

The Governor's Conference on Small Business and Entrepreneurship:



Governor Arnold Schwarzenegger and Kauffman Foundation CEO, Carl Schramm, on stage for the official kick off of Global Entrepreneurship Week

OUR EXPERIENCE SHOWS

Excel Meetings and Events provided the following services for the 2008 *Governor's Conference on Small Business and Entrepreneurship*:

- Graphic design - conference logo and brochure
- Email marketing campaign strategy
- Online registration
- Site selection & hotel contract negotiation
- Speaker recruitment and management
- Sponsorship development & management
- Budget management
- Advance and on-site logistics management
- Audio/visual production and stage design
- Interactive technology - audience response system and Live video web cast strategy and deployment.

"The California economy is led by the creativity and vision of our entrepreneurs and small business leaders. As we deal with the current economic climate, my administration is committed to working with our small business entrepreneurs on how we can unleash the power of their ingenuity to maintain our state's leadership in the global economy because small business drives California's diverse economy, and small business will drive our economic recovery."

- GOVERNOR ARNOLD SCHWARZENEGGER.

CONFERENCE GOALS AND OBJECTIVES

The 2008 Governor's Conference on Small Business and Entrepreneurship convened the state's top small business leaders, educators, government officials and leading entrepreneurs. Regarded as the heart of California's economy, small businesses generate over \$150 billion in income and employ approximately 6.9 million people. Governor Arnold Schwarzenegger firmly believes that this important and dynamic segment is the key to the future of the state's economy. By convening this unprecedented gathering of the brightest and most forward thinking California-based visionaries, the Governor expects to create a dynamic and sustainable network of small business owners and entrepreneurs that will foster knowledge sharing, incubate new ideas and contribute new policy proposals. (MORE)

CONFERENCE IDENTITY DEVELOPMENT

The *Excel Marketing Team* developed a written communications platform that helped drive the creative direction for the conference identity (logo) and tag line. The identity was applied to all promotional and conference materials including a brochure, the official conference agenda, conference PPT slides, print and online direct mail pieces, conference registration web site, the web site of the Small Business Advocate (www.sba.ca.gov) and to the stage and lightening design.



A gobo and dramatic lighting set the stage for a high energy presentation by the Extreme Entrepreneurship Tour lead by nationally acclaimed Gen Y speaker Arel Moodie.

The Governor's Conference was designed to be the centerpiece of California's participation in *Global Entrepreneurship Week* (www.unleashingideas.org), a first-ever, worldwide entrepreneurship event that spotlighted the innovative enterprises of young people worldwide. Global Entrepreneurship Week, created by the Ewing Marion Kauffman Foundation, had active participation from more than 70 organizations in some 60 countries.

Governor's Conference Goals

1. Create a new forum and sustained network for small businesses owners, entrepreneurs and small business advocacy organizations that will facilitate sharing ideas, visions and business practices.
2. Encourage dialog among different business sectors, industries, generations, ethnic groups and regions of the state with the purpose of identifying a common agenda.
3. Create policy caucus groups that will draft action-based recommendations on topics most relevant to small business (defined by the state as 100 employees or less). Each group will present its recommendations to conference attendees during a general session for consideration and voting; the top ten proposals will be presented to Governor Schwarzenegger and will guide his small business agenda for the next two years.
4. Facilitate the development of new leaders in the small business community who will actively work to advance the final policy proposals submitted to the Governor.
5. Educate and inspire small business owners through dynamic speaker panels and presentations that will revitalize and reawaken the state's entrepreneurial spirit.



Attendees review policy recommendations and input their votes into the *Audience Response System's* wireless keypad. Results of each round of voting were displayed instantaneously.