



Guidelines for Country Chairs

18 - 24 October 2021



World Business Angel Investors Week 2021

coordinated by

World Business Angels Investment Forum

An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII)



World Business Angels Investment Forum (WBAF)

An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFI), the World Business Angels Investment Forum (WBAF) aims to ease access to finance for businesses from start-up to scale-up, with the ultimate goal of generating more jobs and more social justice worldwide. It is committed to collaborating, globally to empower world economic development by creating innovative financial instruments for innovators, start-ups, and SMEs. The Forum interacts with leaders in all areas of society, first and foremost in business and political spheres, to help assess needs and establish goals, bearing in mind that the public interest is of paramount importance. WBAF engages a wide range of institutions, both public and private, local and international, commercial and academic to help shape the global agenda.

wbaforum.org

G20 Global Partnership for Financial Inclusion (GPFI)

The Global Partnership for Financial Inclusion (GPFI) is an inclusive platform for all G20 countries, interested non-G20 countries, and relevant stakeholders that aims to carry forward work on financial inclusion, including the implementation of the G20 Financial Inclusion Action Plan endorsed at the G20 Summit in Seoul, South Korea. Her Majesty Queen Máxima of the Netherlands is the Honorary Patron of the G20 Global Partnership for Financial Inclusion (GPFI).

gpfi.org

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Step 1

Please visit the official website for Week:

www.angelsweek.org

Step 2

If you did not join the Country Chairs Meeting on 11 May, please watch this workshop video before reading the guidelines.

[Watch Workshop Video](#)

Passcode: *Please check your email*

Step 3

Please visit the Week Chairs Exclusive Area

www.angelsweek.org

Username: *Please check your email*

Password: *Please check your email*

World Business Angel Investors Week: Angel Investors' Flagship

World Business Angel Investors Week is envisioned as a great platform where all stakeholders pause to assess their fast-paced journey, to analyse why and how we should leverage angel investment as a must-have financial tool for boosting economies, and to reiterate how entrepreneurial ecosystems can create more jobs, more wealth and more social justice in co-operation with key players in early-stage equity markets.

It is celebrated every third week of October, under a global theme and coordinated by the World Business Angels Investment Forum, an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPII).

During World Business Angel Investors Week, partners host events and exhibitions related to that year's theme. These event partners are individuals and organizations from various sectors who volunteer to share their insights on angel investment, the startup economy, financial inclusion, gender equality, entrepreneurship, and innovation to audiences and collaborators. The events also recognise and highlight the multi-lingual and multi-cultural business character of the global entrepreneurship ecosystem by conducting events in the local language.

World Business Angel Investors Week creates a unique opportunity to showcase fresh, innovative ideas that inspire the world's current and future leaders to take risks on new ideas, to collaborate across sectors, and to transform economies through the scaling of entrepreneurship, angel investment, financial inclusion and innovation.

The country chairs for World Business Angel Investors Week are announced every February at the WBAF Grand Assembly.

This week-long event is an open platform for connecting, learning, sharing, and exhibiting inventions and innovations, and for exchanging know-how that promotes entrepreneurship and angel investment ecosystems. World Business Angel Investors Week is also a great platform from which to campaign for solutions to critical issues of early-stage equity and capital markets and other worldwide concerns at the United Nations, the European Union and in G20 countries.

Zoom Workshop

To share our experience in organizing Zoom meetings, we will organize a Zoom workshop for all country chairs. We strongly advise you to join the workshop, because it will be country chairs who carry the responsibility for setting the Zoom link and running the sessions online.

Zoom Workshop – **6 June 2021**, Sunday – 1pm GMT

To join the workshop, please click on this link: <https://wbaforum-org.zoom.us/my/wbaforum>

Commemorative stamps for your country

The World Business Angels Investment Forum will issue commemorative stamps to highlight the widespread global appeal and significance of the Week's events. Country chairs are requested to propose at least 3 different themes that are relevant to their countries. Two stamps will be designed for each country.

