



Back to the



June 11 and 12, 2021
Conference – Exhibition –
Career Summit

Future

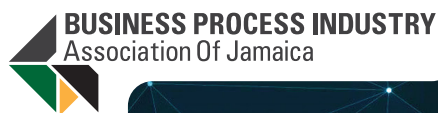
MONTEGO BAY
St. James, Jamaica

DIGITALLY | ONLINE | VIRTUAL REALITY



Health protocols outlined by the MOH will be adhered to as part of the O2J, in keeping with our commitment to keep employees and attendees safe from Covid-19

Presented by



To Register, or for more Information, Contact Us:

Email: info@outsource2jamaica.com • **Phone:** (876) 619-1713 • **Website:** www.Outsource2Jamaica.com



About O2J2021

The Business Process Industry Association of Jamaica, also known as the Global Services Association of Jamaica and its partners are pleased to present the 3rd staging of yet another extraordinary, energetic, and pioneering conference for Jamaica's global services sector.

Outsource2Jamaica's conference and exposition is the largest conference focused on Jamaica's Global Services Sector (GSS), Contact Centre, Knowledge Process Outsourcing, Legal Process Outsourcing, Information Technology Enabling Services, and other outsourcing segments in Jamaica.

Program

This year's staging themed "Back to the Future", which will be presented digitally, online and through virtual reality, has been developed around four key themes focusing on the priority areas that will allow a unique blend of knowledge sharing, visibility and connections by local and overseas participants:

- 1. LEARN** - attendees will learn from some of the most thought-provoking and experienced leaders in the global outsourcing sector, with a number of presentations and round-table discussions, focused on the latest technology, leadership and business strategy
- 2. NETWORK** - attendees will have the opportunity to connect with global industry players using virtual reality to enhance the experience
- 3. EVOLVE** - attendees will understand why companies must continually evolve to stay relevant, innovative, and competitive
- 4. PREPARE** - attendees will see how preparing for the future, grows business, attracts opportunity, and makes competition irrelevant

Audience

Global experts, technocrats, local entrepreneurs, Government officials, BPO leaders, buyers and service providers - local and international.

Speakers

Inspiring, creative professionals, including some of the biggest and most influential players in the global outsourcing industry.

Exhibitors

Vendors and suppliers from a wide cross section of industries, such as manufacturing, telecom, insurance, real estate, banking, HR, training and other sectors showcasing their products and services. Several BPO operators will also be exhibiting, connecting with vendors and attendees.



Overview



BUSINESS PROCESS INDUSTRY Association Of Jamaica

Business Process Industry Association of Jamaica (BPIAJ) also known as The Global Services Association of Jamaica (GSAJ) is the leading representative body serving the Information, Communications Technology and the Business Process Outsourcing (Contact Center) sectors in Jamaica.

The BPIAJ is a not-for-profit organization and an incorporated association, governed by a Board of Directors, and represents the interests of the companies in the outsourcing industry. The BPIAJ is passionate about excellent outsourcing, building brand Jamaica and promoting social and economic development in Jamaica by:

- Securing an enabling organization for the ICT-BPO Industry
- Serving as a one-stop information and advocacy gateway for the BPO industry
- Promoting entrepreneurship and business expansion through its incubator program
- Acting as the gateway for knowledge sharing and networking for BPO members
- Facilitating private-public sector partnerships

Event Profile



Outsource2Jamaica's "Back to the Future" will:

- Showcase the resilience, growth and determination of this sector.
- Show how members in Jamaica have grown and pivoted in the worst economic disaster that the modern world has seen.
- Show how our sector grew and remains the leading English speaking outsourcing hub of the Caribbean.

The programme combines presentations and panel discussions from local and global organizations, with digital, online and virtual reality access to the event. The exhibition will complement the experience, giving attendees a first-hand look at the range of services that help to differentiate Jamaica's Global Services Sector.

EXHIBITORS will have the benefits of using technology to showcase their goods and services to a large pool of attendees and patrons.

PATRONS will have access to state-of-art technology services to learn and network in the seminars and fireside discussions. They will be able to watch, participate, enjoy, experience and win prizes from the variety of exhibitors.



Sponsorship Opportunities

SPONSORSHIP PACKAGES

- Platinum Optimizer
US \$20,000
- Gold Accelerator
US \$15,000
- Silver Operator
US \$10,000
- Bronze Collaborator
US \$7,500

Vision and Sponsorship Objectives

O2J 2021 provides a strong brand based on making connections, building partnerships and sharing good practices in the outsourcing industry. This includes a selection of vendors of enabling technologies, outsourcing providers and inward investment agencies. Our sponsors will have the opportunity to network digitally, online and through virtual reality, with some of the leading businesses in the field and to build brand awareness and partnerships with international delegates. Sponsors will have access to cutting edge technology to illuminate their brand presence and derive value for their support and contribution.

Why You Should Sponsor

We recognize the value that sponsors bring to the event, affording us an opportunity to deliver a better experience to our audience.

In consideration of this, we also recognize the value of the conference to our sponsors in providing access to a concentration of participants that will result in generating new leads and business opportunities.

