakers, Partners and EO Global



ACTION PARTNER



CHANGE PARTNER



TRUST PARTNERS



Kolkata

EO ACT Theme Song – composed and performed
specially for EO ACT 2014

BORN TO WIN – ACTION CHANGES EVERYTHING

Videos for EO Kolkata with the song in the background

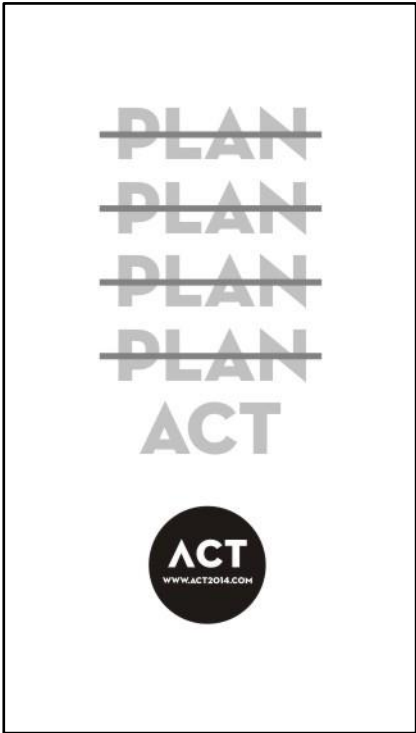
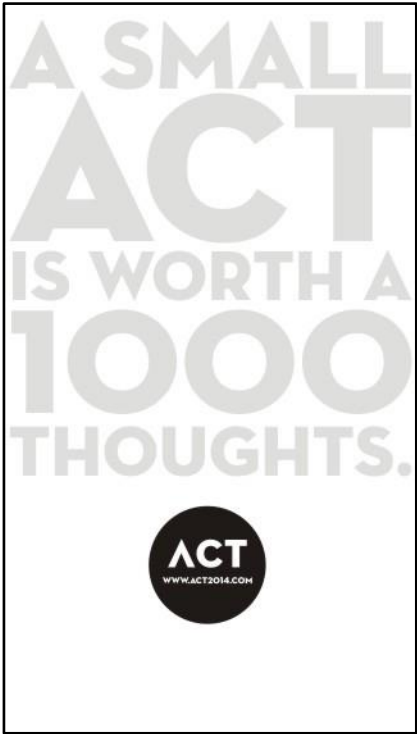
– CLICK to play

[#1](#) EO Video

[#2](#) ACT video

(More than 10 versions of the song were made to be
played during Production and Social events)

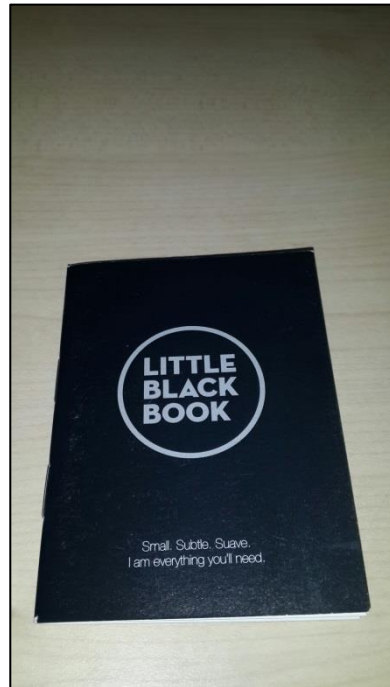
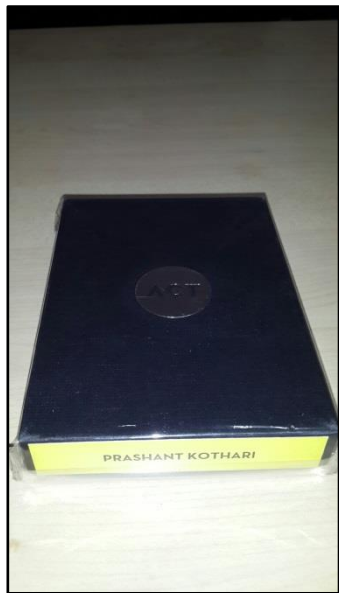
Banners used over the Hotel premises



