

中国2010年上海世博会 EXPO 2010 SHANGHAI CHINA

World Expo 2010 Shanghai China Communication & Promotion Plan

(Approved by the Fourth Meeting of Shanghai 2010 World Expo Organizing Committee)



城市,让生活更美好
Better City, Better Life



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1. Introduction

Key Objectives

The objectives of Expo 2010 support the ambition set forth in the registration document:

- Attracting 200 participants from all over the world
- Attracting 70 million visitors from all over the world
- Attracting 25 global partners and sponsors

Main Tasks of Communication & Promotion

The main tasks of communication & promotion are to attract visitors, participants, global partners & sponsors, which include:

- Promoting Expo values & theme values;
- Promoting Chinese values, and supporting the Chinese government to set up the image of China in the 21st century;
- Adapting the strategy and execution plans to different national and international audiences, targets and phases;
- Achieving a record number of visitors and participants, obtaining maximum awareness and intention to visit Expo 2010 on a global scale.

2. Target Audience

The target audience are as follows:

- Visitors (Domestic, Overseas);
- Companies (Domestic brands, Global brands);
- Participants (Domestic, Overseas);
- Media (Domestic, Overseas);

The success of the Expo depends on the number of visitors, the quality of participation, the performance of the services on the site, and the quality of coverage by the media. The communication plan targets all of the factors that contribute to creating this success.

Current Awareness

Visitors

Result of Expo 2010 Visitor Intention Survey across 9 countries and regions in 2004 by AC Nielson:

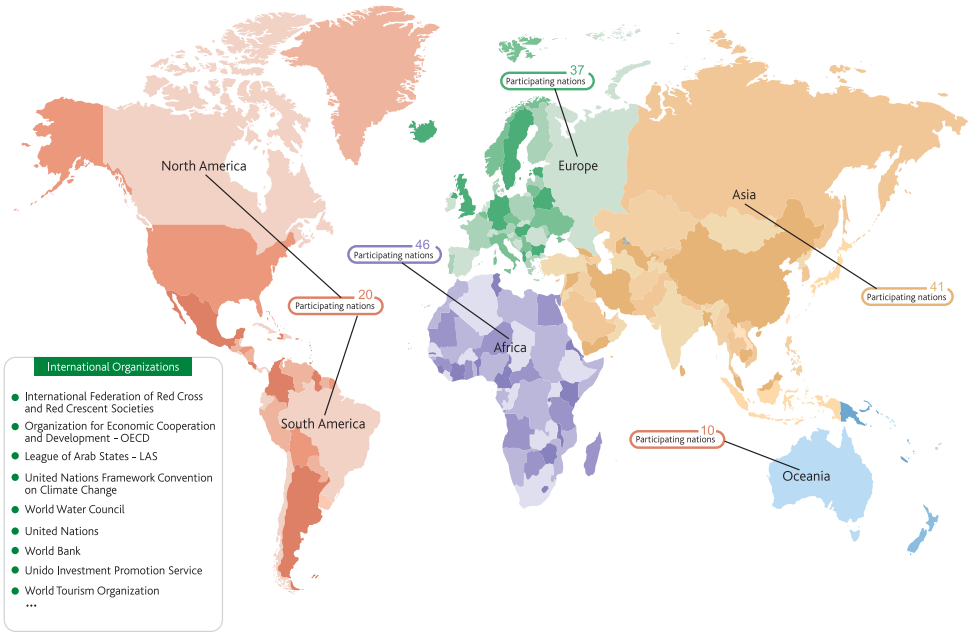
Overseas	Awareness: The general awareness is 17%, among which Germany, China's Taiwan and France boast relatively higher rates of 33%, 30% and 25% respectively; Intention to visit: 30% of overseas respondents expressed their intention to visit Expo 2010.
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Result of Expo Visitor Intention Survey across 46 cities in China in 2006 by the State Statistics Bureau:

Domestic	Awareness: Almost 99.7% in Shanghai, and close to 71.6% in Jiangsu Province and Zhejiang Province. The awareness of other areas varies, with a general range between 66% and 69%; Intention to visit: 44.2% of domestic respondents showed an interest in visiting Expo 2010.
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Participants

By 31 October, 2007, 174 countries and international organizations had confirmed their participation.



Companies

- The Expo 2010 recruitment of global official partners & sponsors was launched on 14 March, 2006 and will be completed by the end of 2007.
- By May 2007, six companies had signed the contract to be official partners and others are under negotiation.

Media

- Expo 2010 is better known among domestic media than overseas media;
- Media coverage is limited both at home and abroad.

Target Audience

Visitors

Objectives:

- Improving domestic and overseas awareness of Expo 2010;
- Increasing domestic and overseas interest and intention to visit;
- Focusing on increased engagement and adapting the communication plan to the different needs of domestic and overseas audiences.

Participants

Objectives:

- Attracting more international participants and promoting cooperation between them;
- Helping create synergies with all participants through sound communication services;
- Promoting an educational presentation of high quality content.

Companies

Objectives:

- Attracting more domestic and overseas companies;
- Supporting the development of services and incentives for sponsors and partners;
- Developing different marketing and communication activities for sponsors and partners, and different plans for domestic and overseas companies.

Media

Objectives:

- Increasing media coverage domestically and globally;
- Planning an intensive international media campaign;
- Establishing a transparent communication platform for journalists.

Strategy

- Based on the demands of different phases and target audiences, the strategy can be divided into PHASED APPROACH & MESSAGING.
- Setting up integrated communication strategy.

