



PRESENTS

GLOBAL SERVICES ASSOCIATION  
OF JAMAICA



**MAY 10 & 11**  
**Conference & Exhibition**

Jewel Grande Montego Bay  
All-Inclusive Resort & Spa  
St James, Jamaica

**To register, or for more information, contact us:**

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Ahead of the

CURVE

# Event Overview

EVENT



**Outsource2Jamaica 2023 (O2J '23)**

CONTENT

- 1 - Overview of the GSAJ
- 2 - Event Profile
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- 4 - O2J '23 Marketplace
- 5 - Sponsorship Opportunities
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DATE

**MAY 10 & 11**

- Conference & Exhibition
- GSAJ Industry Awards - "Connecting the World" 11th May 2023

LOCATION

**Jewel Grande Montego Bay  
All-Inclusive Resort & Spa**  
St. James, Jamaica

THEME

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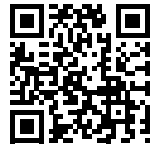




**Engage**  
Represent  
Advocate



GLOBAL SERVICES ASSOCIATION  
OF JAMAICA



**← BECOME A MEMBER!**

# Overview | **GSAJ**

**The Global Services Sector of Jamaica (GSAJ) is the leading representative body serving the Information, Communications Technology, Logistics Outsourcing and Business Process Outsourcing (Contact Center) sectors in Jamaica.**

The GSAJ 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 GSAJ is passionate about excellent outsourcing, building brand Jamaica and promoting social and economic development in Jamaica by:

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

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# Event Profile

The Global Services Association of Jamaica and its partners are pleased to present the 4th staging of yet another extraordinary, energetic, and pioneering conference for Jamaica's global services sector. Outsource2Jamaica's Conference and Exposition is the largest event focused on Jamaica's Global Services Sector (GSS).

This year's theme, "Ahead of the Curve" will:

- Showcase the resilience, growth and determination of this sector.
- Illustrate how members in Jamaica have grown and pivoted.
- Present Jamaica as the leading English-speaking outsourcing hub of the Caribbean

This year's staging will be presented in-person and online and has been developed around four key themes focusing the priority areas that will allow a unique blend of knowledge sharing, visibility and networking by local and overseas participants:

1. **Learn** – improve productivity, learning from thought-provoking and experienced leaders in the global outsourcing sector through 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 to get ahead of new trends, share insights and increase their chances of entrepreneurial success.
3. **Evolve** - keep from going extinct, by choosing the right approach with strategies to continually evolve and ensure your organisation stays relevant, innovative, and competitive.
4. **Prepare** – this problem-solving tool is guaranteed to make organizations future proof, grow business, attract opportunities, and make competition irrelevant.

## AUDIENCE

Global Experts, Technocrats, Government Officials, GLOBAL SERVICES Executives, Multilateral Agencies, Technology Providers, Industry Service Providers, Industry Regulators, Supervisors and Policy Experts.

## SPEAKERS

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

# Event Profile

CONTINUED



## EXHIBITORS

Exhibitors will have the benefits of using this event to enter or strengthen their presence in the GSS market with numerous opportunities to increase customer base, brand awareness and promote products and services.

