

# 3G World Congress



- **Date:** December 2006
- **Mission**
  - Reinforce the Congress' reputation as one of the world's most influential industry focused telecom & mobility events
- **Method**
  - Distinguish the Congress from ITU Telecom World 2006, by emphasizing the Congress' pan-industry agenda via strategic key messaging and press materials development
  - Liaise with key analysts to develop pre-event industry insight articles to highlight the significance of the Congress' debates to industry stakeholders
  - Liaise with more than 300 print/online/broadcast media around the world to drive their attention to the Congress' before, during and after the event
- **Measurement**
  - Widespread attendance from international media. Numerous requests for interviewing speakers
  - Positive feedback regarding the Congress' positioning as industry-focused and "anti-sales pitch"
  - More than 150 pieces of coverage from around the world thus consolidating the Congress' significance as a key industry event