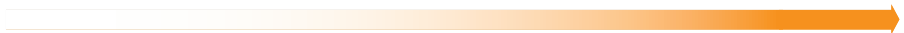
Phased Approach

- Different phases according to different areas and target audience:




Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

- Different communication themes in each phase according to the objective and the planned activities of that period:



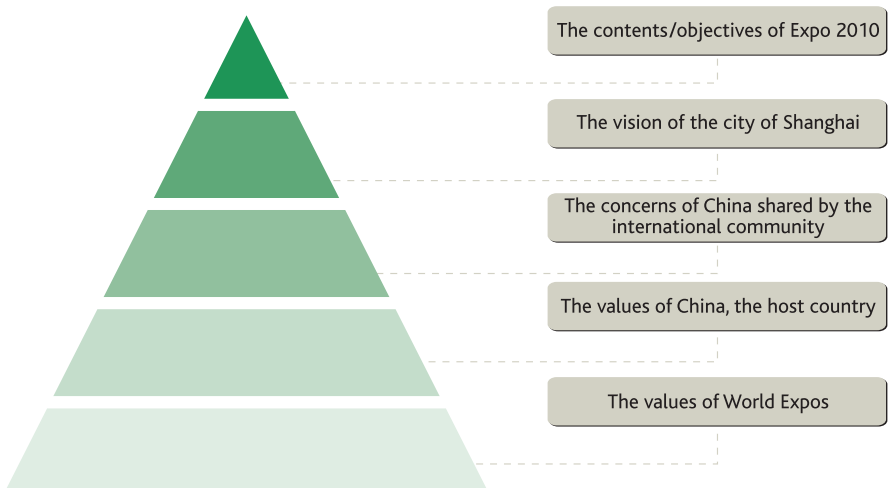
Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity
Visitors	Information	Education	Attracting	Attendance	Post-Expo
Participants	Information	Recruitment	Organizing & Services	Operations	Evaluation
Companies	Information	Recruitment	Services	Services	Evaluation
Media	Information	Setting up Network	Media Center	Services	Evaluation



Expo 2010 Message

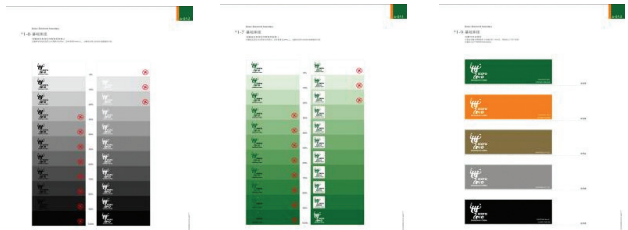
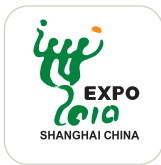
- The theme of Expo 2010 "Better City, Better Life" is the first World Expo theme based on the "quality of life in the city". Therefore the theme must be the core message underlying the communication & promotion plan.
- The message for Expo 2010 must shape the image and also be flexible and adaptable in order to accommodate:
 - Different phases;
 - Different audiences;
 - The multifaceted nature of the Expo.

Components of the message:



Integrated Communication

- As a large-scale event, the World Expo requires that all communication activities be integrated and supported by the common platform represented by the “brand”. The “One Brand, One Identity” principle consists of consistent messages everywhere and consistent visuals everywhere.
- Develop, manage and apply a complete visual identity for Expo 2010:
 - A shared Visual Identity Guidebook;
 - A visual identity management team.



Varied Communication Channels

- Integrating and applying multi-layered and multi-pathed communication channels to maximize the effects of communication and promotion.
- Based on different features and effects, the different communication and promotion channels can be summarized as:



Activities

The organizer will organize different activities directly or in cooperation with others.

- Types of activities include:
 - touring road show;
 - celebrity promotion;
 - mascot solicitation and collection;
 - cultural and entertainment show;
 - tourism promotion;
 - forums and events;
- Special events:
 - 1 or 2 specific events will become highlights for Expo promotion in each phase.
 - These events will integrate different media resources to maximize their impact.

PR

- The organizer will make use of national and international events and venues as platforms for promoting Expo 2010.
- Targeted events during which Expo 2010 will be promoted include:
 - other World Expos;
 - sports games;
 - cultural and entertainment activities;
 - holidays and festivals;
 - famous international conferences and forums;
 - media focuses;
 - industry activities;

Media Relations

- The media or media package of Expo 2010's communication and promotion will rely on:
 - advertising placement;
 - special columns;
 - media reports;
 - other forms to convey information about Expo 2010 in a broad and targeted manner;
- Media forms include: TV, newspapers, magazines, radio, outdoor media, internet and new digital media.

Production

- Different types of information materials will be developed.

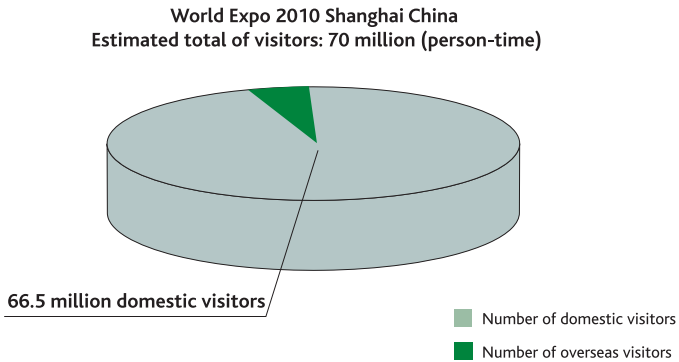
Type/Content	Media	Visitors	Participants	Sponsors
Media information	Expo Magazine Work Progress Information News & Articles	Expo Magazine All Kinds of Information News & Articles	Expo Magazine	Expo Magazine
Print	Expo 2010 Brochure Expo 2010 Poster	Expo 2010 Poster Newspaper, Magazine Ads All Types of POS Ads Guidelines for Visitors	Expo 2010 Brochure Sponsor Handbook	Sponsor Handbook Newspaper, Magazine Ads All Types of Promotion Ads Expo 2010 Brochure Expo 2010 Handbook
Audio & Video	Expo Ads Expo Documentary Records	Expo Ads Ticket Promotion Ads Expo Documentary Records	Expo Ads Expo Documentary	Expo Ads Expo Documentary Commercial Ads
Internet	Working Progress Information Web Ads	Working Progress Information Internet Chat Room & Forum Web Ads	Working Progress Information Web Ads	Working Progress Information Web Ads Information Service
Others	Other Types of Ads (Radio Ads) Books Souvenirs	Other Types of Ads (Radio Ads) Books Souvenirs	Books Souvenirs	Books Souvenirs

Note: Promotion items may be added at any time based on actual situation.