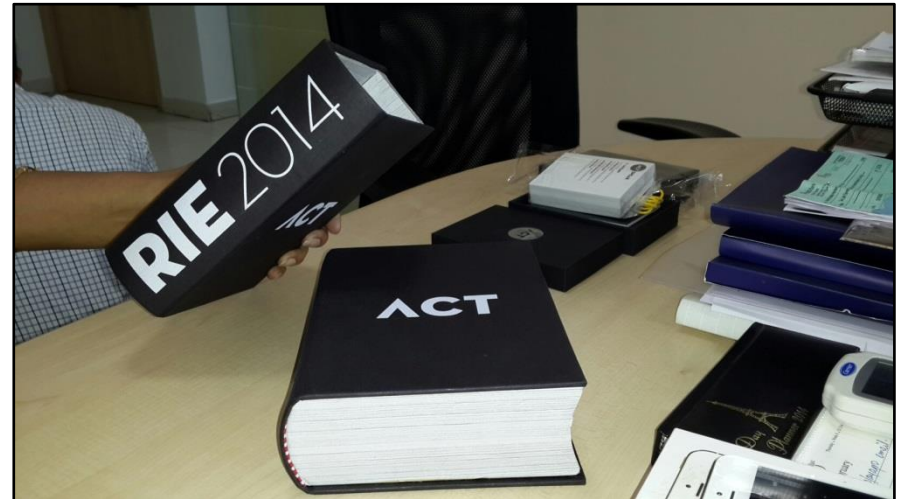
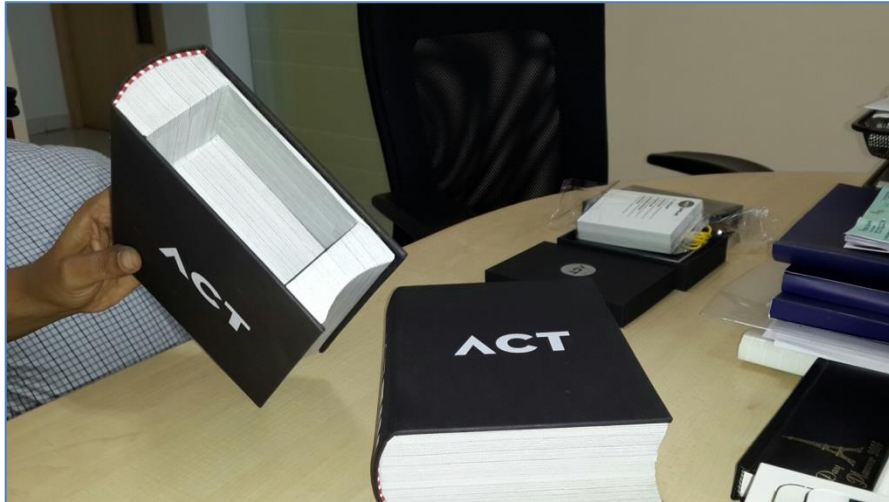
Bottled Water and Sweets – ACTed upon!



Registration kit and brushed metal ID badges for all participants



It's not a book – It's a planter box!



