



**Great Minds Event Management
(GM Events)**
at



Sponsor Testimonial Report

Great Minds Event Management (GM Events) at COP27

The Egypt Presidency of COP27 with its partner GCM appointed GM Events to undertake the planning, coordination, and complete management of the COP27 sponsors.

To successfully complete the project an eight-member team from GM Events was assigned to collaborate and work closely with the designated members of the sponsor organizations, event suppliers and members of COP27 teams to ensure that all event objectives and goals were delivered.

Testimonials from COP27 Sponsors

"I personally think that COP27 is once in a lifetime experience that was managed tastefully between the various entities; COP27 presidency, UNFCCC and Great Minds.

Vodafone was privileged to have a unique footprint in the world's largest climate change conference starting from; connecting its visitors to showcasing the role of adaptive technologies in food security or scarcity of natural resources."

Vodafone

May Yassin

Head of Sustainable Business
Secretary General Vodafone Egypt Foundation

"It was an absolute pleasure to work with Great Minds During COP27. They were very responsive throughout the entire planning process and went above and beyond to accommodate our needs in short time frames. We would like to thank the whole team for their great contribution to making this one of the most memorable events and we look forward to being able to work with them again in the future."

Hassan Allam Holding

Hala Samy

PR Manager

"We are happy with the service that Great Minds has provided us at COP27. In the very short time that you had, you were able to support us on the ground with logistics, meeting rooms and registration. We highly appreciate the support you have provided and hope to work with you again at COP28. "

Orascom
Ibrahim Samy

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Mashreq Bank

Aruna Narayanan

Senior Advisor Sustainability & ESG
The Partnerships Advisory (Mashreq Bank)

"COP27 was a very strategic engagement for TPA and its clients. Access to the right information, guidance and timely approvals was critical to the success of the participation.

The team at Great Minds helped us navigate seamlessly with various aspects including:

- Facilitating Introductions to H+K
- Internal follow ups with Presidency to ensure our Blue Zone and Green Zone passes are issued
- Relentless follow ups to ensure our other contractual obligations are delivered
- Each member of the Great Minds time were fully involved in supported us every step of the way.

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Cisco
Aziz Mohamed

"I was very pleased to work with you. Your team was extremely responsive and professional, you were always there when we needed you. There are a few logistical things that could be improved for future COP meetings but overall, it has been a very pleasant experience."

Sodic

Sally Montasser

PR & Sustainability Senior Manager

"We just want to send a great big thanks to everyone who has been supporting SODIC on this great big journey and the support you have provided.

We have been pleasantly overwhelmed by your promptness and attention to detail. Really appreciate the effort you exerted to ensure a seamless delivery of our sponsorship benefits.

Thank you again for everything!"

Google

Maha Afifi

Government Affairs & Public Policy, Egypt

"What I can say is once we got closer to the events and was onsite, Great Minds was able to support as best you could with the information presented and help fill in gaps where Microsoft needed from an onsite perspective.

You mobilized and helped us to ensure we had a meeting room, had necessary registrations and access and we are appreciative of the support we received onsite from the Great Minds team."

Microsoft

Lydia Baugh

Director, Executive Producer

"It was a great pleasure dealing with Great Minds to coordinate Siemens Energy participation at COP 27. The Team have done their best to support in many requests. Well done to all the teams involved in making COP 27 a huge success"

Siemens Energy

Mariam.Arsanios

"Great minds contributed to the success of Afreximbank at COP. My experience with Shahista though indirectly, was great. I really appreciate her willingness to help even in very difficult times. She went the extra mile on many occasions or would provide guidance on how to access help. Her assistance on the access passes is appreciated."

African Export-Import Bank
Ama Amoah

The team, specially Shahista and Noel were super responsive and solution driven, the way you were able to get us a dedicated meeting room at the last minute was remarkable

Your continuous help throughout the event to resolve any issue that might arise was exemplary, you helped us with access cards issuance, bringing runners to help us and above all our last minute invitees and managing their access and accreditation. We indeed enjoyed working with you and would definitely look forward to further cooperation in the future.