Domestic Communication and Promotion

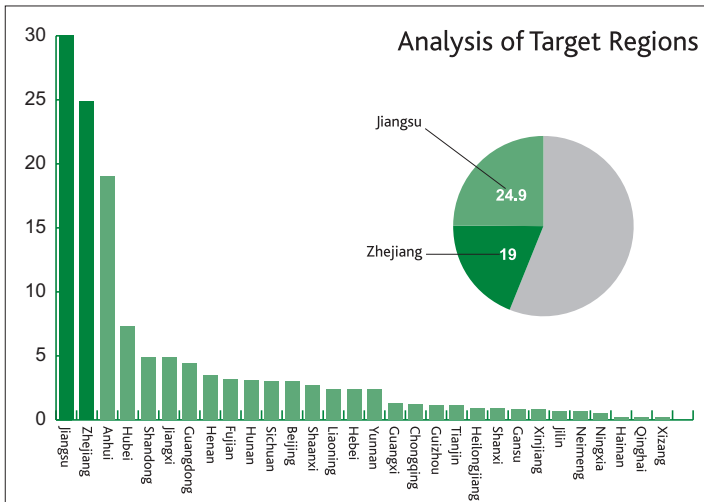
Objective

- Attracting 70 million visitors among whom domestic visitors account for 95%, or around 66.5 million;
- Attracting as many exhibitors and partners as possible in different ways.



Analysis of Target Regions

- Based on official statistics: among all domestic tourists in Shanghai in 2006, 83.7% were from the following 12 provinces: Jiangsu, Zhejiang, Anhui, Guangdong, Sichuan, Hubei, Beijing, Shandong, Henan, Fujian, Hunan and Jiangxi.
- Among them, 43.9% came from Jiangsu and Zhejiang Provinces. Tourists from Jiangsu Province accounted for around 1/4 of total tourists in Shanghai.



Key Target Regions

- Based on a comprehensive analysis of the domestic tourism market, the focus of communication and promotion for Expo 2010 will be the Yangtze River Delta with Shanghai, Jiangsu Province and Zhejiang Province as the core.
 - Shanghai, Jiangsu and Zhejiang are neighbours that have convenient transportation.
 - With 10% of the total national population, Shanghai, Jiangsu and Zhejiang together account for more than 20% of the national GDP. The average disposable income and annual living expenditure of urban households in these three places rank top in the country.
 - Based on experts' estimates, the number of tourists from Jiangsu, Zhejiang and Shanghai will exceed 100 million per year in the coming years, with a consumption expenditure of over 60 billion RMB .

Based on estimation, the above trend will not change in the following years. By 2010 Jiangsu and Zhejiang Provinces in the Yangtze River Delta will still be the major sources of visitors for Expo 2010.

Development of Target Domestic Regions

- Concerning tourist sources, the domestic communication and promotion will focus on developing new target areas based on the principle of "consolidating the existing areas, exploring potential areas" of Expo 2010.
- The domestic communication and promotion will particularly target developing areas which have rapid economic growth and tradition of tourism. These include:
 - the Mid-West centered around Chongqing and Sichuan,
 - Southern China centered around the Pearl River Delta in Guangdong,
 - Northern China centered around Beijing.

Development of Target Domestic Audience

- Besides the communication and promotion aimed at tourists, Expo 2010, the first of its kind to be held in China, is also very attractive to all domestic governments, enterprises and the youth and students due to its creative, educational, technological and global content.
- The main target audience include:
 - **Business travelers:** to investigate the business travels to and from Shanghai yearly by investigating air routes and major hotels, establishing and adapting a relevant strategy and developing relevant channels.
 - **Enterprise visitors:** because the exhibition content of Expo 2010 will involve various areas, to attract enterprises and individuals from all over the country (including administrators, technical staff and other employees) is a must.
 - **The youth and student visitors:** because the exhibition spans across a summer vacation and two public holidays with long weekends, to organize the youth and students from universities, high schools and schools from Shanghai and the outskirts of the city is also necessary.
 - **Local government observation groups:** because the urbanization is yet to develop in the coming years, the organizer could invite the city and county administrations from all over the country to come for observation trips under the Expo 2010 theme of the "city".

Phase Factors for Domestic Communication and Promotion

Olympic Games:



- Like Expo 2010, the Beijing 2008 Olympic Games is also a global event taking place in China.
- During the execution of the Expo 2010 communication and promotion plan, it will be necessary to avoid information interference. The organizer needs to actively design a strategy complementary to the Olympic Games to obtain a win-win effect.
- The 2010 South Africa FIFA World Cup might affect the destination plan of some visitors. Therefore, communication and promotion activities must take this event into consideration.

Phase Objectives

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• Timing:

(2005.12 - 2008.8) From the approval of the registration report to the closing of Beijing 2008 Olympic Games.

• Objectives:

- Visitors: popularizing knowledge about the World Expo and improving domestic audience's awareness of the World Expo and Expo 2010;
- Participants: encouraging as many countries and organizations to participate in Expo 2010 as possible and construct exhibition pavilions;
- Sponsors: encouraging as many companies as possible to participate in Expo 2010 and build pavilions;
- Media: enhancing communication with major media organizations, and providing plan and information.