Branding at the Kolkata Airport



Branding at the Kolkata Airport



Welcome at the Airport and Car branding for logistics

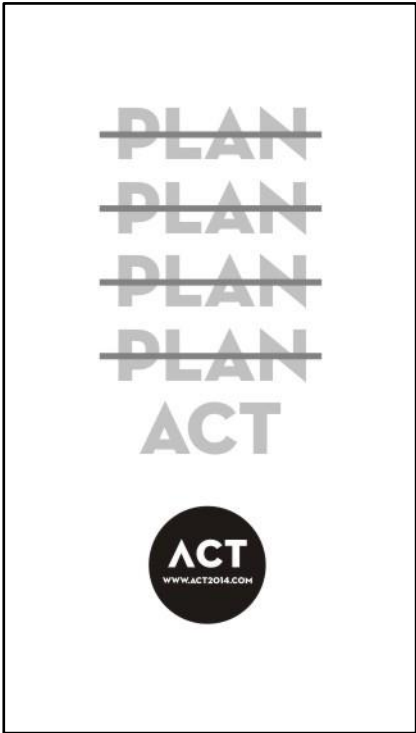
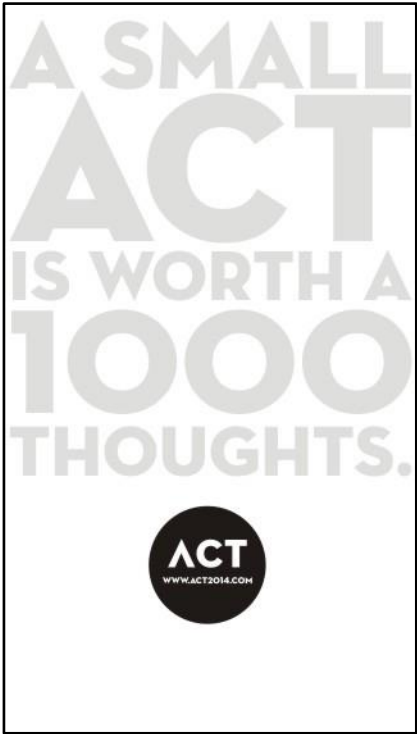


Cars – ACT stickers



Kolkata

Banners used over the Hotel premises



Bottled Water and Sweets – ACTed upon!

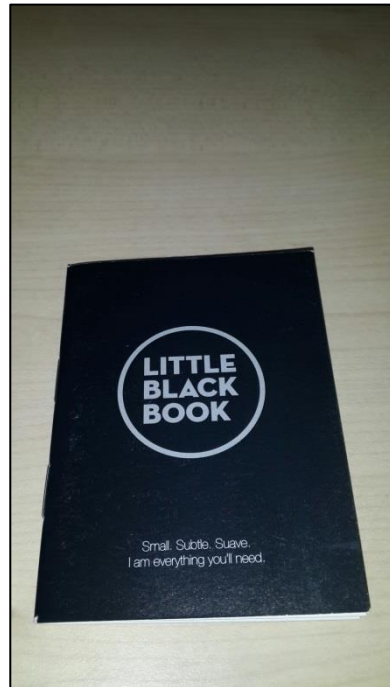
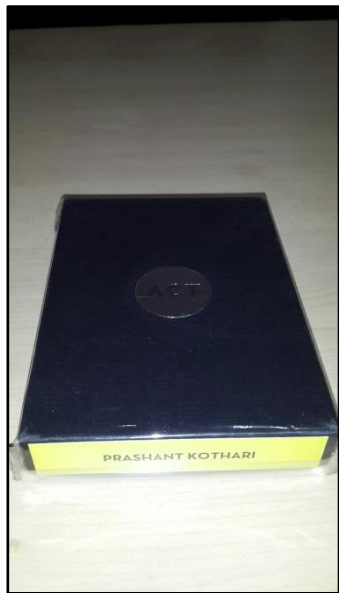


