



# WORLD QUALITY COMMITMENT

## 26<sup>th</sup> International WQC Convention PARIS October 28-29, 2012

B.I.D. - 26 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

**Jose E. Prieto**  
PRESIDENT AND CEO OF  
BUSINESS INITIATIVE DIRECTIONS

AND

**Dayle L. Fickling**  
PRESIDENT AND CEO  
OF IMARPRESS

take great pleasure in informing

### STRATEGICT COMPANY

that it has been awarded the

**GOLD CATEGORY**  
PARIS 2012

## WQC INTERNATIONAL STAR AWARD

WORLD QUALITY COMMITMENT

The Gala Dinner and Awards Ceremony will take place at  
the Concorde Convention Hall Paris, France

CONCORDE LA FAYETTE HOTEL (3, PLACE DU GÉNÉRAL KOENIG - 75850 PARIS, FRANCE)

**DATE: MONDAY, OCTOBER 29, 2012, TIME: 18:30**

The B.I.D. award has appeared in previous years on Television and in various media facets on all continents.

The event will be attended by members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

### Regulations of the WQC Award

*Articles of the World Quality Commitment Award regulations. Complete information:*  
[www.bid-quality.com](http://www.bid-quality.com)

#### Definition of the award:

The World Quality Commitment Award (WQC) of Business Initiative Directions (B.I.D.) is presented in recognition of those companies or organizations in different countries throughout the world that further their reputation and position by implementing and promoting quality culture.

#### Article 1

The award recognizes and encourages the contribution of companies and organizations to quality, continuous improvement and customer satisfaction as well as improving relations with employees, suppliers and all those associated with the company.

#### Article 8

The jury which designates the companies awarded will be formed by the leaders of those companies having received the award in previous years for their merits and contributions to quality and excellence in those companies which they direct.

#### Article 10

Special presentation options, previously confirmed, will be recorded in multimedia format during the ten days prior to the award presentation.

#### Article 11

From 12 noon on the day of the awards presentation until 12 noon of the following day, all of the official activities of the International Quality Convention will be covered by B.I.D. accredited videographers and photographers.

Delegation of the awarded company:

B.I.D. presents the award in Paris to the owner, CEO, president, or general director of the awarded company who may be accompanied by persons related to the awarded company. B.I.D. will provide support for visa application for up to two of the highest-ranking persons of the delegation.

Visas to travel to Paris, France:

Important: The company representatives who will receive the award in Paris must apply for a visa in the nearest French Consulate or Embassy as soon as possible. Obtaining a valid visa for travel to France to attend the Convention is the

sole responsibility of your company representatives before the French authorities. You should contact the Embassy in advance for an appointment for an interview. If you hold a valid Schengen visa for another country you can use it to travel to France.

Videos and photographic sessions (please consult):

Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a recorded film covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before the gala dinner and Awards Ceremony.

B.I.D. worldwide:

B.I.D. Business Initiative Directions has awarded companies and professionals from 178 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the companies which they represent. B.I.D. organizes events and publishes newspapers, books, magazines

and television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large corporations to companies with a local market.

B.I.D. in the press:

The importance of B.I.D. is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper Cinco Días, publisher of a daily section of the Wall Street Journal, featured three full pages and one double page dedicated to B.I.D. One of the photographs included was of Jose E. Prieto, President of B.I.D., with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London broadcast news about the B.I.D. QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

Welcome to Paris:

Paris is a cosmopolitan city with a population of nearly 8 million which is the seat of all major political and economic institutions, as well as the center of important trade fairs, all providing the key to business in France and Europe as well as francophone countries. The Concorde La Fayette Hotel is located in the area of the Arc de Triomphe. The building rises 33 floors from the Palais des Congrès of Paris next to the Champs Elysées and the financial district. The city is home to the headquarters of multinational companies as well as the largest national companies and banking institutions.

Office Hours (Year Round):

Our office hours from Monday to Friday are from 9 a.m. to 8 p.m. (20:00). Contact through fax or e-mail can be made at any time of the day or night.

Special B.I.D. office:

In Paris, during the Convention on October 28 and 29, B.I.D. is pleased to offer a full-service office staff inside the Concorde La Fayette Hotel, from 10 a.m. to 6 p.m. (18:00) to aid you in the Convention registration as well as in your hotel accommodations.

Contribute your vote for a company that you admire as a leader in quality and excellence to receive the B.I.D. award.

NAME OF THE COMPANY: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

**To confirm attendance: Send the REGISTRATION FORM (see reverse side) to B.I.D. Spain by fax, phone, express mail or by e-mail:**

Faxes: +34 915 56 20 29 • +34 915 55 56 02

Telephones: +34 915 97 33 69 • +34 915 97 39 00



[convention@bid-quality.com](mailto:convention@bid-quality.com)

[www.bid-quality.com](http://www.bid-quality.com)

**B.I.D. Business Initiative Directions** General Yagüe, 11 • 28020 MADRID - SPAIN



# WORLD QUALITY COMMITMENT

## 26<sup>th</sup> International WQC Convention PARIS October 28-29, 2012

B.I.D. - 26 YEARS OF QUALITY CULTURE RECOGNITION WORLDWIDE

### Selection criteria for the World Quality Commitment Award.

**GOLD, PLATINUM and DIAMOND categories**

Based on information, polls and voting.  
(see [www.bid-quality.com](http://www.bid-quality.com))

The WORLD QUALITY COMMITMENT AWARD (WQC) is presented to each company as an entity, for corporate achievement, to recognize leadership, quality, innovation, excellence, technology, customer service and prestige; for this purpose, a voting process was carried out during the B.I.D. World Congress with meetings in Paris, London, Geneva, Frankfurt, Madrid and New York over the past ten months, based on one or several of the following concepts:

The QC100 principles, Customer Satisfaction, Leadership, Technology, Best Practice, Business Results, ISO 9000 and TQM.

