



Confederation of Indian Industry



Department of Commerce
Ministry of Commerce & Industry
Government of India



Guidance Note for GES Road Shows

Essentials components of the road show

Pre Event

- Venue: Can be the Embassy premise or a hired Venue
- Target Audience – Stake holders from Services sector (Banking & Financial Services, Education, Environmental Services, Energy Services, Exhibition & Event Services, Facility Management, Healthcare, IT & Telecom, Logistics, Media and Entertainment, Next Gen Cities, Professional Services, Railway Services, Retail & Ecommerce, Skills, Space, Sports Services, Startups/SME in Services, Tourism & Hospitality, Wellness, IPR Services and Printing & Publishing Services)
- Collaterals: Invitation along with the program to be sent out from the embassy to all the stake holders (individual players in the identified sectors, sectoral association subsector associations)
- Invitation to press
- Follow up on attendance:

Day of the program

Sample Programme for Road Show to be tabled

1300 – 1400 hrs	Registration	
1400 – 1405 hrs	Screening of Film on Global Exhibition on Services	
1405 – 1415 hrs	Welcome Address	Embassy official
1415 – 1435 hrs	Presentation	Economic counsellor
	Q& A and concluding remarks followed by Tea or Lunch	

Logistics arrangements

- Venue blocking
- Laptop and projector
- Head table arrangement
- Tent cards
- Backdrop
- Kits for delegates (Brochure, Retrospect, Pen drive, Note pad & pen)
- Photographer
- Food & tea Arrangement
- Registration counter
- Attendance Sheet

All collaterals (invitation, program brochure) customized presentation, press release, talking points Doc Kit material, Backdrop design will be provided by CII.

Contact Point:

Ms. Nandinee Kalita

Director

Confederation of Indian Industry

Email: nandinee.kalita@cii.in

Cell Phone: 9435102653