

PURPOSE

I would like to express our warm welcome to this International Forum, a bridge between the UK and East European companies.

The future of Europe and the world community is becoming a knowledge-based society. We appreciate the fact that it is vital for Russia to keep abreast of these developments – Russia has a sufficiently strong scientific and technological potential to be full-fledged participants of the modernisation of the world.

So would like to welcome you to the UK IT World by announcing this major breakthrough in UK IT marketing. We are convinced that this will be a meaningful campaign, run by IT Professionals, for IT Professionals.

In September and October we will be launching a major media push to raise the British awareness of the vast wealth of high quality IT resources available in Russia.

I am confident that the resources from Russia are very competitive with those in the UK market. In my travels to St. Petersburg, Moscow and Novosibirsk over the last few years, I found a vast pool of highly educated, skilled, motivated and for the most part under utilised, IT professionals. As an IT consultant, with 35 years experience working with the world's largest corporations I recognised this potential.

This situation is an unnatural imbalance of supply and demand. The west has a shortage of quality IT skills, and Russia has those skills. We must get the word out.

To that end, I have set up a program that addresses this imbalance and will make the UK aware of those critical skills and abilities, which I have found in Russia. As I announced at the British Embassy in Moscow on the 5th of June, I have set up a Road Show of Russian IT Resources to take place in October. However, the road show is only the culmination of a much larger project, and part of a broader plan.

SCOPE

In October we will focus on a concentrated market in South East of England. Demographic studies have shown that over 50% of British IT Business is concentrated in this one area. It is most cost effective to concentrate on the heaviest concentration of business first.

In March we will enlarge the scope and include all of England, Scotland and Wales. Building on the awareness and contacts we have established in the first campaign, we will expand into these newer, more diverse areas.

The timings of October and March are not by accident. Experience has shown that the British IT market is very seasonal. It goes very quiet in the summer while everybody concentrates on summer holidays, and then has resurgence in September when people return from holidays and begin their new projects. It then goes quiet again around Christmas and has another surge in January. The biggest push is in March and April. That is when business is not distracted by holidays, the British financial year is coming to a close on March 31st and IT Directors are planning for their new projects in the coming financial year. We will be there.

Aside from this, I will be travelling back to California in August for two weeks and will begin laying the groundwork for a similar campaign there. I have many contacts with IT decision makers and will be apprising them of the Russian potential.

APPROACH

In September we will launch an advertising and media blitz aimed at the UK IT industry. The message will be about the Russian IT Resources, their high quality, and the width and depth of the skills available. For this reason we are not promoting just one company but a whole range of experienced and established companies. This will project an image of power and largeness.

Articles on Russian IT Resources will go out to the media.

Display advertising will go out to 200,000 IT professionals and managers of the largest IT customers. The focus will be on IT Directors, Human Resource and IT Managers and the IT community in general. The immediate aim of the advertising will be to draw their attention to our web site, which will explain the virtues of Russian IT Resources and the details of the various companies involved, and will invite them to enter their details that will then be broadcast to the participating Russian companies. They can also request an information pack, which will be mailed from the UK and the contact details of these mailings will also be broadcast to the participants.

They will also have the option of following a direct URL link from the page describing your company to your own web site, or to call in by phone. Myself, an experienced IT professional, will answer the calls.

The same week we will send our information pack to the top 2,000 IT Directors and Managers in the demographic areas which we have selected to focus on. This pack will follow the presentation format of the web site and will include a listing of the companies and their contact details. Participating companies will also be provided with the opportunity to include their own A4 inclusion.

This promotion ultimately focuses on inviting prospective clients to come and meet with you at a location close to them. As you can see, the road show is only part of a much larger project, and a broader master plan. We will not waste your time meeting government officials or non-IT opportunist. Our aim is to put you in direct contact with and ultimately meet face to face with the principals making buying decisions.

Leading to the road show, you will have been provided with the contact details of the respondees as they came in, and will have had opportunity to make your own preliminary contacts before the meetings.

After the road show, I will be following up on the attendees with a view to their future involvement in the March Campaign and to promote Russian Outsourcing. You will also have all of their details and will be able to keep your own contacts.

Your cost for participating will be £750 plus airfare.