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

## Summary of Options\*

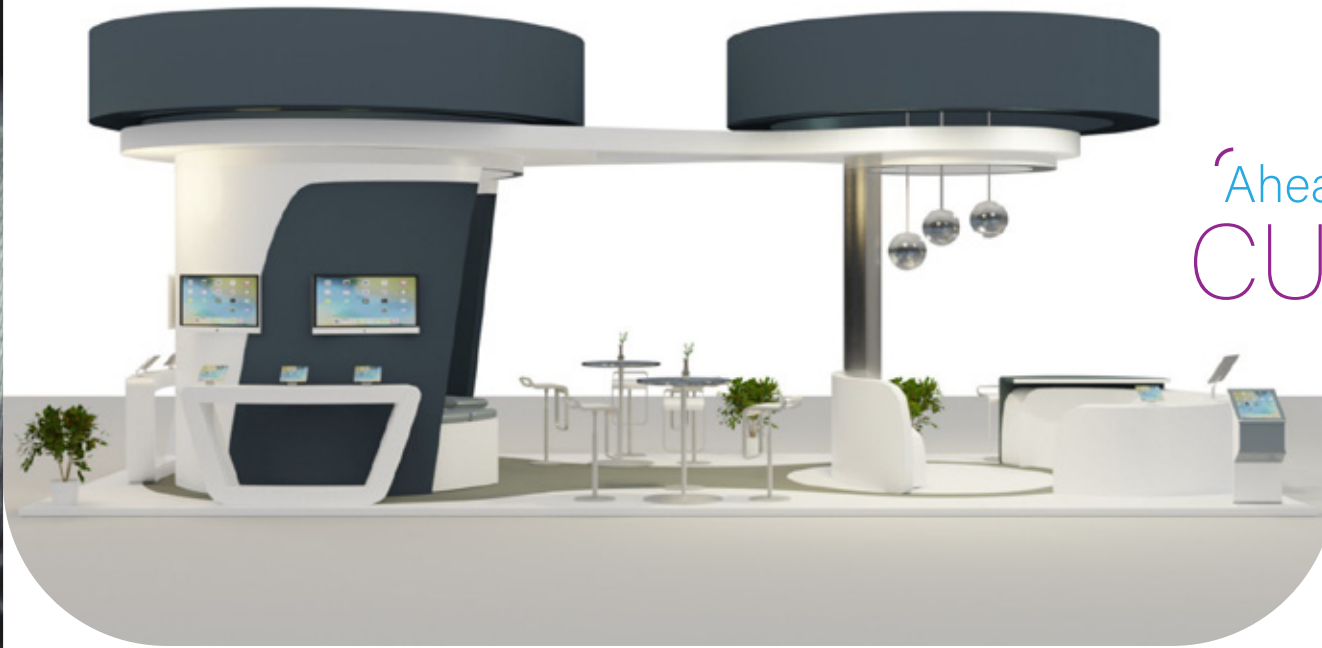
Low Top: **US\$600**

High Top: **US\$400**

Career Market Place: **US \$750**

Trade Marketplace: **US \$1,000**

\*See Page 6 for more details



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# Programme

The Event combines presentations, speeches, and panel discussions from local and global organizations, with in-person and online 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.

## DAY 1

- **REGISTRATION**

**Host** - Dr. Terri-Karelle Ried

- **OPENING CEREMONY**

**Prayer** - Reverend Glendon Powell,  
Assistant General Superintendent of the  
Open Bible Standard Churches of Jamaica

**Welcome** - Anand Biradar,  
President of the Global Services Association  
of Jamaica (GSAJ)

**Remarks - Official Opening of  
Outsource2Jamaica 2023** -  
The Most Honourable Andrew Holness, ON, MP

- **OPENING KEYNOTE ADDRESS**

**Speaker** - Stephen Loynd, TrendzOwl

- **DESTINATION DIALOG:**

Exploring the matters most relevant to the Global Services Sector in Jamaica

- **SECTOR EXCHANGE:**

Evolving Higher - Discussion on the economic and social impact of higher-value outsourcing segments and future trends

- **O2J GIVEAWAY!**

- **CUSTOMER CONTACT:**

CX Priorities for the Global Services Sector

- **EXPERT PERSPECTIVE:**

New Age Leadership: Diversity and Gen Z

**Presenter** - Gloria Henry, JP  
Vice-President, BPO and Logistics,  
Port Authority of Jamaica

- **LUNCH HOUR:**

Special Presentation by FLOW, Event Sponsor

- **DIALOGUE BOX:**

Apprenticeship Supporting Skills Development

- **PIONEERS PERSPECTIVE**

- **POLICY AND INFRASTRUCTURE**

- **CLOSING REMARKS:**

Connecting People, Places and Profits: Opportunities for Expansion into other territories - how putting together the right mix of people and places can result in higher profits

**Presenter** - David Rumble



# Programme

CONTINUED

The Event combines presentations, speeches, and panel discussions from local and global organizations, with in-person and online 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.

