



May 5th, 2005

The IPPF Power Pow-Wow

Definition

This is a gathering similar to our Power Lunches, Power Dinners, Workshops / Seminars, etc. in which the Pow-Wow is under the IPPF banner but it is not necessarily open to anyone wishing to attend. The reason is that the IPPF Power Pow-Wows are actually “sponsored” or “hosted” events with costs and related expenses covered by one (or more if a co-op element is involved) member.

Message

The Power Pow-Wow is useful as a show case or platform through which an IPPF member is able to get an important message across.

The “Message” or the “Theme” can range from a simple sales-pitch to a complex range of policy statements, white papers or commentary on issues.

Camouflage

By using the Power Pow-Wow as a “cover” the member firm deflects a possible commercial feeling that might restrain attendance by certain targeted attendees as the invitations are issued by the IPPF Secretariat and / or by the hosting member by simply forwarding the IPPF Power Pow-Wow invite to their specific targets.

We have done a number of Power Pow-Wows for members. Several were late afternoon seminar / workshops followed by catered cocktails and buffet. A couple of others were in the form of hosted breakfasts and lunches. One particular Power Pow-Wow was a pure sales demo function involving a morning “pitch” followed by a lunch, followed by an outside demonstration of power generators. Another took the form of a very private dinner. Others were held inside the boardrooms of members.

The IPPF is prepared to assist its members whenever a Power Pow-Wow would be useful to them.

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