

International Solar Alliance

Proposed Strategy to organize RE-Invest Events in ISA member countries

Finalise:

- Event manager or event managers on a transparent basis to conduct ISA RE-Invest in various member countries and continents to spread the message on solar power and solar technologies
- Dates and Venue of the Conference and Opening Ceremony
- Chief Guest for event inauguration - President / PM
- Main theme of Conference; Sub-Themes & Topics of Breakout Sessions
- Venue for the Cultural Evening and Valedictory Session
- Objectives of Conference
- Speakers, Moderators, Panellists
- Delegate fees to be levied on corporate and professionals to generate additional revenue and to ensure quality participation at the conference

In doing so, some best models of events which have been sustainable can be adopted by ISA. (Example: World Mobile Congress with 108,000+ attendees, 2300+ exhibitors, 400+ Operator Companies, 10,000+ Operator Attendees, 208 countries represented at Barcelona, Spain)

Charges for Exhibition Space

- Draw Budget Estimates and identify resources for financing expenditure involved.
- Engage a Professional Conference Organiser / Professional Agency to organise the Event on turnkey basis or an Apex Chamber of Commerce or Association to organise the Conference and also to sell Exhibition space.
- Engage a Knowledge Partner to advise and prepare invitations, knowledge documents and collaterals etc. required.
- Project Host Country as an investment destination for Renewable Energy
- Showcase the policies and work done by host country for promoting renewables
- Constitute governing Committees: Apex (Organizing) / Sub Committees: Technical / Exhibition / Facility & Hospitality
- Prior Mandatory approvals from Government and local bodies
- Prepare list of Projects for Investment
- Develop Information Desk for the Investors
- Execute Media Plan & Advertising
- Send Invitations - VIPs, Speakers, High level dignitaries, Government officers

- Follow-up and securing confirmations
- Announcement of Awards for highest Financing Institution; Solar Energy Generating Company; Manufacturer and R&D/Technology Institution
- Interact with Financial Institutions for Commitments to finance Solar Energy Projects in host country and region.
- Interact with prospective project developers and investors for commitments to set up Solar Energy Projects and Manufacturing facilities in host country and region.