

BaselAlert.com e-Symposium™, 13 September 06

The Event

The BaselAlert.com e-Symposium themed “Basel II Around the World—Regulators Speak Out” is a 1-day global web conference hosted in association with BaselAlert.com, the premier website for information on bank regulation, published by Incisive Media. The BaselAlert.com e-Symposium is broadcast via cutting-edge webcasting technology which is accessible to anyone with a computer, a soundcard, and an Internet connection.

Regulators from around the world will be invited to present for a half-hour on how their jurisdiction is implementing Basel II, as well as on what challenges both the regulators and the financial services firms they oversee are facing during their Basel II transition period.

Presentations from the Asia-Pacific region will kick off at 9:00am GMT, and over the course of the day the conference will move through the Middle-East and Europe, and end with a presentation from US regulators.

Each of the presentations consists of a slideshow coupled with the speaker’s live, spoken presentation. Each presentation will last 25 minutes, followed by a Q&A session for five minutes.

From 4pm to 5pm, sponsors will participate in a roundtable discussion about how they view the challenges firms face globally in Basel II implementation, with the ability to comment on the day’s proceedings and debate the points made by the regulators. The roundtable “Regulators v. Reality—What firms are really doing” should provide a lively debate that will be well attended.

To ensure that no delegate misses out on any of the presentations due to time differences or agenda clashes, each presentation is archived and made available after the event free of charge.

Generating Awareness & Attendance

Attendance at “Basel II Around the World—Regulators Speak Out” will be marketed to readers of the following publications owned by Incisive Media:

- BaselAlert.com
- OpRisk & Compliance
- Risk
- Credit
- Waters
- AsiaRisk

Readers will be made aware of the programme via email and print advertising campaigns in the magazines, as well as via tiles on their websites.

Attendance is secured by delegates registering free of charge on the event’s website. All of Incisive Media’s brands are well recognized within the industry for their high quality events, and we anticipate a strong level of interest in this exciting and unprecedented congress of top regulatory thought leaders.

What are the benefits for delegates?

The BaselAlert.com e-Symposium format eliminates the geographical and financial barriers which usually limit attendance at conferences. The online nature of the BaselAlert.com e-Symposium means that it is not only easier to coordinate an “all star” speaker line-up (as every speaker only needs to give 60 minutes of their time without travelling), but it is also much more accessible to delegates. There are no travel fees, no accommodation fees, and very importantly no big gaps in the delegate’s agenda.

The “networking environment” of a traditional conference event is recreated by web-based instant messaging technology. This means that, in addition to the knowledge gained from the speakers, delegates can share knowledge amongst each other by chatting live, online.

Who will be attending?

- Basel II Project Manager
- Project Director, Basel II
- Head of Capital Allocation
- Head of Capital Management
- Director of Regulatory Capital
- Director of Economic Capital Group
- Director, Risk Capital
- Head of Credit Risk Management
- Head of Credit Portfolio Management
- Credit Risk Manager
- Head of Operational Risk Management
- Operational Risk Manager
- Risk Manager
- Head of Regulatory Policy
- Head of Regulatory Compliance

What are the benefits for sponsors?

Sponsors of this new, online event will achieve a high profile simply by having their brand associated with the novelty and success of this format. Other benefits include:

- Exposure for their brand across a range of Incisive Media titles
- The event will be covered in the editorial of many of Incisive Media's publications
- Special coverage will take place on BaselAlert.com and in OpRisk & Compliance's August printed edition.
- A completely new way to reach your clients and prospects. All sponsorship packages allow sponsors to directly communicate with a receptive target audience, thus establishing new leads and business opportunities.
- An extremely high-quality event. The flexibility of the Internet and cutting-edge technology combined with the world's top regulators will make this global web conference a must-see event.
- Year-round exposure. The use of presentation archives will provide your company with a year-round exposure to your target market. Coupled with printed advertisements and online campaigns to generate attendance, your company will benefit from maximum branding.

Marketing the e-Symposium?

- Email broadcast to the 5,776 subscribers who receive BaselAlert.com's online alerts weekly.
- Email broadcast to the 5,122 subscribers who read OpRisk & Compliance's monthly email alerts.
- Email broadcast to more than 5,000 key executives culled from Incisive Media's other subscriber databases.
- Advertising on the homepages of BaselAlert.com and OpRisk & Compliance, as well as other Incisive Media titles
- Print advertising in OpRisk & Compliance magazine and other Incisive Media titles both before and after the event
- Both pre- and post-event coverage in BaselAlert.com, OpRisk & Compliance, and other Incisive Media titles.

Platinum Sponsorship

- 20-minute presentation + 10 Minutes Q&A (live & archived)
- Participation in the roundtable discussion (live & archived)
- Platinum sponsorship banner on all BaselAlert.com e-Symposium pages
- Platinum sponsorship mention on all BaselAlert.com e-Symposium pages
- Logo on BaselAlert.com e-Symposium presentation interface (live & archived)
- Link from Sponsors tab on the BaselAlert.com e-Symposium presentation interface
- Sponsorship Showcase (text, pictures, audio drop, enquiry form and link to your corporate site)
- DelegateChat Sponsorship which includes chatroom moderation Full Delegate List
- In-depth Statistics & Mgmt.Intelligence (incl. delegates who viewed your presentation and round table with names, job title & organisation)
- Inclusion in marketing campaign (print & banner advertisements)
- Sponsorship on the website runs for 12 months
- Rights to use presentation and sponsorship showcase as part of your marketing materials

Sponsorship Cost: £ on request

Gold Sponsorship

- Participation in the roundtable discussion (live & archived)
- Gold sponsorship mention on all BaselAlert.com e-Symposium pages
- Logo on BaselAlert.com e-Symposium presentation interface (live & archived)
- Link from Sponsors tab on the BaselAlert.com e-Symposium presentation interface
- Sponsorship Showcase (text, pictures, audio drop, enquiry form and link to your corporate site)
- DelegateBlog Sponsorship
- In-depth Statistics & Mgmt. Intelligence (incl. delegates who viewed your round table with names, job title & organisation)
- Inclusion in marketing campaign (print & banner advertisements)
- Sponsorship on the website runs for 12 months
- Rights to use presentation and sponsorship showcase as part of your marketing materials

Sponsorship cost: £on request

Silver Sponsorship

- Sponsorship Showcase (text, pictures, audio drop, enquiry form and link to your corporate site)
- Silver Sponsorship mention on all BaselAlert.com e-Symposium pages
- Logo on the BaselAlert.com e-Symposium presenter interface (live & archived)
- Link from Sponsors tab on the BaselAlert.com e-Symposium presenter interface
- Full Delegate List (names, job title & organisation)
- Inclusion in marketing campaign (print & banner advertisements)
- Sponsorship on the website runs for 12 months
- Rights to use presentation and sponsorship showcase as part of your marketing materials

Sponsorship cost: £on request