Deadline for theme proposals: **30 June 2021**

Set up your organization committee

Each country chair is invited to establish their own 3-person organization committee. We will announce the names of committee members on the official website. They do not have to be an International Partner or Senator. It is highly advisable to have at least one committee member who has experience with Zoom. WBAF can also nominate people for your team, if necessary.

You are expected to provide data about your organizational committee by filling in a **standard excel sheet – Organisation Committee Members**, which can be downloaded from the Week Chairs Exclusive Area. Please don't change, delete, hide, or add any column. They will be copy/pasted. Please deliver the completed info sheets to your continental or regional chair (not to Christina), along with high resolution photos of the committee members. Continental and regional chairs will then deliver the Excel documents to Christina after checking the photo quality and other details.

Deadline for delivering organization committee charts: **31 July 2021**

Email Accounts

We have opened an email account for each continent and each country. You don't need to setup the email account on your laptop. You can access it directly via this link: <http://mail.angelsweek.org>

Your Username: *Please check your email*

Your Password: *Please check your email*

Press Conferences and Press Releases

You can publish press releases in your country. Please get approval from Christina before publishing the press release. If you wish to use a statement from the Global Chair of the Week, you can download his **Chairman's Remarks** from the Week Chairs Exclusive Area.

Logo

There are two main logos you can use to promote the Week. (a) Week logo (b) WBAF logo. Please be sure to include the following statement in your press releases:

World Business Angel Investors Week, coordinated by the World Business Angels Investment Forum, an affiliated partner of the G20 Global Partnership for Financial Inclusion (GPMI).

You can download the **logos** from the Week Chairs Exclusive Area.

Week Partners

You are encouraged to engage companies and governmental organisations as partners for the Week. Partnership for the Week is *free of charge*. Please do not mention these partners in the press release. We will open a partners page on the website and post their logos (if high resolution logos are provided). The design house will never put low resolution logos on the website.

Examples of possible Week partners: Chambers of commerce, stock exchanges, business angel networks, technoparks, innovation centres, development agencies, wealth management institutions, banks, crowdfunding platforms, economy ministries, science and technology ministries, universities, technology transfer offices, and telecom companies.

Official Partners for the Week

You can raise financial sponsorship from companies and governmental organisations. Sponsorship rates are the same, regardless of the institution or country: 1000 EUR - 3000 EUR. We will announce Official Partners separately and give them visibility. Only Official Partner logos will appear on banners, promotions, press releases, etc. WBAF will develop a short sponsorship agreement. WBAF will invoice the sponsors and deliver 50% of the sponsorship funds to the country chairs. After we develop the **sponsorship agreement template**, we will upload it to the Week Chairs Exclusive Area. You can download it from there.

Speaker Profiles

- Each country will have a 2-hour (120-minute) time slot.

Country chairs are responsible for organising (a) the agenda, (b) three keynote speakers, (c) two moderators, two roundtables / panel discussions (d) six speakers for two roundtables / panel discussions.
- All country programmes will start with a 5-minute **video message of the global chair**. The video message is not ready yet. You will be able to download it from the Week Chairs Exclusive Area.

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- You are expected to invite 11 speakers in total: three keynote speakers, two moderators, and eight panel speakers.
 - Keynote speaker profiles: (a) a policymaker, government minister, mayor, etc. (b) an NGO president (c) and entrepreneur or investor. We want to hear insights from different stakeholder perspectives.

You must deliver your Speakers Excel Sheet along with high resolution photos of each speaker to continental chair. Please download the **Speaker Excel Sheet Template** from the Week Chairs Exclusive Area.