Kolkata

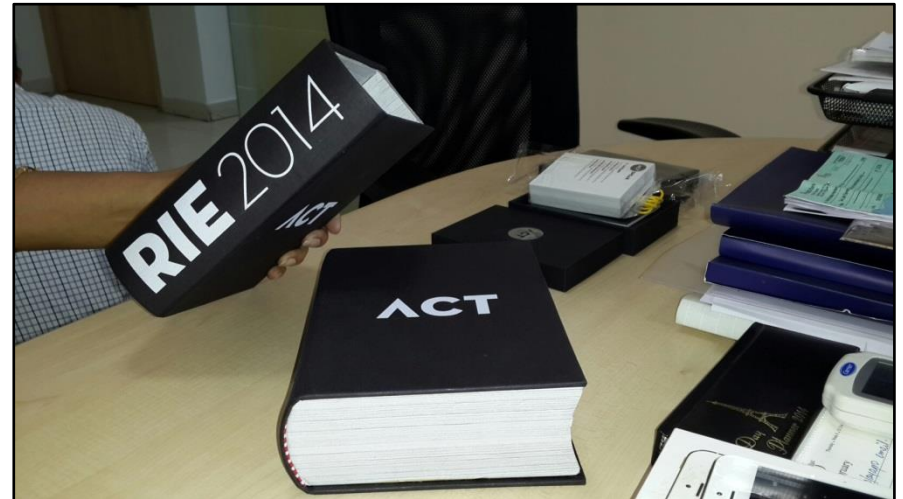
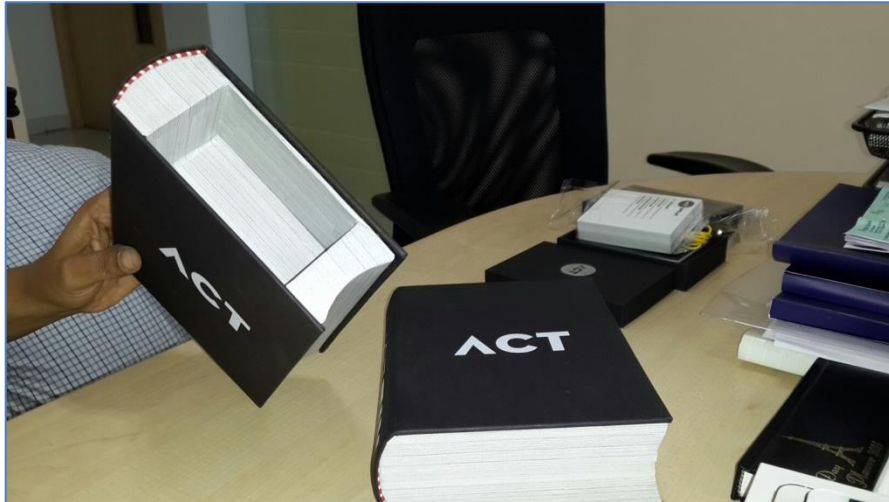
Some testimonials from EO Global



Registration kit and brushed metal ID badges for all participants



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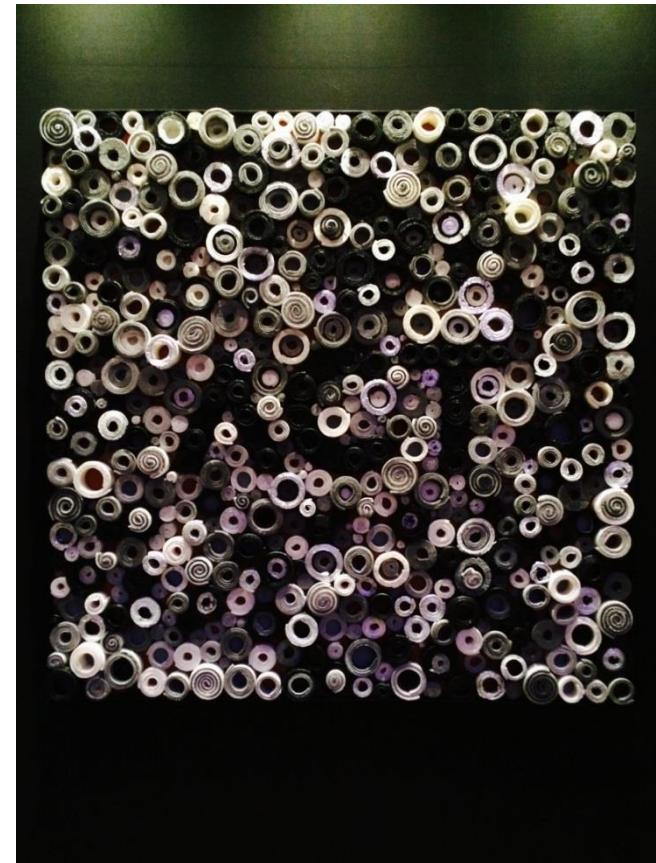


Kolkata

Day décor in the foyer and the Coffee shop



Artworks in the Hyatt Lobby



Hyatt Hotel rebranded as EO ACT Hotel!



