



AZ GLOBAL

AZ Global Consulting Ltd
Suite 1101, 299 Queens Road Central
Hong Kong.

9 August 2022

Important Announcement

Dear Friend of AZ Global Consulting,

We hear you. We have listened to you. We have heard your comments and concerns.

The unmistakable message from stakeholders all around the world has been, “We want to come to your conference, but we are concerned about travelling in these uncertain times.” Several other stakeholders told us they were worried about the high cost of international travel, while others said "things aren't back to normal yet."

In response, and after much deliberation and consultation, we announce that our conference will go ahead on 8 to 10 November 2022 but as an Online Conference.

Although we have been meticulously monitoring the Singapore government measures and messages regarding Covid, the vast majority of people we have spoken with prefer not to travel. So, if you can't come to the conference, we will bring the conference to you.

Conferences are about two main elements. The **Content** for our conference – the topics and the speakers - is of the highest calibre, as you have become accustomed to from our previous conferences. It is still very important to address the issues, the challenges and the opportunities that are facing our industry so we haven't changed anything in that regard.

The other element is **Interaction**. For this we considered a hybrid conference. However, those who do attend physically, will do so at a significant cost with the current travel rates, and will be disappointed, as the majority of delegates will be attending virtually. This means larger costs and diminished value. Instead, in providing the conference as a virtual event, we will work to further improve the interaction aspects of such a format.

We remain faithful to our mission to provide insight and information to you. Since in the current circumstances travel is not the preferred way to reach us, we will come to you.

The interests of our delegates safety remain the highest priority and we thank you for your continuous loyalty to AZ Global Consulting. I personally understand that some do not like virtual events, however others have said "thanks" to us for making this decision. We won't please everybody, but the issues need addressing and our mission to deliver insight remains as strong as ever. Now we will do it in a way that keeps everyone secure and safe.

Full details of the conference, including session times, prices, sponsorship packages and so on will be released over the next couple of days.



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We are very excited to have you in our conference in November 2022, it will be exceptional!

Best regards

Paul Adkins

Founder and Managing Director
AZ Global Consulting

Actions and follow-ups to the announcement

- The AZ Global Consulting Conference will go ahead as planned for November 8-10.
- The program will be retained as is. Any revisions will be announced as they would for any conference.
- Delegates: All delegates who have already registered will be contacted to confirm your continuing involvement in the conference. For those who have already paid, we will issue a full refund to you, adjusted for the registration fee for the virtual conference.
- Speakers, Panellists, Moderators: We will contact you to confirm your continued involvement as already scheduled.
- Sponsors: We will contact you to confirm your continued involvement. We will be modifying our Sponsorship Packages to reflect the new format.
- Affiliates and supporters: We will contact you to confirm your continued involvement in the new format.
- Media Partners: Media rules and agreements will be modified to reflect the new format.
- The new registration fee for the virtual conference will be US\$349 per person, with discounts available for AZ Global Monthly Report subscribers and for bulk registrations (>5 individuals).
- The timetable for each session will be announced before the end of August. We need some time to confirm each speaker, panellist and moderator for the specific time slot in their time zone.
- We welcome feedback. Please write to nicole@az-globalconsulting.com or to me at paul.adkins@az-globalconsulting.com.
- We hope to bring you a physical conference in 2023!