Typical Agenda

A typical agenda for a 120-minute celebration is as follows:

5 minutes – Welcome Speech by the Country Chair

5 minutes – Video Message of the Global Chair

10 minutes – Keynote Speaker 1

10 minutes – Keynote Speaker 2

10 minutes – Keynote Speaker 3

35 minutes – Roundtable 1 / 1 moderator + 3 speakers

35 minutes – Roundtable 2 / 1 moderator + 3 speakers

10 minutes – Closing Remarks by the Country Chair

You must deliver the agenda for your events to your continental chair. Please download the **Agenda Template** from the Week Chairs Exclusive Area. Please note that the design house will copy and paste names, titles of speakers from your excel sheets. Names and titles on the agenda must be exactly the same as the ones on the Excel sheet. We will not make any change after producing speakers' clips.

Discussion and Keynote Topics

Main theme of the Week 2021 is: Business Diplomacy for International Entrepreneurship. The global chair's speech will include messages about the main theme. Because the main theme has already been included in the global chair's video message, the messages of country chairs or keynote speakers may be on a different topic. Topics of the keynote speeches and panel discussions are expected to be relevant to any of the following areas of interest:

(1) angel investment (2) startups (3) SMEs (4) entrepreneurship (5) digital inclusion (6) finance (7) innovation (8) financial inclusion (9) gender equality (10) ethics (11) corporate governance (12) leadership (13) private equity (14) banking (15) wealth management (16) emerging technologies (17) smart cities (18) co-investment funds (19) family offices (20) public – private partnerships (21) crowdfunding (22) stock exchanges.

Speaker invitation letters

You can create your own invitation letters. But we have uploaded **an invitation letter template** in the Week Chairs Exclusive Area. You can use the template as well.

Language of your Events

You can organise your events in any language you like. WBAF encourages you to organise the events in the local language. If you are organising your event in the local language, the agenda should be in the local language, too.

Participation will be free

Participation in all sessions of the Week will be free of charge. You are expected to send the Zoom links of the recorded sessions. We will upload them to the website of each session so that people who were not able to attend can benefit from them.

Social Media sharings

Please **do not** share any visual that does not come from the global WBAF administration. You are not allowed to create your own visuals. In order to keep consistency around the world, our design house will provide you with visuals that you can use locally. If you are organising an event in the local language, please contact Christina if you want to have visuals created in the local language.

Very important note

We want re-emphasize: The design house will copy and paste the names and titles of speakers from your Excel sheets. The names and titles on the agenda must be exactly the same as they appear on the Excel sheet. We will not be able to make any change after producing speakers' clips.

Deadline for Agenda – Speakers – Zoom Links

We must receive the final agenda and the speakers Excel sheet along with high resolution photos and Zoom links **not later than** 31 July 2021.

Deadline: **31 July 2021**

Communication Flow

Each country chair will be in touch regularly with their continental chair. Christina will receive communications via the continental chairs.

Continental Chair Europe: Kevin Hin, Kevin.Hin@wbaforum.org

Continental Chair Africa: Hauwa Yabani, Hauwa.Yabani@wbaforum.org

Continental Chair Asia: Prof Inderjit Singh, Inderjit.Singh@wbaforum.org

Continental Chair Latin America: Israel Pons, Israel.Pons@wbaforum.org

Continental Chair North America: Dr Ingrid Vasiliu-Feltes, Ingrid.Vasiliu-Feltes@wbaforum.org

Regional Chair MENA: Feryal Nass, Feryal.Nass@wbaforum.org

Regional Chair The Caribbean: Sandra Glasgow, firstangelsjamaica@gmail.com

Week Chairs Exclusive Area

- Guidelines – Week Chairs
- Invitation Letter Template - Keynote Speakers
- Invitation Letter Template - Moderators
- Invitation Letter Template - Panel Speakers
- Agenda Template
- Speaker Excel Sheet Template
- Organisation Committee Members Excel Sheet Template
- Chairman's Remarks
- Toolkit for your press releases
- Logo – Week
- Banner Week
- Logo – WBAF
- Logo - WBAF
- Video Message of the Global Chair – to be uploaded in July
- Sponsorship Agreement Template – to be uploaded in July



For your questions

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