VIPs & Delegations

Steve Baker
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VIPs & Delegations

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Delegation Profile

Develop operational strategies
Specify future requirements
Engaged in procurement decisions
Influence and Shape future policy

Decision Makers

Influencers

Military:
MOD HQ Departments
- Procurement/Purchasing
- Capability/Requirement
- Strategy and Plans
- Policy and Doctrine
- Supply and Logistics
- Operational Commands/Units
- Engineering
- Personnel & Training
- Gendarmerie/National Guards

Government:
- Cabinet Office
- Home Office/MI5
- Foreign Office
- Executive Agencies

Security/Border Control

NATO/Joint Commands/Capabilities

Disaster Relief/Humanitarian/Medical/UN

Research & Development

Diplomatic Staff
DSEI 2013 - numbers

• 29% increase in number of Official Overseas Delegations (97 vs 75)
• More Countries invited by HMG (69 vs 65)
• 76% increase in number of additional VIP Delegations (2528 vs 1436)
• More UK Ministers and Senior Officials (22 vs 17)
• 57% increase in programmed meetings/stand visits (2273 vs 1446)

• UK Ministers Engaged and Supported
• UK MOD Represented for the First Time
MOD & Government Engagement

UK
• 18-month programme of ‘Shaping the Agenda’ meetings with UK MOD and Government Officials

Overseas
• Focused on your priority markets
• Had a presence at over 40 defence and security shows around the world
• In the majority of cases we had a DSEI stand as well as staging receptions and holding private meetings with senior personnel from governments, defence ministries, military and media
• Targeted senior officers and equivalent defence & security officials serving in defence equipment, capability, policy, R&D and operational appointments
UK MOD & Government Engagement
DSEI 2015 - objectives

• Build relationships with UK MODs and Governments globally

• Secure strong support from UK MOD and Government

• Invite them to DSEI

• Deliver them to you
DSEI 2015 - Initiatives

1% - HMG Official Delegations (97 - 339)

Influencers (2528)

33,000

Large Programming Team comprising recently retired Military/Industry staff
Target: 8,000 Meetings – cw 2,273 (250% increase on DSEI 2015)
Delegation Visit Request Service
Delegation Visit Request Service

VIP Meeting Request  >  Supplemental Information  >  Final Check

Enter below your request, with supporting statements, and it will be passed to the appropriate programming authorities for consideration.

Please provide a comprehensive application with all relevant material to increase your chances of being contacted by a programming officer to arrange appointments.

Please select your exhibitor contact that will be meeting the VIP:

Exhibitor Contact

Please give your request an appropriate title:

* Request Title

Please explain the reason for your meeting request in 100 words or less:
Delegation Visit Request Service

* Meeting Description:

Please specify which countries' delegates you wish to meet:

* Countries:
  - United Kingdom
  - United States
  - Afghanistan
  - Aland Islands
  - Albania
  - Algeria
  - Latvia
  - Lebanon
  - Lesotho
  - Liberia
  - Libyan Arab Jamahiriya
  - Liechtenstein
  - Austria
Delegation Visit Request Service

* Sectors:
  - Air
  - Joint Ops
  - Land
  - Naval
  - Security

Proposed Date: 12 Mar 2015

Next
Delegation Visit Request Service
Maximise your Opportunity

• Use your existing contacts (UK & Overseas) and invite them to DSEI
• Tell us if your VIP Exhibitor Guest accepts your invitation (Mil/Gov)
• Alert/Meet Defence & Security Staff in Embassies & High Commissions
• Alert/Meet UKTI DSO country desk officers
• Make good use of the Visit Request Service on EZONE

☐ Submit a **strong supporting statement** for each visit request

☐ Include details of **what you wish to speak** about

☐ Provide information about **what you will be displaying**

☐ **Highlight the benefits** that your product, technology or service will bring to the particular country or organisation

**IT MUST BE RELEVANT TO THEIR NEEDS!**
Meet the Supply Chain

- Seminar Content
  - Primes briefing to SMEs
  - SMEs briefing to Primes (dstl Market Place)

- Programming
  - EZONE Meet the Supply Chain
  - SMEs request to meet Primes - include supporting statement and marketing material
  - Requests passed to Primes - Chief Engineers, Procurement & Supply Chain Managers
  - Onus on Primes to accept meeting requests and arrange meetings – assisted by Programming Team
Deadlines & Contacts

VISIT REQUEST SERVICE - LIVE: Friday 1 May 2015

VISIT REQUEST SERVICE - CLOSE: Friday 10 July 2015 (Deadline Day 2)

PROGRAMMING TEAM: 1 June – 18 September 2015

PROGRAMMING: 1 June to DSEI

- Programmers will match EZONE Visit Requests to Delegations
- Programmers will liaise with you throughout the programming period to arrange meetings

Not all requests will be successful
Deadlines & Contacts

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UKTI DSO Directory – Official Overseas Delegations:
https://www.gov.uk/government/publications/ukti-dso-contact-directory

London Diplomatic List - Defence Staff:

UK Defence Equipment and Support:
https://www.gov.uk/government/publications/de-s-organisation-chart

Programming Team Contact Details – passed to EZONE contact when known