



EXPO
2020
DUBAI
UAE



EXPO
2020
BHUTAN

OFFICIAL PARTICIPANT – KINGDOM OF BHUTAN

EXPO 2020 DUBAI

The Bhutan Pavilion

Report by Yiga Radio & Events



EVENTS

RADIO 94.7 FM

Yiga

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Disclaimer

This report and suggestion has been complied by Yiga team from their experience of working as media team for Bhutan Expo 2020 from 14th October 2021 until 14th April 2022.

It does not indicate or include any feedback from the stakeholders involved.

Summary of Expo 2020 Dubai, Bhutan

Given the short time frame right from the beginning and the pandemic, the stakeholders not only managed to participate at the Expo but successfully complete the participation without hassle.

Expo 2020 Bhutan facebook page has 2.8k followers, and Instagram has 512 followers. Most interaction happened on Instagram with visitors to the Pavilion tagging us in their stories, posts and also leaving us messages. We also noticed that other participating countries used Instagram handle to contact us and were more responsive.

The same account can be rebranded and used for all future World Expo, and also the website. The login credential of all the account has been attested to this report in the end for future references.

Knowing that Bhutan's participation at the Expo wasn't the 1st and definitely not the last, we have worked out the below recommendation from our personal working experience.

What we lacked were activities directly related to our participation at Expo platform. Covid has changed the way we work definitely with more hybrid model introduced. It is recommended that the media team be hired from the early planning phase if not it is recommend that all stakeholders involved document all their discussion and keep a focal person to given media team all the data to work with latter on.

Yiga Team's personal experience on the Project

When Yiga participated in the tender, we were of the understanding that most contents were ready and all that was required was designing and dissemination of information. Only when the project was handed to us that we realised that we had to start from scratch.

The following were the discomfort/ limitation we felt:

1. There was no theme worked out for the event, so conceptual design and colour selection was time consuming for each.
2. No definite objective of parties involved, hence limited data to work with.
3. No media focal person who could give a proper update from the pavilion.
4. No program schedule and details drawn so most work was done ad hoc

Recommendation

When an event happens it looks all fun and glamorous but behind the curtain is herculean task, time and an entire village of people and dedication that bring about a successful event especially given the magnitude of World Expo.

With the successful wrap up of the Bhutan Expo 2020, the next participation at the World Expo 2025 should show our Growth, opportunities and highlight Brand Bhutan ever more.

The next World Expo will take place in Osaka, Kansai, Japan between 13th April and 13th October 2025. That is a total of 183 days to be precise. It would help to look at the Expo in number of days rather than in totality as it would help us understand and plan activities for 183 days and that many hours.

The parties/ departments involved should each set out their independent objectives at the Expo, these objectives and goals should be quantifiable.

Planning for the next expo should start 18 months prior and implementation 12 months prior to the Expo. This estimated period is recommended considering the following conditions:

Bhutan's participation at the Expo is managed by Ministry of Economic Affairs. Other agencies also hold a key role of managing Bhutan's participation at the Expo. Planning and executing the Expo will be one amongst the many task the agency would undertaking along with their daily job role so it would help and be comfortable for all parties involved to start working on the planning 18 months prior to the event.

1. Refresh on how the past participation worked

This will help all the key stake holders refresh their old working experience. Draw out in brief what worked and what lacked in bulletin points. This will be a good starting point

2. Brainstorm ideas

By 2025 many things would have changed, Bhutan's objective of participation, Technology, method etc. External factors such as the local industry, market potential, tourism and the technology aspect would have all changed. Taking into account all of this external factor would help build the foundation for the Expo

3. Objective of participation for each stakeholder

This comprises of all the stakeholders involved in the execution of the Expo. It is very important that their objective be laid out individually. The objectives should include

- i. Networking and knowledge sharing platform at institution level and for local business houses/ exhibitors and sector alignment
- ii. Branding

4. Identifying working team and task assignment

List of team members, with contact details as well as job role defined. Since many would be involved, in case there be a need to consult everyone involved is clearly aware as to who is who,

5. Fund management

Funding will define the scale of operation for the Event. If the budget can be managed through, funding from local and international aid or Private Sector can pitch in their share during the exhibition.