Key points:

- Launching solicitation and collection of mascot (Jan 2007)
- 1000 days countdown (5 Aug 2007)
- Launching solicitation of posters and the theme song (Apr 2007)
- Official partners signing contracts
- Participant Meeting (Nov 2006)
- Voting for host country of Expo 2012 & 2015 (Dec 2007)
- Starting to construct the Urban Best Practices Area (1st quarter 2008)
- Shanghai Special Olympics (Oct 2007)
- Overseas Shanghai Week Programs (Dec 2007)

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• **Timing:**

(2008.9 - 2009.4) From the closing of Beijing 2008 Olympic Games to the start of individual ticket sales.

• **Objectives:**

- Visitors: upon the closing of the Olympics, transferring the national attention to Shanghai, from a sports event to a grand World Expo, motivating the public’s enthusiasm to participate;
- Participants: primary promotion of presale of group tickets; encouraging other cities and organizations to participate in Expo 2010;
- Sponsors: supplying all kinds of services for official partners, and attracting more sponsors;
- Media: setting up network for Expo 2010 communication & promotion.

Key points:
• Group tickets issued (May 2008)
• 500 days countdown (17 Dec 2008)
• 2008 Zaragoza Expo (June 2008 - Sept 2008)
• Closing Ceremony of Beijing Olympic Games (24 Aug 2008)

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

•Timing:

(2009.5 - 2010.8) From the start of individual ticket sales to one month before the closing of Expo 2010.

•Objectives:

- Visitors: beginning tourism promotion aimed at ticket sales. As most Chinese are not accustomed to booking or buying tickets in advance, the organizer will focus on regions other than Shanghai by promoting tourism products, including promotion meetings in different provinces and cities and mascot touring, to encourage the public to buy tickets in advance;
- Participants: with the development of construction, making outstanding exhibits the main attraction in promotion, pushing promotion to climax through news coverage and advertising, and motivating the public to take actions on the World Expo;
- Sponsors: providing platforms and services for joint-promotion;
- Media: promotional efforts peak during the period of media center construction.

Key points:

- 100 days countdown (21 Jan 2010)
- Individual tickets issued (May 2009)
- China pavilion, theme pavilions and the Urban Best Practices Area set-up completed(Apr 2009)
- All set-up completed (Jan 2010)

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• **Timing:**

(2010.5 - 2010.10) From the opening of Expo 2010 to its closing day.

• **Objectives:**

- Visitors: full coverage of the grand Expo 2010 to improve the World Expo image and continue to strengthen the attraction of Expo 2010 and participation of visitors, ensuring the flow of visitors;
- Participants: reports on hot exhibiting objects;
- Sponsors: providing promotion services;
- Media: by running a media center, to supply a variety of promotion services for the promotion of Expo 2010.

Key points:

- Opening Ceremony
- Closing Ceremony
- Public holidays (Children’s Day, Mid-Autumn Festival and National Day)
- National Day of the China pavilion
- National Days of other countries’ pavilions
- South Africa FIFA World Cup (June 2010)

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• Timing:

(2010.11 -) From the closing day of Expo 2010 onwards.

• Objectives:

- Visitors: extending appreciation to their support for and participation in Expo 2010;
- Participants: inviting the public to pay attention to the redevelopment of the Expo site after Expo 2010 finishes;
- Companies: calling on the whole society to build on the Expo theme and enhancing the influence of Expo 2010, to create a beautiful future together;
- Media: cooperating with the media, to extend and promote the theme of the Expo and the reuse of the Expo site afterwards.

Key points:
• Closing Ceremony (31 Oct 2010)
• BIE General Assembly (Dec 2010 / June 2011)
• The after-use of Expo site

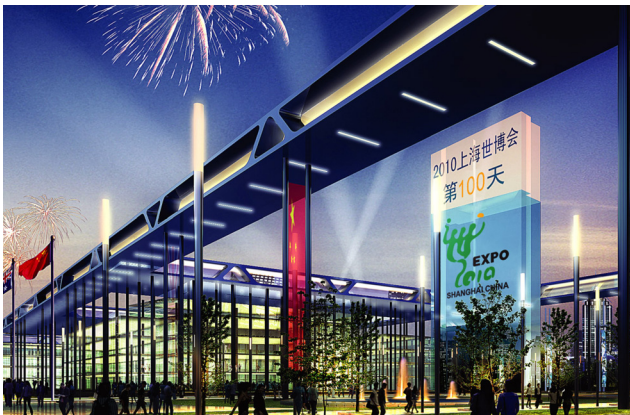
Domestic Promotion Channels

Activities

- Bureau of Shanghai World Expo Coordination, as the master holding organization, will host various activities, directly contact and interact with target audiences, to improve the awareness and understanding of Expo 2010, and the intention to go to Expo 2010.
- **Main activities:**
 - **Comprehensive activities:** special events, annual events, large shows, receptions, lectures, solicitations, collection and competitions, media interviews and other activities related to the theme of Expo 2010;
 - **Tourism promotion:** by holding tourism exhibitions, tourism road shows and purposeful promotion focusing on key regions, to set up targeted plans and themes and collectively promote sales of tickets; in two years prior to Expo 2010, the focus would be on developing Expo 2010 travel routes;
 - **Holiday and festival promotion:** using national holidays as the celebration platform to hold various activities related to Expo 2010.

Special Events

- During different phases of domestic communication and promotion, by combining different themes and leveraging advantages of various channels, holding landmark activities to motivate the enthusiastic participation and active response from target audience. For instance:
 - National travelling exhibition “The Path to World Expo”;
 - Special events titled “Successful Olympics and Splendid Expo” during and after the Olympic Games;
 - Special events celebrating 1000 days, 500 days and 100 days countdown to the Expo;
 - Poster, theme song and mascot solicitation, collection and announcement;
 - Promotion activities in cooperation with corporate partners;
 - Publications concerning the Expo and related lectures at the Shanghai Library.



