



The Global Leader in ICT Education, Certification & Standards

**The Resilient ICT for a Phygital World  
INDIA DISTRICT CONFERENCE & EXPO 2021  
- A BICSI Endorsed Event**

# BICSI INDIA DISTRICT

2003 Started with a few existing members to create an awareness in the ICT industry.

2003-2011 Reached district (100+ members) status.

2016 Instrumental in the Inclusion of ICT performance and installation requirements in The National Building Code (NBC - 2016)

2021 Currently serves 200+ members  
50+ credential holders  
Has a nationwide appeal & recall

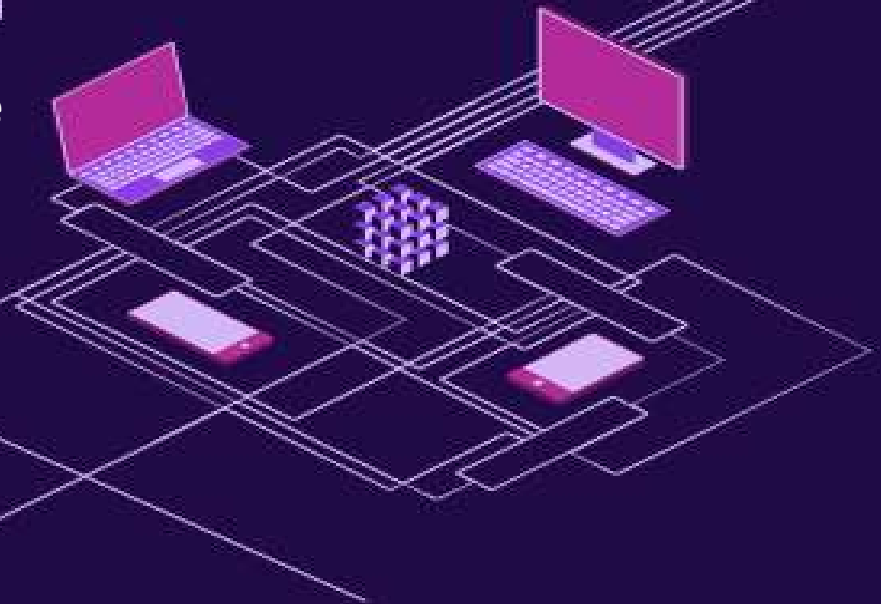




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# Experience the VIRTUAL

8<sup>th</sup> and 9<sup>th</sup> October 2021 \* Tentative



# New normal is no more new

**Resilience = Reliable & Yet Flexible**

## **ENTERPRISES**

Anatomy of collaboration  
between the physical &  
virtual workplace design

## **DATACENTRES**

Impact of  
edge-computing

PHYSICAL

DIGITAL

## **MANUFACTURING**

Combine cyber-physical  
systems, IoT and the  
Internet of Systems to  
make Industry 4.0 and  
the smart factory a  
reality.

**Integrating ICT Infra is Critical**



# Resilient ICT **for a** *Phygital World*

- Two-day virtual event
  - LIVE SESSIONS
  - TECHNICAL PRESENTATIONS
  - PANEL DISCUSSION
  - WORKSHOP
  - EXHIBITOR SHOWCASE
- Topics relevant to the *(not so)* new normal
- Impactful networking opportunity



# Virtual Opportunities... UNLIMITED

- Approved Pre-registered invitees
- Key ICT Participants & Decision Makers
- Global Speakers
- Targeted Regional Audience
- Active presence of Credentialists
- Live Interactions with Tech leaders
- Extensive Allied Industry Participants