6. Dissemination of information for public participation

Pre-alerting the public on the Expo is very important. This helps give them ample amount of time to decide on their own available fund and presentation for exhibition and networking. Most importantly, it will help the organizing agency to plan the event schedule.

7. Identifying the target market to attract.

Each participating stakeholder and exhibitors need to be clear on the target market. All media material designed will cater to the market accordingly.

8. Who would you ideally like to be exhibitors

Once we know the profile of the exhibitors including the numbers, it will help plan out the event schedule and also the floor plan and ultimately your exhibitor sales, as well as impact on the services that you may be able to engage. Our marketing plan to pavilion design will be greatly influenced by

the exhibitors. A collective effort on what we will offer and how we will offer will ultimately define attendees. Also since this is a global event the attendees can plan their visit accordingly to Bhutan Pavilion. At this stage, you should begin researching the exhibition supplier that you want to work with, and adding them to your team of professionals who will bring your expo to life. Your exhibition supplier can help with setting the packages that you will offer exhibitors as well as sharing their knowledge of exhibition products such as furniture, AV Hire and exhibition graphics.

9. What is the potential of this target market and is your event likely to grow with popularity over the years?

Today everything is about presentation. The market for tourism is different from market for FDI. One sector can be about fun and games while the other is a more corporate in nature. With all world being in one platform so will world media attention.

10. Osaka Japan, what can it offer us or learning and opportunity identification

While the Expo provides one platform so that the hosting country as well. Team can lead with multiple agenda for the event if properly planned.

11. Event Parties, networking opportunities and conferences attached to the Expo.

The profile of exhibitors and objectives of stakeholders will define event parties, networking opportunities and conferences. In this dance shows, singing and the creative industry can play a major role. For more attention and participation, it is important to entertain. Considering in what format the add-on events will run ensuring they can be accommodating in the expo strategy for the entire event. Planning each action in relation to these smaller events will increase how successful the overall Expo is.

All of the above factor will help design the marketing plan for the entire Expo and for all the smaller events that will occur at the Expo. Having an idea of the target market, objectives will lay the foundations for the marketing plan.

Building a Media Team

It is advisable to outsource the media work and management. This recommendation is to ensure that there is a dedicated team involved in materialising the ideas and event with no distraction. Recommended professionals required for Expo would be

1. Project Manager

It would be advisable to have two Project Manager's in this case. One should be from the stakeholder agency who has all the data/information of the stakeholder's objective. He/she should be from a mid-management post and given the authority to take decision on behalf of the stakeholders. He/she will not be burdened with the everyday issue and team management

The other Project Manager should be from the hired agency who will be the one running the show and managing the team all together.

2. Journalist

A professional journalist is required since the government agency and delegates are involved. Press release, interaction with international delegates and disseminating material to International and local mainstream media.

We can look at as, the journalist being the person responsible for all mainstream media content and press release, international interview Q & A. This will ensure a correct format goes out. It is recommended the journalist be from the government agency itself with experience of similar work and exposure.

3. Media team

This team consist of graphic designers, content writers, sound technician, and videographer. One content creator needs to be at the Expo to update contents and events live from the Expo itself and coordinate with the media team back home.

The content creator should know how to shoot video, audio record and design basic post for updates.

Exhibitor Satisfaction

What services could be offered to exhibitors needs to be worked out. Exhibitors will need graphics, furniture and AV hire on their stands or booths.

If possible hiring of Digital display screen and other equipment would add to the presentation and for the contents worked out by the media team. Some of the exhibitors would also have media content that can be shared with the Expo media team for relevant use and incorporation in the marketing plan.

Listening to the exhibitor feedback would help. Some resources can be arranged from them as well or can be cost shared. The exhibitors would be our primary consumers, and attracting the right exhibitors is going to affect the profile of visitors that expo will attract. Visitors are our secondary customer and them turning up would define the success of Expo Bhutan.

Building a Brand

Emails and online ads to printed marketing materials, we will need multiple touchpoints

Establishing your brand identity — a crucial step for producing consistent creative assets — will ensure your marketing materials work together to help inform your audience, build your brand, grow sales and customer loyalty, and strengthen the reputation of your organization.