3d acrylic ACT lettering in front of Learning area



Day décor in the foyer and the Coffee shop



Hotel keycard slots



Tea box and Tea bags

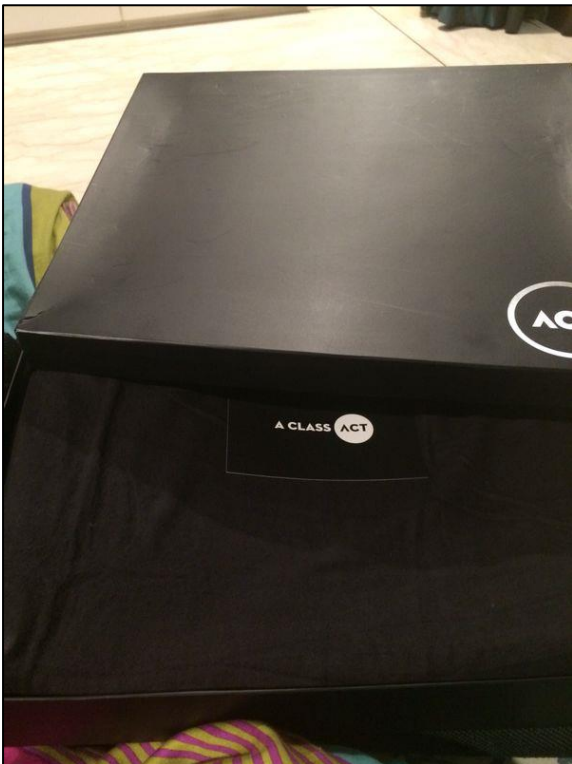


Kolkata

ACT Crew badges for outside agencies working for the event



Gifts for all the attendees



Kolkata

Hoardings around the city during EO

ACT - #1

**WELCOME
TO THE LAND
OF ACT**

REGIONAL
INTEGRATION
EVENT
KOLKATA

9-12
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Hoardings around the city during EO ACT - #2

**WELCOME TO THE
LAND OF ACT**

REGIONAL
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KOLKATA

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EO | Kolkata

Hoardings around the city during EO ACT - #3

**WELCOME
TO WHERE
ACTION
CHANGES
THINGS**



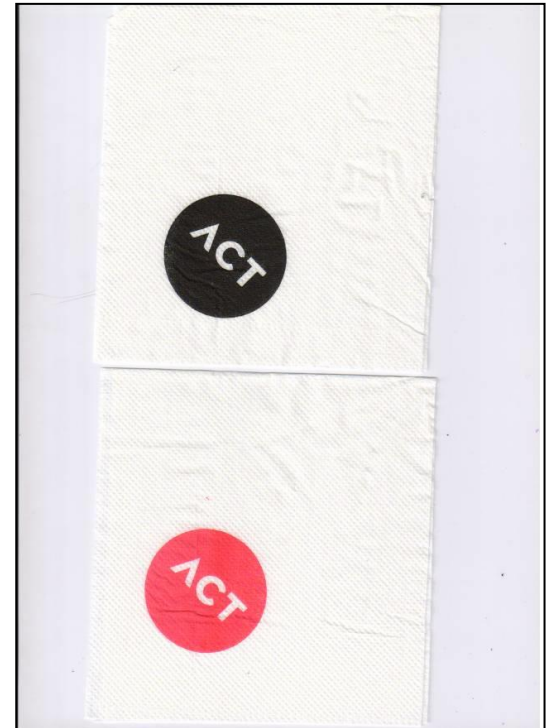
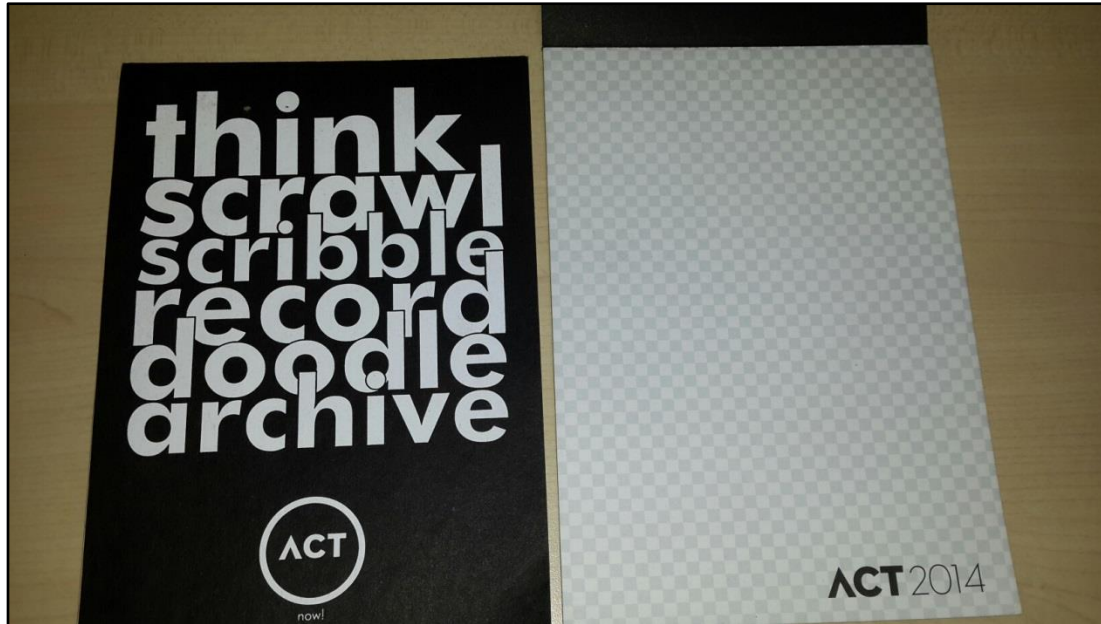
Hoardings across the city during ACT