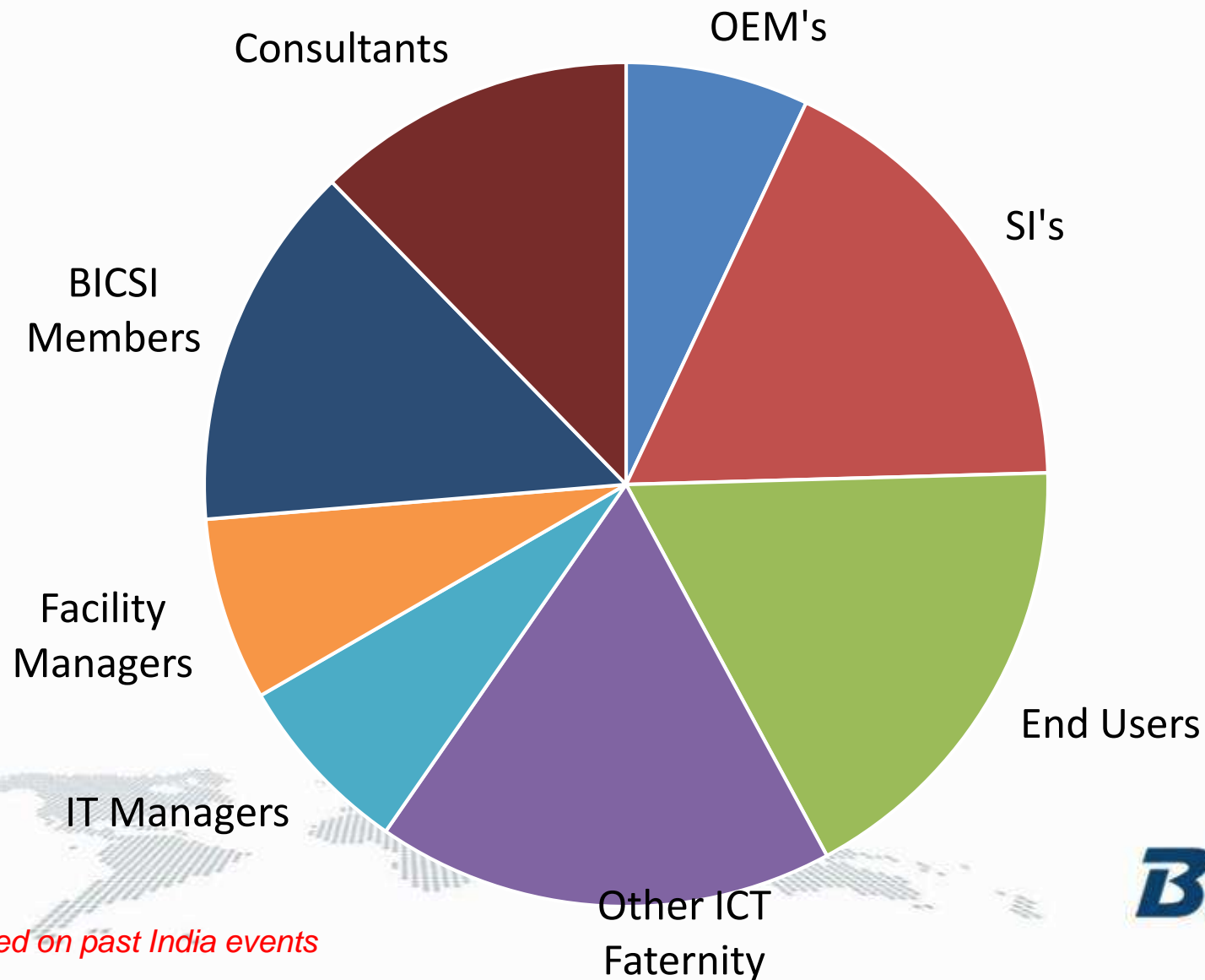


# Virtual Opportunities... UNLIMITED

- Platform & Content available for 32 days
- 2-day live event & 30 days “on demand”
- Lead Branding Opportunity with multiple levels of Sponsorship
- Engage with Educational & Interactive Workshop
- Connect with everyone in the “Networking Lounge”
- Options to have focused “one on one” interactions with participants

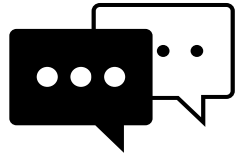


# Profile of Attendees\*



*\* Based on past India events*

# Resilient ICT **for a** *Phygital World*



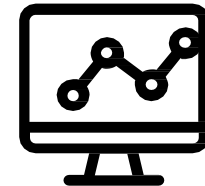
## Pre-Event Engagement

- Informative, knowledge specific emailers.
- Widespread visibility of brand to the Targeted Audience.
- BICSI Global Communications including Social Media