Many thanks from Afreximbank

African Export-Import Bank
Anoud Adel

"As a sponsor of COP27, we collaborated with the sponsorship committee that assured a professional, prompt and smooth agreement on the partnership.

Assigning Great Minds to manage the delivery of the agreement made the process efficient. Great Minds' experience in managing similar events offered the required calibre of professionals and holistic understanding to support Coca-Cola with this sponsorship."

Coco Cola
Aya Abou Zaid

"Bank of America participated in Climate COP27 during November 2022 in Egypt. As an official event partner, we were pleased with the overall quality of the event, including our dialogue with the events team based within the COP27 Presidency unit as well as the assistance provided by Great Minds. Great Minds was able to help facilitate some key logistical details for us prior to our team's arrival in Egypt as well as help us address issues arising during the course of our two weeks at COP27."

Bank of America
Abyd Karmali

“First, we would like to warmly congratulate you for having successfully delivered an implementation COP, focused on the priorities of developing countries, including on the key issues such as the reform of public climate finance and of course funding for Loss and Damage. We are equally heartened to see how proud the people of Egypt with all volunteers were that this conference was hosted in Egypt. At BCG, we feel privileged to have been selected as exclusive consulting partner and we are honored to be able to support the UN climate process and play our part in this important COP. We hope that our contribution has helped to create the conditions for a successful outcome.

We also very much appreciate that the COP27 Presidency also fulfilled all partnership benefits very smoothly to our fullest satisfaction. A few things that we want to highlight especially here are the speaking opportunities at the Sharm El Sheikh’s implementation summits, the presidency stages and the Egyptian pavilion stage as well as the meeting with the prime minister.

Thank you also very much for the generous amount of blue zone badges for our BCG experts. Due to this, our experts were able to participate in numerous additional panels in the blue zone to discuss solutions on various topics from Finance, Gender, Adaptation and Agriculture, among many more. We are also grateful for the strong branding platform that the COP27 presidency has provided us. The golden BCG logo at the Egyptian pavilions and also the branding at the airport in Cairo was well curated and of high quality to increase the visibility of our BCG brand and our role as principal partner. In addition, thank you that we were given the opportunity to refer to BCG as the “exclusive consulting partner” and the usage of the joint BCGxCOP27 logo, which increased our positioning in our COP27 communications considerably as partner of choice for climate and sustainability.

Last but not least: We want to mention the great work of your account managers Noel, Shahista and Nada who went the extra mile for us day and night (literally) so that we have a smooth and successful partnership experience.

Boston Consulting Group
Karina Zillner
Global Positioning Director, BCG
Boston Consulting Group

Summary of activities managed by GM Events at COP27

- Designated account manager from GM for each sponsor organisation.
- Fixed weekly calls with sponsor organisations to keep track with the sponsor deliverables.
Immediate replies to sponsor queries that came through emails, phone calls and WhatsApp groups.
- Coordination with the company managing the COP27 website to ensure sponsor announcements are delivered based on sponsorship benefits.
- Coordination with the company managing the PR and social media of COP27 to ensure agreed announcements are delivered to plan.
- Coordination with various teams of COP27 to ensure the agreed speaking slots for sponsors are allocated in the green and blue zone.
- Coordination and management of sponsor's meeting with the Prime Minister of Egypt.
- Management of badges for sponsors at the blue zone and green zone.
- Coordination with relevant suppliers to ensure that the onsite branding for sponsors were delivered at the blue zone, green zone, and airports.
- Management of sponsor shared meeting rooms and dedicated meeting rooms in the blue zone.
- Guiding sponsors to the various pavilions and activities at COP27.
- Trouble shooting sponsor issues by coordinating with the COP27 Presidency team.
- Helping sponsors with ad hoc request such as TV, Internet etc...

Number of sponsors at COP27

9 Main Partners

2 Partners

8 Supporters

CONTACT US

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