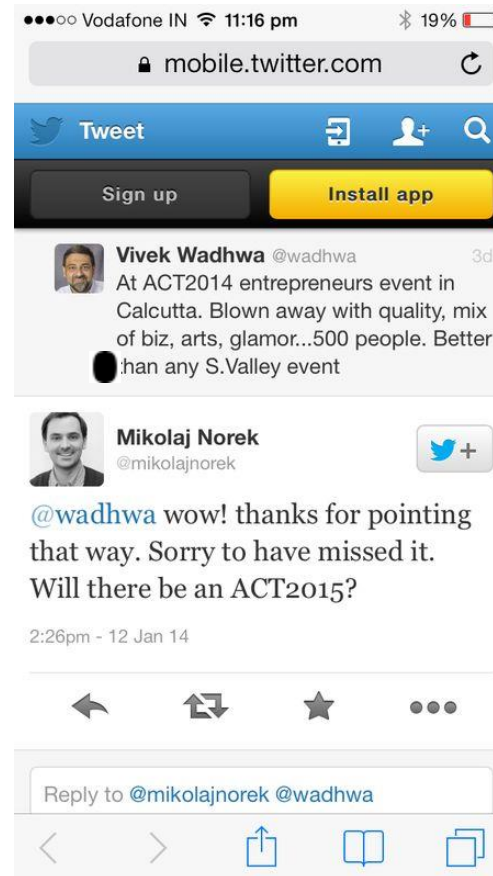
Brushed metal tags – embossed with each EO member's name and chapter



Pads and pencils and even tissue papers



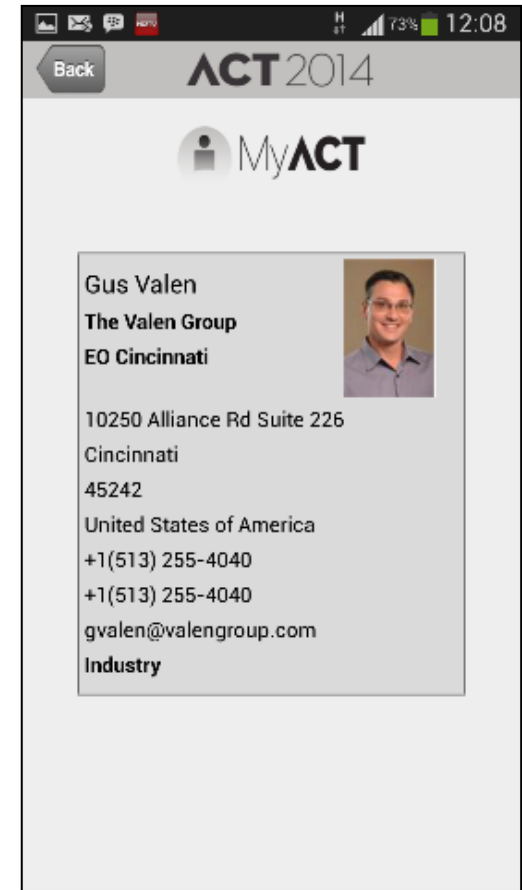
ACT Times – newspaper customized and delivered each morning to all participants