## On the Day

- Virtual event moderation
- Recorded/ Live & Interactive presentations
- Engagement (Polls)



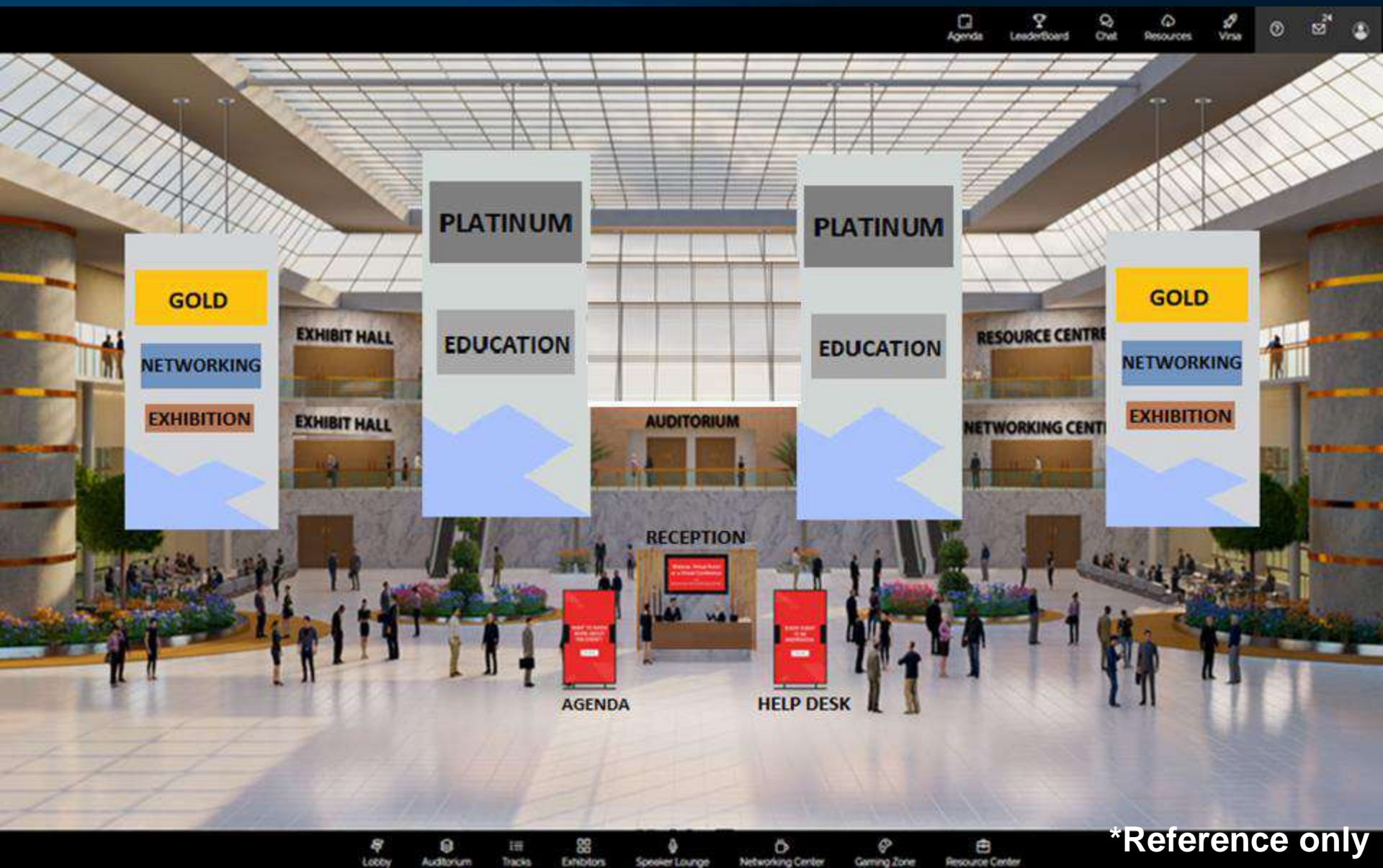
## Post event Analytics

- Complete insights into delegate movements, rooms visited, videos watched, resource downloaded and more..
- Attendee report.
- Poll / Survey report

- 
- List event in BICSI's website, BICSI Insider and the Global Region Newsletter.