PR

- Integrating different platforms such as big events, celebrities and famous enterprises with the theme of Expo 2010 to achieve broader communication. These are as follows:
 - **Large-scale activities:** holding Expo 2010 themed activities during movie and TV festivals, tourism festivals, fashion festivals and various games in order to pass on information about Expo 2010;
 - **Celebrities:** in the fields of art, science and technology, education, academics and sports, organizing celebrity interviews or World Expo themed activities to increase the fame of the World Expo; inviting celebrities to participate or be the endorser of Expo 2010;
 - **Universities and institutes:** cooperating with various universities, colleges, schools and Youth Palaces to carry out activities related to the World Expo;
 - **Yangtze River Delta region:** using the associated organizations in this area to establish a promotion chain mechanism;
 - **Famous historical and cultural cities:** conducting bilateral exchanges with Hangzhou, Nanjing, Chengdu, Xi'an, Beijing and other famous cities in targeted regions to promote the theme of Expo 2010;
 - **Partners and sponsors:** establishing cooperative partnerships with big, influential Chinese enterprises to promote the World Expo by leveraging large activities and advertising by enterprises; inviting famous Chinese enterprises to build an enterprise hall for exhibiting the latest scientific and technological advancements related to the theme of the "city".

Media

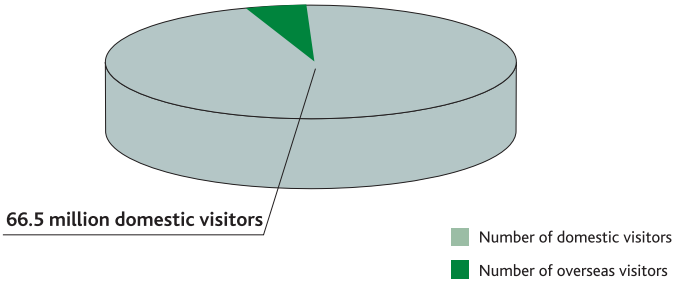
- **The Chinese media has a high level of unity and coordination:**
 - A media association has been established to promote the World Expo.
 - Policies and laws in China prescribe that the media are obligated to place public welfare advertisement. Advertising for the World Expo belongs to that category. Expo 2010 will enjoy priorities and preferential conditions.
 - Mainstream media organizations in China are quite passionate about covering and promoting Expo 2010.
- **According to the above reasons, the following channels are included:**
 - Making use of communication advantages of TV stations, radio stations, newspapers and magazines, and internet to release promotion clips of the World Expo and Expo 2010;
 - Expo columns in mainstream newspapers and magazines to regularly release information about the World Expo;
 - Establishing links with the main portal websites to conduct diversified promotion.
 - Placing outdoor advertisements in various forms such as highway advertising, LED advertising, light box advertising, automobile body and inside advertising, advertising on highways, airports, railway stations, ports, subways, buses, buildings and central squares of key targeted regions such as the Yangtze River Delta, Pearl River Delta and Beijing.

Overseas Communication and Promotion

Objective

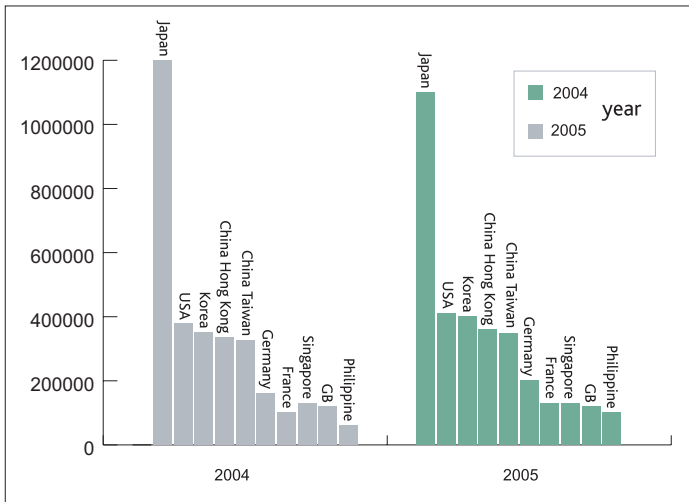
- Attracting 70 million visitors, among whom, overseas visitors account for 5%, or around 3.5 million.
- Promoting the theme and brand image of Expo 2010 with as many exhibitors and partners as possible.

World Expo 2010 Shanghai China
Estimated total of visitors: 70 million (person-time)



Analysis of Overseas Target Market

- The number of overseas tourists in Shanghai keeps rising. Overseas tourists are the main target in reaching the objective of attracting more than 3.5 million overseas visitors.
- The overseas professional groups and business people who plan to come to China are also regarded as overseas visitors.



