People: The Power of Hope
One Young World Bogotá 2017 Bid Process

ICCA Best PR Award 2015
• To host the event

• To Position Greater Bogota Convention Bureau among main institutions of the city, as a key instrument of the city:

  Demonstrate how through events destinations can live interesting transformation processes: **Impact / Legacy**

  Strengthen their support towards events industry:

• To make citizens feel part of a beautiful process

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**It wasn’t a regular bid**
Our Goal

Make it a collective purpose

Identify local allies

Develop easy access tools

Get regular citizens involved

Get third party endorsement

Send strong message to international decision makers

How to achieve them?
Step 1: Make it a collective purpose

Hope
“We want to create our future with OYW”
Build a Bogota’s OYW Movement
Step 2:
Identify Allies
Make them feel part of something bigger: Legacy
Step 3:
Develop easy access tools
Create a visual

Bogotá 2017
Creating our future
¡Es el momento de crear nuestro futuro. Tu puedes traer el mundo a Bogotá!
¡This is the moment to create our future. You can bring the world to Bogotá!

Ayúdanos a convertirnos en el primer país de Latinoamérica en realizar el encuentro de jóvenes más grande del planeta después de los Juegos Olímpicos. Sólo te tomará un minuto que puede marcar la diferencia

Help us to become the first Latin-American country to host the world’s largest youth event, other than the Olympic Games. It will just take you a minute to make the difference.

1. Síguenos en redes sociales
2. Colócate la manilla
3. Tómate una foto enseñando la manilla en señal de apoyo
4. Compártela en redes sociales con el hashtag #OYWColombia
5. Cuéntale a tus amigos sobre esta gran iniciativa.

Follow us on social media
Wear the wristband
Take yourself a picture wearing the wristband as a sign of your support.
Share the picture in your social networks using #OYWColombia
Tell your friends about this great initiative.
Give people a voice

www.oywcolombia.com
Define key communication moments

To keep engaged and active local and international community

Cities shortlist
- A starting point to engage and to make them believe it was possible
  - Press Release
  - Social Media

The symbol
- The wristband as a symbol of our bid
  - Social Media

Key events
- Events that gather target audiences
  - Social Media

Video
- To share our story of transformation
  - Social Media

Site inspection
- Prepare the city before, during and after the site inspection
  - Press Release
  - Social Media

Final announcement
- Being prepared
  - Press Release
  - Social Media

We won
- Press Release
  - Social Media
  - Press Conference

To be present in the eyes of OYW all the time

One
Reafirm our story
The Results...
We got regular citizens involved
49 trend setters

Reaching

Followers

Followers

+ thousands of citizens
Republica de Colombia
Concejo de Bogotá

The Council of Bogotá, D.C., in full accordance with Proposition No. 277 adopted at the plenary session on July 27, 2015 Recognizes the work of the international non-profit organization 'One Young World Limited', and that of its founders David Jones and Kate Robertson, in bringing together young leaders from around the world to formulate solutions for global and regional issues.

The Council of Bogotá also recognizes the work of the Greater Bogotá Convention Bureau, the National System of Young 'Colombia Forever' and Mr. David Gerardo Cardona, who represents the ambassadors of 'One Young World' in Colombia, together with the members of the Bid Committee for Bogotá D.C., responsible for the city's effort to host the annual summit 'One Young World' 2017. The Committee has worked tirelessly to ensure Bogotá's selection as a finalist, joining Paris, Belgrade and The Hague.

The hosting of this Summit for the first time in Latin America would serve as an opportunity for Bogotá's visibility and visibility as a host of major international events, as well as by providing a forum for agreements on critical issues such as education, business, leadership, peace and conflict, governance and human rights that will empower young Colombians, strengthen their leadership and entrepreneurial skills for the construction and innovation that can bring change to the country and the city in the coming decades.

For these reasons, the Council of Bogotá, D.C., reaffirms its commitment and support of Bogotá, D.C.'s candidacy to host the annual summit 'One Young World', to be held in 2017.

Issued in Bogotá, D.C., the 27th day of July 2015

HC. Nelly Patricia Masquera Murcia
President

HC. Armando Gutiérrez González
First Vice President

HC. César Alfonso García Vargas
Second Vice President

HC. Miguel Uribe Turbay
Proponent Councilman

Third party endorsement
A Worldwide Network
We made others talk about us
**Internacionales**

Bogotá acogerá en 2017 la cumbre mundial de jóvenes de One Young World

La organización británica de líderes de jóvenes One Young World anunció que Bogotá ha resultado elegida para acoger en 2017 la cumbre mundial de jóvenes, por delante de otras ciudades como Varsovia, Argentina.

**Noticias**

La organización británica de líderes de jóvenes One Young World anunció que Bogotá ha resultado elegida para acoger en 2017 la cumbre mundial de jóvenes, por delante de otras ciudades como Varsovia, Argentina.

Bogotá, primera en traer la cumbre mundial de jóvenes a esta región

Una cumbre que congrega a jóvenes líderes de 190 países, para discutir sobre los principales retos que enfrenta el mundo. La cumbre llegará a Bogotá en 2017.

**Noticia destacada**

Colombia wins the right to host the One Young World Summit in Bogotá

La internacional organización de jóvenes líderes One Young World anunció que Bogotá será la sede de la cumbre mundial de jóvenes que se llevará a cabo en 2017.

**/notas adicionales**

- La cumbre mundial de jóvenes de One Young World se realizará en Bogotá en 2017.
- La cumbre reunirá a jóvenes líderes de 190 países del mundo.
- Las actividades de la cumbre se llevarán a cabo en el Centro de Convenciones de Bogotá.
- La cumbre se celebrará del 23 al 25 de octubre de 2017.

**Contacto**

One Young World - Bogotá
La cumbre mundial de jóvenes llegará a Bogotá en 2017.

**Instagram**

https://www.instagram.com/oneyoungworld/
And yes...
We
Won!!!!!!
People:
The power of hope

It was the first time the whole city joint efforts towards an event…
Many things can be useful during transformation processes...

This industry does too...