In addition to the voting process, carried out in personal encounters with business leaders, by mail and on line macro poll, B.I.D. gathers information through consultations of the media (press, radio and television), consultancy companies, advertising agencies, trade fairs and exhibits, chambers of commerce, embassies and polls, which is analyzed by the WORLD QUALITY COMMITMENT AWARD Selection Committee, which makes the final decision to select the annual awardees.

### Convention site:

Concorde La Fayette Hotel (3, Place du Général Koenig - 75850 Paris, France).  
BID's Welcome Office in the Concorde La Fayette Hotel will be open to delegates of the awarded companies whom BID staff will assist in hotel accommodation, participation protocol and documentation.

### General Program:

Monday, October 29, 2012

10:30	Welcoming Reception and company presentations
18:30	Corporate group photo session of WQC Award recipients.
19:00	WQC Award Gala Dinner.
20:00	Awards Presentation.
21:00	Photography session.
21:30	End of the Ceremony.

### Your Company Will Receive:

- Two invitations for the WQC Gala Dinner Ceremony.
- The WORLD QUALITY COMMITMENT Trophy, GOLD CATEGORY.
- Certificate of the Quality Award.
- QC100 Points TQM (Total Quality Management).
- Statement of Commitment to the TQM QC100 principles.
- BID Quality Mix Program for your company for the next two years (24 months) after receiving the award in Paris.
- Graphics: Set of logos for use in advertising and pictogram of trophy.
- Press release of the WQC Award.
- Collection of photographs of the presentation of the award to your company delegation.
- Two gold-plated lapel pins with WQC identification.
- Business encounter: BID will organize a "Welcoming Reception" for companies attending the Convention to meet each other and introduce their profiles.
- Lodging for 2 nights (one double-occupancy room)<sup>1</sup> in the Concorde La Fayette Hotel<sup>2</sup> (nights of Sunday, October 28th, and Monday, October 29th, with breakfast included).

1. Participation costs cover only one room per company (double bed or twin beds). If you wish to reserve another room, it must be covered by your company.

2. BID reserves the right to lodge participants in similar hotels if necessary.

### Media publications:

ImarPress will cover the news of the participating commission of the awarded company in several of the 26 supporting print media publications, in one or more of the following modalities:

- Cover of the publication
- Double center page
- Six additional pages

The coverage, in accordance with graphic material obtained during the convention about the awarded company, subject to editorial revision, may appear in multimedia format:

- Magazines: print and online
- DVD documentary
- Video press release
- Blogs

MORE INFORMATION: +34 915 97 39 00

### Optional Program for audiovisual presentations:

AVAILABLE UPON PRELIMINARY AGREEMENT WITH YOUR COMPANY OF TERMS STATED ON THE OPTIONAL PROGRAM

- 1- DVD filming of the ceremony.
- 2- Media-oriented interview.
- 3- Presentation of your company.
- 4- Speech on a quality management case in your company.
- 5- Audiovisual presentation on stage with plasma/LED screen with DVD, Power Point or Keynote.

(Option 4 and 5 must be requested prior to October 11th)

### Awardee lapel pin:

The higher management of the companies awarded at the Paris 2012 Convention will be presented with a lapel pin (gold-plated) to facilitate communication during the event.

### Payment of participation costs:

Your company has been designated to receive the WQC Award in Paris, during the convention on October 28 and 29. Payment of the participation costs of 3,900 euros (three thousand nine hundred euros) must be made by your company prior to October 29, 2012.

To confirm your attendance, please contact our Madrid office at these numbers:

Faxes: +34 915 56 20 29 • +34 915 55 56 02 • Telephones: +34 915 97 33 69 • +34 915 97 39 00 • E-mail: [convention@bid-quality.com](mailto:convention@bid-quality.com)

PARIS 2012 WQC AWARD

## REGISTRATION FORM

PLEASE FILL IN WITH THE REQUESTED INFORMATION ABOUT YOUR COMPANY

TO CONFIRM YOUR ATTENDANCE, PLEASE SEND: FAX, E-MAIL OR CONTACT OUR MADRID OFFICE.

B.I.D. Business Initiative Directions  
General Yagüe, 11 - 28020 MADRID - SPAIN

NAME OF COMPANY

COUNTRY

**STRATEGICT COMPANY**

**PHILIPPINES**

PERSON TO COLLECT THE AWARD

NAME

SURNAME

POSITION HELD IN COMPANY

DATE OF ARRIVAL  
AND DEPARTURE

EXACT COMPANY NAME TO APPEAR ON THE TROPHY

NUMBER OF ATTENDEES

FAX

TELEPHONE

E-MAIL

WEB PAGE

NOTE: ACCOMMODATION WILL BE PROVIDED IN ONE DOUBLE OCCUPANCY ROOM FOR THE NIGHTS OF OCTOBER 28 AND 29 WITH BREAKFAST INCLUDED.

**BID**



Our company accepts the conditions of payment of 3,900 € (three thousand nine hundred euros) for cost of participation and all actions included in the Quality Mix program for the two years following the convention.

DATE, SIGNATURE AND STAMP

This Registration Form is NOT VALID as a hotel reservation.  
Only a hotel voucher from BID will serve to guarantee your hotel room.