In particular, sponsors will be able to:

- Elevate your company profile and increase brand awareness via both onsite and pre-event exposure
- Enhance relationships with existing customers and meet new ones
- Generate sales leads and educate the market of your products and services
- Gain access to a large number of senior decision makers and the opportunity to communicate your message to a targeted sector
- Strengthen & build your relationship with the BPO sector
- Get insight of market leading initiatives and trends



Package Details

BENEFITS	OPTIMIZER US \$20,000	ACCELERATOR US \$15,000	OPERATOR US \$10,000	COLLABORATOR US \$7,500
Media Launch Presenter	2 min			
Media Launch Attendee	1	1	1	1
Virtual Booth Space	GOLD - Panoramic Virtual Reality 360 Booth + Entrance Presence	SILVER - Virtual Non-Panoramic Booth	SILVER - Virtual Non-Panoramic Booth	SILVER - Virtual Non-Panoramic Booth
Verbal Recognitions	○	○	○	○
Digital Recognition on O2J Website and Social Media	○	○	○	○
Event Panelist	○	○	○	
Distribution of Branded Items	○	○	○	○
Digital Display Pop Up Banner on Stage				
Branding Display Banner	1 - Conference Main Hub Page	1 - Conference Main Hub Page	1 - Conference Main Hub Page	1 - Conference
Digital Feather Banner	2- Media launch	1 - Media launch		
Passes to Main Event	2 VIP Packs with VR Headset	1 VIP Pack with VR Headset		
Branding on Registration Confirmation Email	○	○	○	○
Branding on VR Headsets				
OTHER VIRTUAL RECOGNITION OPPORTUNITIES				
Digital Banner Placement at Session	○	○	○	
Screen Ticker	○	○	○	○
Logo Included on Registration Form	○			
Prelude Advertisement	30 seconds			
Break-Time Advertisement		30 seconds		
Branding on Virtual Photo Booth				

We welcome your suggestions and are thrilled to work along with you to showcase a truly transformational event. Here are some other opportunities that may interest you:

Conference Hotel – Exclusive

The designated conference hotel will be referred for all our attendees requiring accommodation. We require for our attendees special discounts, complimentary rooms for staff and VIP attendees. The Conference Hotel may also be the event venue, hosting the opening ceremony, event hub and live recordings.

- **Benefit:** *You will be recognized as our official hotel and your logo or branding will be displayed during our promotional and marketing initiatives and at all our events.*
Two (2) passes to event media launch.
50% on booth space selected.

• **Value:** **US\$6,500.00**

BPO Career Hub

A career hub detailing training and employment opportunities along with career trajectories with displays from various BPO entities will be stationed in an exhibition space. As the sponsor of this activity, you will have marketing rights in the designated area .

- **Benefit:** *You will be recognized as the sponsor for the career hub.*
One (1) pass to event media launch.

• **Value:** **US\$6,000.00**

Facilitator

Our facilitator package is geared to suppliers of goods and services to the BPO sector who are encouraged to partner with us for an opportunity to showcase your products and services to firms in the sector.

- **Benefit:** *You will be recognized as a sponsor.*
One (1) pass to event media launch.
50% Virtual Non-Panoramic Booth.
Ability to distribute branded items.
Digital Logo at conference.
Screen ticker on the virtual production.

• **Value:** **US\$3,500.00**

Media Marketing

Our objective is to get consumers to interact with your brand, engaging them in a way that increases awareness and correlates to sales.

- **Benefit:** *Option to brand electronic marketing materials you produce.*

• **Value:** **US\$3,500.00**

Social Media with Photos and Videos

With your support, we want to create a dynamic and strong social media presence to boost our marketing and promotion. You would be required to provide coverage at all our events.

- **Benefit:** *You will be recognized during our promotional and marketing initiatives.
Share branding of material produced.
50% Virtual Non-Panoramic Booth.*
- **Value:** **US\$3,000.00**

Break Time Sponsor

Receive the opportunity to welcome the audience to the break session. As a sponsor of the break sessions, you will receive:

- **Benefit:** *Speaking time during the break session.
Marketing and promotional rights at the sponsored segment of the event.
Recognized as a sponsor of the overall activity.
Have branding rights at the sponsored segment.*
- **Value:** **US\$2,500.00**

Networker

Our networker package is geared to firms who are keen to have access to a network of professional contacts in the global services sector. You are encouraged to partner with us for a platform to showcase your products and services to firms in the sector:

- **Benefit:** *You will be recognized as a sponsor.
One (1) pass to event media launch.
Ability to distribute branded items.
Digital Logo at conference.
Screen ticker on the virtual production.*
- **Value:** **US\$2,000.00**



SME Discounts

Since we know that sponsoring is not easy for small companies active in the BPO sector, to help SMEs involved, we provide these discounts. If you are a small company with less than 10 employees, you can receive:

- **30% discount at collaborator level**
- **20% discount at facilitator level**
- **10% discount at networker level**

Contact Details

GENERAL

Business Process Industry Association of Jamaica

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MAGAZINE

Gloria Henry

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SPONSORSHIP

Arlett A. Archer-Campbell

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EXHIBITION & BOOTH

Karen Shields - Karen Shields Events

Tel: 1 (876) 822-4574 • Email: karen@karenshieldsevents.com

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