Analysis of Overseas Target Market

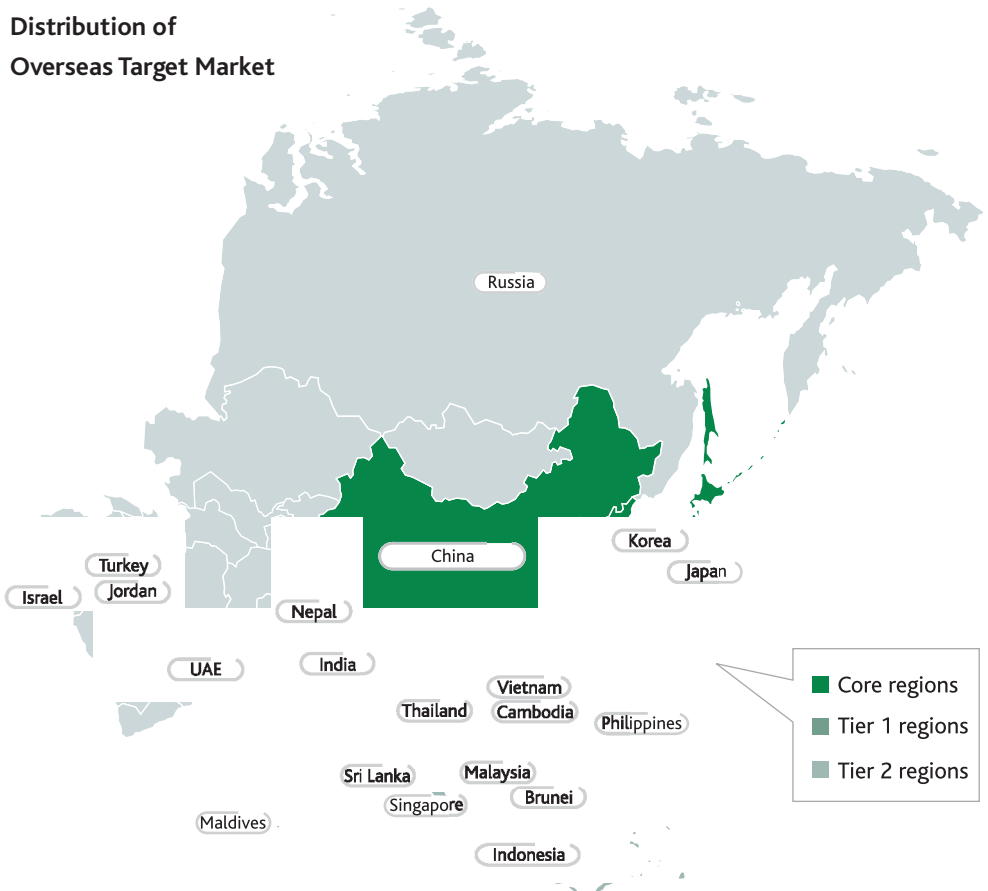
- The analysis of overseas tourists in Shanghai during 2004 ~ 2005, shows the following trends:
 - The number of overseas tourists in Shanghai reached 3,396,099 in 2004 and increased to 3,776,536 in 2005; in terms of person-time, more than 4 million people made trips to Shanghai.
 - The top five source countries and regions for overseas tourists in 2004 ~ 2005 were, in order, Japan, USA, Korea, Hong Kong and Taiwan. Japanese tourists took the lead by a big gap, exceeding 1 million both in 2004 and 2005, to be followed by American and Korean tourists.
 - Tourists from China's Hong Kong and Taiwan regions also made up a substantial part of overseas tourists in Shanghai.
 - In addition, the number of tourists from Europe has also increased to varying degrees, with those from Germany, France and Britain boasting the biggest growth.

Based on the above information, we can identify the key countries and regions for the international communication and promotion plan of Expo 2010.

Potential Countries & Regions

- Comprehensive statistics on international business and tourism in China show that the overseas communication and promotion can also target the following regions:
 - Malaysia, Thailand, Indonesia and China's Macao in Asia;
 - Australia and New Zealand in Oceania;
 - Canada in North America;
 - Italy, Spain and Russia in Europe.


Distribution of Overseas Target Market




Additional Factors Affecting Overseas Communication and Promotion

- **Travel habit factor:** The international target audience, especially those from Europe and America, have the habit of making tourism plans in advance. Therefore the promotion of overseas ticket sales should be ahead of sales promotion in China.
- **Content factor:** Since this is the first time a registered World Expo has ever been held in China, the overseas target audience are not only anxious to know the exhibition hotspots of Expo 2010, but also the travel packages and products with Chinese and Shanghai features as well as ticket discounts.
- **Channel factor:** As overseas channels involve extensive distribution, diverse forms and segmentation of market and expertise, the overseas communication and promotion should be planned early.
- **Capital factor:** The overseas media campaign can be expensive. The communication and promotion plan should be implemented and targeted strategies should be established by referring to regional focuses and phases.

Phase Objectives



Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity



• Timing:

(2005.12 - 2008.5) From the approval of registration report to the opening of World Expo 2008 Zaragoza.

• Objectives:

- Visitors: conveying the information of Expo 2010, raising awareness and interest;
- Participants: explaining the meanings of the theme “Better City, Better Life” in people’s life;
- Sponsors: communicating the benefit of the theme; providing the platform of joint promotion;
- Media: enhancing communication with major media, and providing plan and information.

Key points:

- Launching solicitation of mascot (Jan 2007)
- 1000 days countdown (5 Aug 2007)
- Launching solicitation of theme song (Apr 2007)
- Mascot design released (May 2007)
- Official partners signing contracts (Dec 2007)
- Participants Meeting (Nov 2006/2007)
- Voting for hosting country of Expo 2012 & 2015 (Dec 2007)
- Starting to construct the Urban Best Practices Area (1st quarter 2008)
- Shanghai Special Olympics (Oct 2007)
- 2007 APEC summit (Australia)
- Overseas Shanghai Week Programs (Dec 2007)

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• **Timing:**

(2008.6 - 2010.8) From World Expo 2008 Zaragoza to Expo 2010. These will overlap depending on different phases and regions.

• **Objectives:**

- Visitors: global promotion aimed at ticket sales, focusing on travel products, communicating the grand opening;
- Participants: conveying the information of working progress;
- Sponsors: providing the platform and services of joint-promotion;
- Media: setting up network of Expo 2010 communication & promotion.