## DAY 2

- **REGISTRATION**  
**Host** - Janet Silvera
- **OPENING REMARKS**
- **OPENING ADDRESS**  
**Presenter** - IDB Country Head of Jamaica
- **ENABLING ENVIRONMENT HOUR:**  
**Opening Remarks**  
**Logistics**  
**Technology: Hosted by Stephen Lloyn**
- **WALK OF FAME**
- **GSAJ INDUSTRY AWARDS LUNCHEON:**  
**Opening Remarks**  
**Presentation of Awards**  
**Guest Speaker** - Minister Aubyn Hill  
**Closing Remarks** - Gloria Henry, JP  
Vice-President, BPO and Logistics,  
Port Authority of Jamaica

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# 2023 Marketplace

**Target:** Recruiters, Job Seekers, BPO Operators, Service and Product Providers for the BPO Sector



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## Career Marketplace

**RECRUITERS:** The O2J Marketplace makes recruitment easy, bringing together a diverse pool of qualified candidates for full-time and part-time positions, as well as internships in one location.

**JOB SEEKERS:** The O2J Career Marketplace is a one-stop shop for career growth, with prescheduled and informal interviews with scores of employers and networking opportunities with GSS/BPO Companies.

### **Prescheduled Interviews -**

Students and recent graduates are encouraged to apply for jobs and interviews with several organizations during the prescheduled interview application period.

### **Table Talk Times -**

Even if you do not get the interview(s) you were hoping for, we've created multiple opportunities throughout the Career Marketplace for you to speak with employers outside of the formal interview times. "Table Talk Times" will be available throughout the day.

### **Free Career Counselling -**

Career Planning for Students, Graduates, Working Professionals and the Unemployed is an essential life skill, now needed across an individual's lifetime, so take advantage of this bonus offer at O2J'23.





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## Trade Marketplace

**Jamaica's BPO Sector's Biggest Business Networking & Educational Event For Business Owners, Start-Ups and Entrepreneurs doing business in or wanting to do Business in the BPO Sector.**


**Sellers – of Products or Services, Exhibit and Reach Thousands of Business Owners:**

- **Generate Leads**
- **Make Sales**
- **Meet with the decision-makers**

### **Why Exhibit**

O2J's Trade Marketplace hosts Jamaica's ONLY business-to-business exhibit for the BPO Sector, connecting thousands of BPO Operators with Business Owners looking to trade products and services:

- Reach Your Target Audience
- Generate Quality Sales Leads
- Connect with Decision Makers
- Massive Brand Exposure



# Sponsorship Opportunities

## Vision and Sponsorship Objectives

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O2J 2023 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 face-to-face and online, 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.

Platinum Optimizer

**US \$30,000**

Gold Accelerator

**US \$20,000**

Silver Operator

**US \$10,000**

Bronze Collaborator

**US \$7,500**

Facilitator

**US \$4,500**

Networker

**US \$3,500**

Marketplace Pass

Low Top: **US\$600**

High Top: **US\$400**

Career Market Place: **US \$750**

Trade Marketplace: **US \$1,000**

# Sponsorship

## Opportunities

CONTINUED



BENEFITS	Optimizer US \$30,000	Accelerator US \$20,000	Operator US \$10,000	Collaborator US \$7,500	Facilitator US \$4,500	Networker US \$3,500
Media Launch Presenter	5 Minutes	3 Minutes				
Media Launch Attendee	3	2	1	1	1	1
Booth Space	Low Top with entrance presence	Low Top	Low Top	Low Top	High Top	High Top
Opening Ceremony Speaker	<input type="checkbox"/>					
Verbal Recognitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event Speakers	<input type="checkbox"/>	<input type="checkbox"/>				
Event Panelist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Distribution of Branded Items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branding Display - Pop up Banner - On Stage	1 - Media Launch 1 - Conference					
Branding Display - Pop up Banner - In Room	3 - Conference	2 - Conference	1 - Conference			
Branding Display - Feather Banner Along Entrance	4 - Conference 2 - Media Launch 2 - Pre-Cocktail	2 - Conference 1 - Media Launch 1 - Pre-Cocktail	2 - Conference	1 - Conference	1 - Conference	1 - Conference
Main Event Tickets	4	2	2	1	1	1
<b>ON-LINE RECOGNITION OPPORTUNITIES</b>						
Digital Banner Placement at Session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screen Ticker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo Included on Registration Form	<input type="checkbox"/>					
Prelude Advertisement	60 seconds					
Break-Time Advertisement		45 seconds	30 seconds			
<b>O2J MARKETPLACE</b>						
Sellers Low Top			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reruiters Low Top			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career Marketplace	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Trade Marketplace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			