# Virtual Platform



# Virtual Presentation



# Expo-Centre - Overview



# Virtual Booth\* - Multiple Options



# VIRTUAL BOOTH\* - Platinum

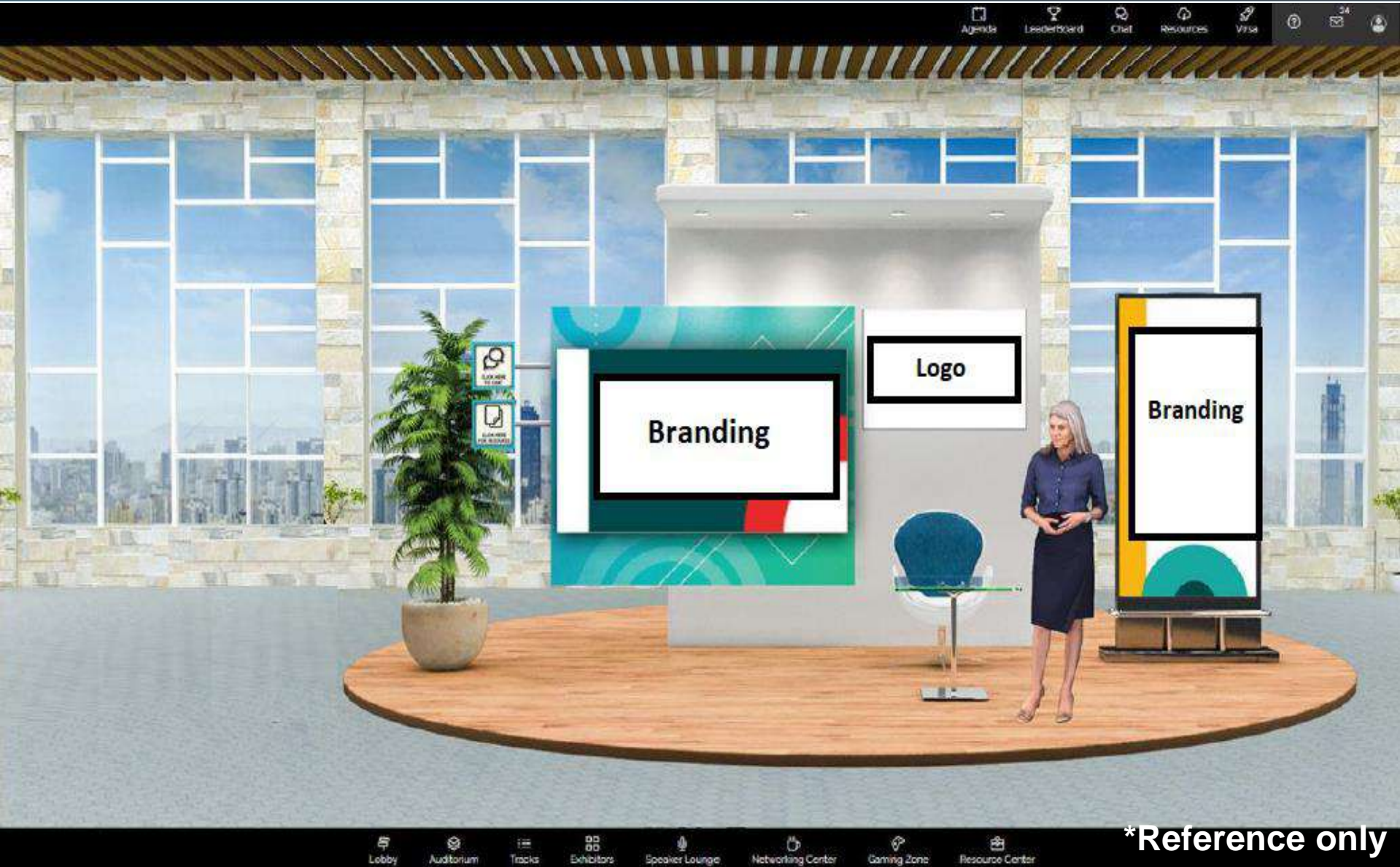


\*Reference only

# VIRTUAL BOOTH\* - Education & Gold



# VIRTUAL BOOTH\* - Exhibition & Networking



# RESOURCE CENTER



\*Reference only

# Networking Lounge with text chat & audio video call facility



# Leaderboard



Leaderboard		
01 Rank	Sandip Pattanaik Kestone	800 Points
Ranking Rewards Points System		
01 Rank	Delegate Tester1 Kestone	650 Points
01 Rank	Delegate Tester2 Kestone	650 Points
01 Rank	Sandesh Shetty Kestone IMS	650 Points
02 Rank	Abhilash Matthew Kestone	550 Points
02 Rank	Abhishek Battoo Kestone IMS	550 Points
02 Rank	Abhishek Battoo Kestone	550 Points
02 Rank	Abhishek T Kestone IMS	550 Points

\*Reference only

# Resilient ICT **for a** *Phygital World*

- Event
  - Professional Event Platform
  - Up to 1000 registered users
  - Conducted by Event Managers
  - Self Sustained from Sponsorship
  - Managed by BICSI India Steering Committee
- Engages BICSI members/credential holders
- Supported by volunteers / Industry
- BICSI Education continues...in the *Phygital World*



# Resilient ICT **for a** *Phygital World*

## TYPICAL AGENDA – EACH DAY

09:30 am – 10:30 am: Keynote Address

10:30 am – 11:30 am: Tech Session – Day 1

**11:30 am – 06:00 pm: VIRTUAL EXHIBIT HALL OPEN**

11:30 am – 12:30 pm: Tech 2 + Q&A

12:30 pm – 01:30 pm: Tech 3 + Q&A

**01:30 pm – 02:30 pm: BREAK**

02:30 pm – 03:30 pm: Tech 4 / Panel Discussion

