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CARIBBEAN LATIN AMERICAN ACTION

Final Report
Grant No. LAG-0797-G-00-2014-00
1992 Miami Conference on the Caribbean

The Agency for International Development provided a Fifty Thousand (\$50,000) grant to Caribbean/Latin American Action as partial sponsorship of its marketing and promotion program for the 1992 Miami Conference on the Caribbean. These funds were utilised exclusively for printing and delivery of two promotional pieces pre conference, viz. the early bird flyer in the spring and the fall mailer (**Attachments A & B**), covering a portion of expenses relating to printing and mailing (**Attachment C**).

REGISTRATIONS

One of the primary goals of the marketing and promotion campaign for the 1992 conference was an increase in private sector participation for this major trade and investment forum.

New efforts towards this end included an enhanced sectoral outreach program, working closely with key industry associations (see copy of Quarterly Report dated October 12). In addition, C/LAA maintained a year-round working relationship with key organisations in the Miami community; in particular, marketing personnel worked closely with the Downtown Development Authority (DDA) which had as one of its primary objectives the attracting of European and Asian businessmen -- both to Miami and the year-end Conference.

- ▶ **Attachment #1** shows that advance registrations accounted for 69% of total conference participation, an increase of 3% over the 1991 conference. New registrations increasing to 50%.
- ▶ **Attachment #2** provides a breakdown of registrants by region, showing increases in US, European, Central American and general Latin American participation.
- ▶ **Attachment #3** gives a registration report by sector. (Note the planned decrease in service sector registrations, consistent with the trend in recent years)

PROGRAM DESCRIPTION

The Quarterly Report submitted in October reviewed three major components of C/LAA's marketing and promotion activities, viz. targeting of prospective audience, media penetration and direct mail promotion. Post October, major efforts concentrated on media outreach

PROGRAM DESCRIPTION (continued)

and, in fact, led to a unplanned public relations contract to produce a series of audio cassettes for regional broadcast. This was achieved through sectoral and general interviews (including the Administration and Congress) and with the cooperation of selected radio stations throughout the Caribbean.

A component introduced as part of the **Business Development Activities** of the 1992 Miami Conference was a "*project planning & financing*" program, in collaboration with the World Bank's Business Advisory Service and International Finance Corporation, in addition to the IDB-affiliated InterAmerican Investment Corporation and the Caribbean Development Program (936 Funds). The primary intent of this new feature was to augment the business matchmaking services offered at the annual forum, but the program was successful in attracting private sector entrepreneurs wishing to meet with officials from the participating funding agencies. *It is anticipated that this will be a major marketing tool for the 1993 Miami Conference on the Caribbean.*

EVALUATION

The major conclusion arising from the wrapup session held on site was that C/LAA should continue to enhance the **Business Development** activities of the annual conference, consistent with attracting more participation from U.S. and international **private sector** participants interested in investing and doing business in the region.

Post conference, surveys were sent to country delegation coordinators specifically for an evaluation of the Business Development (Exposition, Business Offices, Business Networking, Country Presentations, Project Planning & Financing) activities of the Miami Conference. A questionnaire was mailed to the 199 registered working media representatives as well, with a general survey to all conference participants expected to be distributed in mid January.

Responses to these communications will assist C/LAA program staff as it moves forward with developing the theme(s) and agenda for the 17th annual conference. The forum of C/LAA's annual **Retreat** in February will be utilised for a conference evaluation and planning session as well.

The 1992 Miami Conference *Communique* is expected to be released at the end of January.

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January 13, 1993