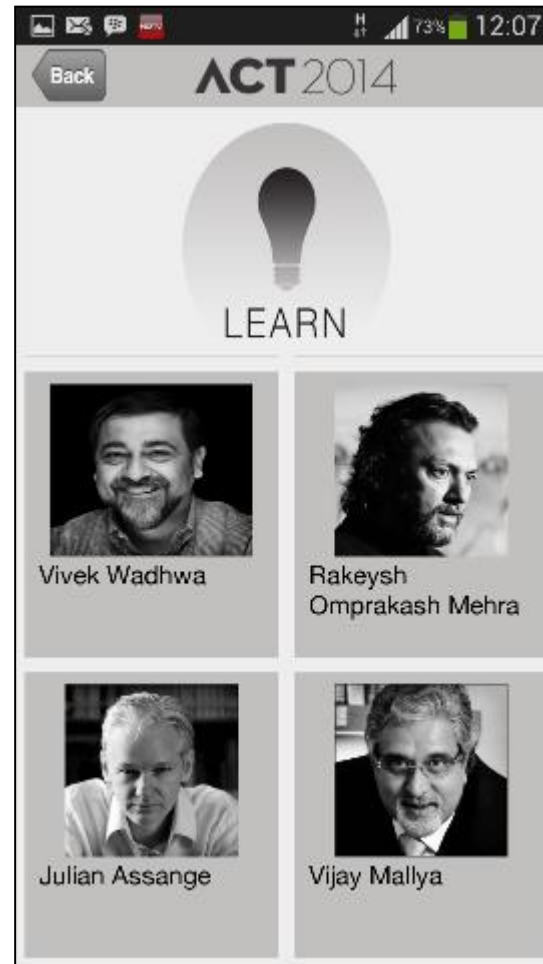
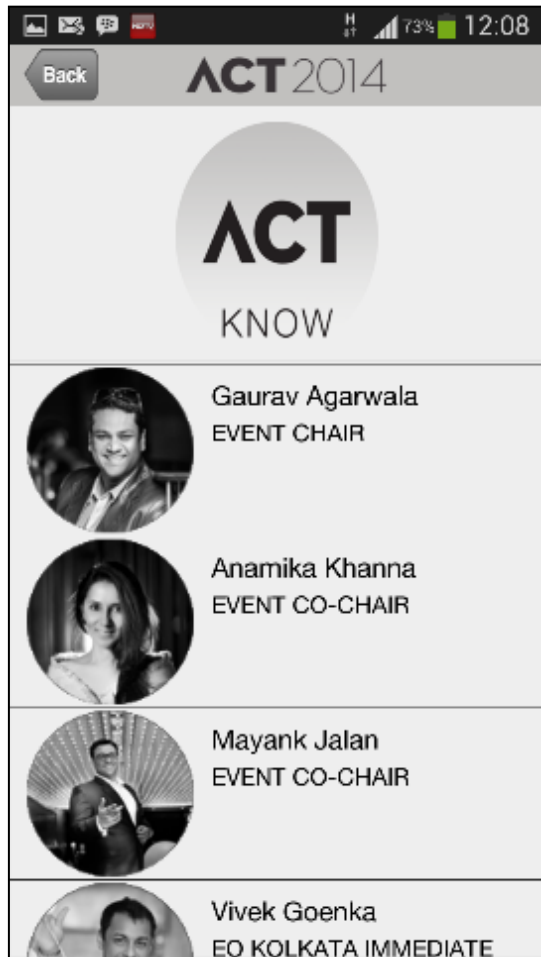
ACT Times – newspaper customized and delivered each morning to all participants