What to create begins by outlining the marketing strategy to decide the best path forward, what materials connect best with the audience. It is important to construct materials that aren't only on-brand but that also provide the kind of information that builds awareness and shares knowledge, making it easier for them to support your purpose.

Brochures educate people on learning about the participation and what we offer. **LESS IS MORE!** We can create e-brochures since everyone has a smart phone that gives them a quick access to learn more.

Short videos are perfect for sharing on social media during the Expo planning so that we have maximum participation from the potential exhibitors. BBS and social media platform should be used to engage the public both for participation and to gain maximum reach.

Event Theme offer a First Impression.

Many Expo can sound generic. When people are told that such an Expo is happening, they may not be able to get excited about it: after all, they do not know what to expect. Having a theme gives everyone something to latch onto and get excited about, offering a positive first impression.

An event theme is the big idea behind the entire shindig. It often involves the overall tone, structure, and goals of the event. An event concept sounds similar but is distinctively unique. By definition, an event concept is the event details and elements that make up the practical aspects of the event itself.

Logo, Colour Palate, digital format and display will all help in marketing. In addition, these will give good reference to the media team for designing of all templates, letters, invitation, social media content and presentation. Within these framework they will be able to design and present.

Email campaigns

Each agency such as Ministry of Economic affairs, Tourism Council of Bhutan and Bhutan Chamber of Commerce and Industry can use email signature that carries the Expo logo once it has been finalized. This logo when clicked should divert you to the Expo Website. While this was initiated and used by TCB and Yiga team during the Expo , the impact it was intended to create wasn't possible. Now mandating it in future would definitely help, by making it the standard email signature for all agency multiplied by the number of email account from each agency, and indirect way to increase the number of visitors on the Expo website also like getting people familiarized with the brand Expo Bhutan.

Sample from 2020 Expo

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Exploring promotional materials:

- **Print and digital flyers:** dissemination on social media account.
- **Postcards:** Unique created only for the occasion postcard can be printed Expo logo. These can be sold at the pavilion and also given as gift for winners or celebrating 100th 1000th and so on visitor.
- **Brochures and booklets:** both for digital view and at the pavilion

- **Business cards:** Especially designed for the Expo
- **Letterhead:** Expo logo could be incorporated with the original letterhead for each ministry or stakeholders.
- **Podcast:** the content can be both intellectual as well as entertainment based.
Department of Information and Media can contribute with the creative content.

Consider how different types of marketing collateral deliver different types of messages. What would be the best way to present your marketing idea to your particular audience? Since there is a mix of participant and each stakeholder have their own different objective contents would differ so would the output presentation and mode but given that the Expo is for 6 months, the schedule can be worked out perfectly.

But in the promotional stage the content should be designed incorporating all to be showcased to a larger audience in a social media video.

Cross-promotion and Collaboration

Finding synergistic opportunities with adjacent organizations and social media influencers, and using established artist from music and film industry can greatly magnify marketing efforts beyond what a single entity can accomplish. Often, cross-promotions enables to reach a larger audience, and mine the expertise across different talent pool

The same could be said of collaborating with or sponsoring local groups or charitable causes. This usually generates instant positive brand association for Expo

Repurpose

Great content means an investment of time, talent, and money. Maximize that investment by finding ways to reuse, recycle, and reimagine content that are already there with many agency especially with Tourism council of Bhutan. For example, a blog post can be repurposed into an infographic. An infographic can be repurposed into a dozen social media images or a motion graphic video.

Conclusion

The output of the media team is directly related to the agency they are working with. Given the magnitude and multiple stakeholders, involved having a clear idea from conceptual point would be helpful.

Digital media and delivery is changing by the day. Knowing that Bhutan can manage locally with the expertise it would be encouraging and an opportunity for private sector like us to learn and display our work.

The Mountain Echoes that is rebranded as **Bhutan Echoes: Drukyl's Literature Festival** managed completely by Bhutanese team is the best example.

Login Credentials for Expo 2020 Bhutan Accounts

Accounts	LoginLink	Username	Password
Instagram		Expo2020Bhutan	ArtliaGod1@
Facebook		Madam Pem Zam is the admin	Should add the new admin who can than mange the page
Website	www.expo.gov.bt:2222	expogov	ArtliaGod1@