# Sponsorship

## Opportunities

CONTINUED



## Why You Should Sponsor

We recognize the value that sponsors bring to the event, allowing 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 about your products and services
- 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 Global Services Sector
- Opportunity to gain insight into market-leading initiatives and trends

# Sponsorship Opportunities

CONTINUED

## Other Sponsorship Opportunities

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### 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:** Two (2) admission to the conference. Option to brand electronic marketing materials you produce.
- **Value:** **US\$2,000.00**

### GLOBAL SERVICES Career Hub

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

- **Benefit:** Two (2) admission to the conference.
- **Value:** **US\$2,000.00**

### Reception - Lunch

We provide a few opportunities for you to host attendees in a hybrid to capitalize on:

- **Branding opportunity**
- **Marketing and promotional rights.**
- **Speaking opportunity .**
- **Two (2) admission to the conference.**
- **Value:** **US\$2,400.00**

### Panel /Sponsor Break

Receive the opportunity to address the audience during a coffee break. As a sponsor of a coffee break session, you will receive:

- **Speaking time during the coffee break session**
- **Marketing and promotional rights at the sponsored segment of the event.**
- **Recognition as a sponsor of the overall activity.**
- **Branding rights at the sponsored segment.**
- **Two (2) admission to the conference**
- **Value:** **US\$2,400.00**

### Registration Desk (Exclusive)

This package offers a unique opportunity with your brand positioned at the first point of contact when attendees arrive at the event. Your company's logo on poster and signage at the registration desk and your company's logo on the official conference pens distributed at the conference.

- **Benefit:** Two (2) admission to the conference.
- **Value:** **US\$2,450.00**

### Transportation (Exclusive)

Our transportation partner is responsible to facilitate the shuttle of our attendees from their hotel to the event and site visits/tours in Montego Bay. The sponsor will receive:

- **Recognition as the official transport partner of the Symposium & Expo.**
- **The opportunity to be included in our media and marketing promotions.**
- **Benefit:** 50% off on marketplace.
- **Value:** **US\$1,500.00**

# Sponsorship Opportunities

CONTINUED

## Other Sponsorship Opportunities

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### Airline Sponsor (Exclusive)

Partner with us to provide roundtrip flights for our VIP international guest speakers.

- You will be recognized as our official airline with your logo/branding displayed during our promotional and marketing initiatives and at the main event.
- Two (2) admission to event Media Launch and cocktails.
- 50% on marketplace selected
- Value: **US\$5,000.00**

### 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 and to host our attendees for a welcome cocktail.

- You will be recognized as our official hotel with your logo/branding displayed during our promotional and marketing initiatives and at all our events.
- Two (2) admission to event Media Launch and cocktails.
- 50% on marketplace selected.
- Value: **US\$5,000.00**

### Social Media/Photo and Video

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.

- You will be recognized during our promotional and marketing initiatives.
- Share the branding of material produced.
- 50% on marketplace selected.
- Value: **US\$2,000.00**

### Community Sponsor

You can help by supporting participation at the conference, through funding tickets for those who would otherwise be unable to attend. We have these discounts on offer for your support:

- sponsor 6 personal tickets for the price of 4
- sponsor 10 personal tickets for the price of 12
- sponsor 15 personal tickets for the price of 10

After you have identified the attendees, simply email us with how many participants you wish to sponsor and we will have the tickets ready. As a special thanks,

- sharing from our social channels:
- a post with a message of gratitude
- a blog post about your generous support



# Sponsorship Opportunities

CONTINUED

## Other Sponsorship Opportunities

### SME Discounts

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

- 50% discount at the facilitator level
- 20% discount at the exhibitor level
- 10% discount at the networker level

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## Contact Us:

### General:

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Tel: 1 (876) 619-1713  
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### Magazine:

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