EO – ACT Mobile application screenshots



EO – ACT Mobile application screenshots ..(2)



Post EO ACT celebration mailer



A vertical graphic divided into two halves: white on the left and black on the right. At the top is a large ampersand (&) where the left half is black and the right half is white. Below the ampersand, text is arranged in two columns. The left column (white background) contains: **YOU THEM ENDINGS REMINISCE BLACK**. The right column (black background) contains: **ME US BEGINNINGS CELEBRATE WHITE**. In the bottom right of the white section, event details are listed: Sunday, Feb 9, 7pm onwards, Arjun Enclave Terrace, 12C Judges Court Rd, Kolkata 27. At the bottom left is the ACT CELEBRATION logo, and at the bottom right is the EO logo with the text "Entrepreneurs' Organization Kolkata".

YOU THEM ENDINGS REMINISCE BLACK

ME US BEGINNINGS CELEBRATE WHITE

Sunday, Feb 9
7pm onwards
Arjun Enclave Terrace
12C Judges Court Rd
Kolkata 27

ACT CELEBRATION

EO Entrepreneurs' Organization
Kolkata



Newspaper article about EO and the impact of the event

requirements for... tacks, there is no... on for either in-... policyholders to de-... pected to save the industry... hundreds of crores in renew-... al notices as holdings get con-... solidated.

core in the year-ago period. On the pe-... taky said continued sluggish demand had its im-... pance of the company. In the replacement mark-... heavy duty and light duty commercial vehicles, in-... cars used for commercial application (taxi), rema-

to BI

State's image boost at investors' meet

TIMES NEWS NETWORK

Kolkata: The two-day global meet (January 10-11) of Entrepreneurs Organisation has acted as a catalyst to build image of the state as an investment destination, feels industry captains those attended the meet.

Aditya Birla Group chairman Kumar Mangalam Birla



Vijay Malia at the meet

was present in almost all the sessions of the event. UB Group chairman Vijay Malia was at the event along with Marico chairman Harsh Mariwala. The Marico chairman told TOI that the event has definitely created a positive image of Kolkata in the minds of investors.

"The session by commerce and industries minister Amit

Mitra was very informative and we came to know about lot of things which was not known to us. There was lack of awareness about the ground reality here," he added. An organizer, a city-based young industrialist, said that Malia and Birla have also praised the event and feel that it would have a positive impact on the investment climate. Kumar Mangalam Birla said the event was a world-class one.

Vivek Wadhwa, noted US tech entrepreneur, who attended the event, said that this was one of the best industry events he had seen. Sanjeev Shah of EO Singapore added that this is the best industry event attended by him in 14 years.

"We have used this opportunity to project Bengal in front of world Inc. This was a rare occasion. In fact our objective was to create a positive image about Bengal for the international investors," an EO official added. Julian Assange of Wikileaks had a video session with the representatives of EO here.

Besides, there were speakers like former Pakistan cricket captain Imran Khan, Sushmita Sen, Abhisek Bachhan, Rakesh Omprakash Mehra.

BUSINESS

Sennheiser headphones

Premium headset speaker is aiming a 100% in Kolkata, said Gunjan MD, Sennheiser. They have a presence for the past 20 years in our market share growing by 40% since the launch of the dalone store. We expect our share to increase, said Srivastava. The company is opening a store in Kolkata as their first ever store in the country. According to the company, this is essentially because of the Pacific country.

Coral Softwear platform

Coral Softwear Ltd is looking at a mobile platform investment of approximately Rs 5 crore. "In the new age industry, we believe in breaking new ground with this investment. We have decided to launch a mobile platform for the director," said Rajesh director, Coral



Kolkata

Some testimonials from EO Global



Other contents

- Testimonials
 - We have received over 150 testimonials from EO members who attended the event
 - Please find a short compilation of a few of them in an attached presentation
- Physical samples
 - A box of some physical samples is being sent alongwith

ACT 2014

Thank you!