03:30 pm – 04:30 pm: Tech 5 + Q & A

04:45 pm – 05:45 pm: Tech 6 / Quiz / Workshop

05:45 pm – 06:00 pm: Closing remarks for the day.

*\*Proposed agenda – IST time slot is for reference only. To be optimized for regional coverage of live participants*

# SPONSOR ENGAGEMENT ANALYTICS

1

**Session  
Analytics –  
Sponsor specific**



2

**Engagement  
Analytics  
Sponsor specific**



3

**Booth  
Specific  
Analytics**



# SPONSORSHIP OPTIONS

Sponsorship Type	Cost
Platinum Sponsor	8,00,000
Education Sponsor	5,00,000
Gold Sponsor	4,00,000
Networking Sponsor	2,00,000
Exhibition Sponsor	1,00,000

***Note: All costs are excluding taxes.***



# SPONSORSHIP BENEFITS

Category	Presentation slot		Branding (Category based prominence & placement)						Virtual Booth			Resource Center	Push Notification	Invitation Preference
	Conference	Keynote Session Sponsor	Marketing Mailers & Collaterals	Lobby	Auditorium	Quiz	Resource Center	Networking Lounge (Exclusive page)	Booth Design	Booth Representatives	Videos & Document Upload	Whitepapers & Documents	Sponsor specific message	Conference Invitees
Platinum	✓ 60mins	✓ Sponsor tag	✓	✓	✓	X	✓	X	Exclusive	✓ 3nos	✓ 8nos	✓ 6nos	✓ 4nos	✓ 80 Invitees
Education	✓ 60mins training / workshop	X	✓	✓	✓	✓	✓	X	Standard	✓ 2nos	✓ 6nos	✓ 4nos	✓ 2nos	✓ 60 Invitees
Gold	✓ 60mins	X	✓	✓	✓	X	✓	X	Standard	✓ 2nos	✓ 5nos	✓ 3nos	✓ 2nos	✓ 40 Invitees
Networking	X	X	✓	✓	✓	X	✓	✓	Standard	✓ 1no	✓ 2nos	✓ 2nos	X	✓ 20 Invitees
Exhibition	X	X	✓	✓	✓	X	✓	X	Standard	✓ 1no	✓ 3nos	✓ 1no	X	✓ 10 Invitees

# Resilient ICT **for a** *Phygital World*

**THANK YOU**