Key points:

- Group tickets issued (9 Sep 2008)
- World Expo 2008 Zaragoza (June 2008 - Sep 2008)
- Closing of Beijing Olympic Games (24 Aug 2008)
- 500 days countdown (17 Dec 2008)
- Individual tickets issued (May 2009)
- Launch Expo 2010 online (3rd quarter 2009)
- China Pavilion, theme pavilions and the Urban Best Practices Area set up and completed (Dec 2009)
- 100 days countdown (21 Jan 2010)
- Operation of Expo Park starts (Jan 2010)
- All set-up completed (Apr 2010)
- Oversea campaigns

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

• **Timing:**

(2010.5 - 2010.10) From the Opening Ceremony to the Closing Ceremony.

• **Objectives:**

- Visitors: reporting on all aspects of Expo 2010; enhancing the image of Expo; strengthening promotion in Japan, Korea, China’s Hong Kong and Taiwan to increase or maintain flow of tourists to Shanghai;
- Participants: promoting the highlights of each pavilion; providing media services for national days and pavilion days;
- Sponsors: providing media services and reports;
- Media: based on media center, to supply a variety of services for the promotion of Expo 2010.

Key points:
• Opening Ceremony (1 May 2010)
• Closing Ceremony (31 Oct 2010)
• Other countries’ pavilion days
• National days of other countries

Phase	1st phase	2nd phase	3rd phase	4th phase	5th phase
Objective	Improving awareness	Raising interest	Calling for participants	Reinforcing image	Establishing continuity

- **Timing:**

(2010.11 -) From the closing day of Expo 2010 onwards.

- **Objectives:**

- Visitors: continue to convey the meaning of the theme, calling on the whole society to build a better future together;
- Participants: extending thanks for the support for and participation in Expo 2010; paying attention to the after-use of the Expo site;
- Sponsors: cooperating in the after-use of Expo site after Expo 2010;
- Media: based on media center, to supply a variety of services for the promotion of Expo 2010.

Key points:

- Closing Ceremony (31 Oct 2010)
- BIE General Assembly (Dec 2010) (June 2011)
- The after-use of Expo site

Overseas Communication Channels:

Activities

- Overseas communication activities are mainly implemented through international conferences, international tours and tourism promotion, and business networks.
 - **Expo Forum:** using the annual Expo Forum to promote and introduce Expo 2010 through exhibitions, themed lectures, and seminars;
 - **Overseas touring:** through sister cities, holding comprehensive activities outside China, such as Shanghai Week, China Day and Shanghai Day to promote the image of China and Shanghai;
 - **Special promotion:** various special meetings, lectures, media interviews and other activities related to the World Expo; solicitations, collection and competitions for the poster, mascot and theme song; endorser selection and other activities to expand the influence of Expo 2010;
 - **Tourism promotion:** based on sales of tickets, holding large-scale activities and guest invitation road shows in foreign countries; actively participating in international tourism events to conduct promotion, such as China International Travel Exhibition, International Travel Expo Hong Kong, French International Travel Expo, Berlin International Travel Fair, Russia International Travel Expo and Bahrain International Travel Expo;
 - **Promotion through business networks:** 5-star hotels, FESCO, professional organizations and business associations;
 - **Production:** during the period Expo 2010 promotion materials will include: brochures, souvenirs, gifts, posters and handbooks.

Special Events

- Taking place during different phases of international communication and promotion, matching with different themes, triggering extensive global attention and motivating active responses from the target audience. For instance:
 - Promoting in World Expo 2008 Zaragoza;
 - Executing international routes on World Expo plane to develop the World Expo brand on an international platform;
 - Inviting international celebrities to be endorsers of Expo 2010;
 - Launching Global DV Competition of “Better City, Better Life”;
 - Introducing Expo 2010 during “Shanghai TV Week” in sister cities every year.

PR

- Integrating platforms such as famous activities, celebrities and famous enterprises with the theme of Expo 2010 to achieve broader communication.
 - **BIE and its members:** through coordinating and communicating with the BIE Executive Committee, conducting communication with and promotion to other BIE members to add more diversified participants;
 - **Large-scale activities and exhibitions:** activities such as global events, expositions, large artistic festivals, forums, economic and academic conferences, film festivals and other cultural exchange programs;
 - **The city & its organization network:** through the network of neighbouring cities of Shanghai and other cities all over the country, and city organizations like Mayors Association, promoting Expo 2010 to mayors and city administrators of these cities;
 - **External promotion and cooperation in the Yangtze River Delta:** establishing a promotion chain mechanism to carry out external promotion for Expo 2010;
 - **Overseas cultural activities:** cooperating with the overseas performing troupes and organizations of Shanghai and other cities, executing Expo 2010 communication and promotion and ticket promotion;
 - **Overseas Chinese organizations:** communicating World Expo organization information through overseas Chinese associations and their resources;
 - **Media organizations and celebrities:** organizing international media exchanges, selecting famous journalists, photographers, artists, stars and celebrities in the cultural industry, and preparing appropriate activities, moments or topics to promote Expo 2010.
 - **Airlines & travel agencies:** providing Expo promotion productions and playing Expo 2010 ads on international airlines; adding “Expo 2010” international travel routes in international travel agency product categories;
 - **Partner and sponsor’s platform:** selecting appropriate regions and target audience, cooperating with global official partners or sponsors to promote Expo 2010 by using their platforms.

Media

• Based on the operation of international media, there will be various types of media relations as well as targeted placement of advertising towards the target audience.

• **Media Coverage and News:**

- Inviting international mainstream media to cover the working progress of Expo 2010;
- Establishing a system to provide clips and articles to international media and news agencies such as CNN, NHK and Reuters;
- Providing articles through Xinhua News Agency and China News Service;
- Selecting representative regional media and professional companies as partners, building an international information center, drafting cooperation plans with media in various regions, and jointly designing and implementing related reports and information targeting regional audiences;
- In association with key portal websites and other popular websites, linking with official Expo 2010 website, providing shortcut to ticket booking, Expo related information and complimentary Expo games.

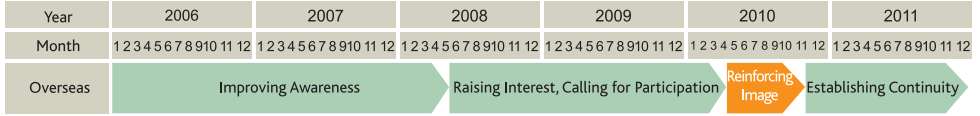
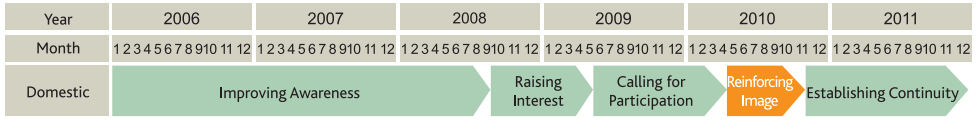
• **Advertising:**

- From 2008 to the closing of Expo 2010, placing advertisements in sites such as major international airports, airlines and flights and travel service branches to convey information about Expo 2010;
- Selecting mainstream media channels such as CNN, Financial Times and New York Times to publish ads;
- Selecting mainstream tourism websites to place web ads in various forms.

• **Media Center:**

- By implementing media promotion plan, ensuring communication with journalists and availability of expedient services.

The Time Gap between Domestic and Overseas Promotion



Notes:

1. The Beijing Olympic Games will be a key event of the “Improving Awareness” phase of domestic promotion, and World Expo 2008 Zaragoza will be a key event of overseas promotion.
2. Comparing the domestic promotion with the overseas one, the overseas “Calling for Participation” phase will be in advance of the domestic one, and “Raising Interest” phases will start at the same time.
3. Both domestic and overseas “Calling for Participation” phases will overlap with the “Reinforcing Image” phases.

Effect Evaluation

Objectives

- In implementing the communication and promotion plan, the organizer will appoint a professional market survey company to establish an evaluation system, which focuses on evaluating the effects of communication and promotion in different phases by conducting quantitative and qualitative surveys on participants, visitors and official partners.
- As the evaluation involves a broad range of targets both inside and outside China, it is actually a specific communication activity, which can be fully utilized and combined with the communication and promotion activities during the same phase.

Frequency and Focus of Different Phases

- Referring to the timing of Expo organization and execution of communication and promotion plan, the evaluation can also be divided into several phases.
- The timing of the evaluation coincides with the annual BIE General Assembly which is held in December every year so that the BIE can study the preparation work and summarize the organization work.
- Evaluation phases:
 - **1st phase:** September 2006 ~ November 2006
 - **2nd phase:** September 2007 ~ November 2007
 - **3rd phase:** September 2008 ~ November 2008
 - **Before Expo:** September 2009 ~ November 2009
(The survey aims at the adjustment and complement of construction, exhibition and visitors, participants & companies recruitment)
 - **After Expo:** September 2010 ~ November 2010
(The survey is carried out to learn about the feelings of different participating parties and the overall effects of the World Expo)

Organization of Expo 2010

- Shanghai 2010 World Expo National Organizing Committee is to set up three leadership teams to unify and coordinate the promotion and communication of Expo 2010.
- Each department of the organization will be coordinated by the organizer, sharing information and taking advantage of each other to ensure unity when executing the communication and promotion plan.
- According to the working scope and trait, three teams are included: Publicity/Media Relations Leadership team, Tourism Promotion Leadership team, Activity Promotion Leadership team.

Expo 2010 Publicity/Media Relations Leadership Team

Leading Unit:

- Publicity Department of the CPC Central Committee

Executive Units:

- Information Office of the State Council
- The Ministry of Foreign Affairs
- China Council for the Promotion of International Trade
- The State Administration of Radio, Film and Television
- The Shanghai Municipal Government
- Shanghai 2010 World Expo Executive Committee

Expo 2010 Activity Promotion Leadership Team

Leading Units:

- Publicity Department of CPC Shanghai Municipal Committee
- Information Office of the Shanghai Municipal People's Government
- Bureau of Shanghai World Expo Coordination

Executive Units:

- Communist Youth League Shanghai Municipal Committee
- Spiritual Civilization Shanghai Municipal Committee
- Office of Overseas Chinese Affairs under the Shanghai Municipal People's Government
- Office for Cooperation and Exchange Affairs of the Shanghai Municipal People's Government
- Shanghai Municipal Administration of Culture, Radio, Film & TV
- Shanghai Media and Entertainment Group

Participating Unit:

- Official partners of Expo 2010

Expo 2010 Tourism Promotion Leadership Team

Leading Unit:

- National Tourism Administration

Executive Units (in Shanghai):

- Shanghai Tourism Administrative Committee
- Foreign Affairs Office of the Shanghai Municipal People's Government (sister-city affairs)
- Bureau of Shanghai World Expo Coordination (the executive agency for Expo 2010)*

Participating Unit:

- Travel agencies

Conclusion

- In order to push forward the task of communication and promotion, the organizer of Expo 2010 should fully utilize the advantages of governmental support and enthusiastic public participation, mobilize all applicable resources, conduct effective cooperation and interaction with different groups in society, to ensure that the communication and promotion for Expo 2010 achieves excellent results.
- The organizer should refer to the development of the organization of Expo 2010, as well as the three tasks "participants recruitment", "business invitation" and "tourist recruitment", to interact and share resources, and promote the smooth development of the overall event.
- In accordance with the objectives established in the general strategies for communication and promotion, based on audience, timing and deepening of phased themes, the organizer should develop the communication and promotion in a highly efficient and orderly manner, bring the effects of integrated marketing and communication to full fruition, to win as many target audiences as possible (both home and abroad).



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