About One Young World

The fifth annual One Young World Summit took place in Dublin from 15th – 18th October 2014, welcoming 1,300 young leaders from 190 countries across the world. Global leaders including Kofi Annan, Sir Bob Geldof, Antony Jenkins and Mary Robinson spoke alongside the delegates to address key issues ranging from Peace and Conflict to Global Business, and from Education to Human Rights and Sustainable Development.

One Young World is a unique concept in that it gathers the brightest young leaders from around the world, all aged between 18-30 years old, empowering them to make lasting connections and develop solutions to some of the world’s most pressing issues. Founded in 2009 by David Jones, Kate Robertson and Founding Corporate Partner, Havas and dubbed the ‘Davos for the Youth’ by some media outlets, the Summit delegates debate, formulate and share innovative solutions. Past Summit delegates in Johannesburg 2013, Pittsburgh 2012, Zurich 2011 and London 2010 were joined by a line-up of world leaders acting as One Young World Counsellors that included Archbishop Emeritus Desmond Tutu, Bill Clinton, Sir Richard Branson, Professor Muhammad Yunus, Jamie Oliver, Jack Dorsey and Arianna Huffington. After each Summit, the delegates, who are then known as One Young World Ambassadors, work on their own initiatives or lend the power of the One Young World network to those initiatives already in existence.

OYW 2014 Dublin Team

This hugely high profile and influential conference was won for Ireland by Bob Coggins, Clara Kelleher and Valerie McGrane under the guidance of Nicola McGrane, Managing Director of Conference Partners, who brought over 20 years’ experience in winning conferences for Ireland to the process. The bid theme ‘One Thousand Welcomes’ is a play on the traditional one hundred thousand Irish welcomes or Céad Míle Fáilte, adapted to complement the One Young World brand.

Significantly the bid was supported by The President of Ireland, the Minister for Transport, Tourism and Sport, the Lord Mayor of Dublin, the GAA, Fáilte Ireland and numerous other key organisations in a concerted and ultimately successful “Team Ireland” approach. Members of the Dublin Advisory Committee included Peter McKenna (Croke Park); Ian Mallon (Independent News & Media); Richard Guiney (Business Improvement District); Peter Finnegan (Dublin City Council); Paddy Prendergast (Trinity College Dublin); Karina Howley (KPMG); Margaret Barron (Musgraves); Padraig Staunton (Havas WW Dublin) and John McGrane (Ulster Bank), illustrating the scope and profile of the conference.
Conference Partners was selected as the local Professional Conference Organiser in December 2013 and worked closely with the Dublin Advisory Committee, the One Young World office in London and UK and locally engaged PR companies to ensure that the conference exceeded its bid promises and went off seamlessly and successfully. Conference Partners brief included the management of the following key areas:

- VIP and Counsellor Liaison
- Accommodation
- Registration & Visa Requests
- Airport Transfers for all delegates
- Budget & Finances
- Venue
- Catering
- Social Programme
- External Breakouts
- Opening and Closing Ceremonies
- Production & Staging
- Print Production
- Onsite Staffing
- Volunteer Sourcing and Coordination
- Onsite exhibition logistics
- Security

Why Dublin?

One Young World founders, David Jones and Kate Robertson, explained that Dublin was chosen as the host of the 2014 summit because “Whether it was from the great recession, its story is one of a triumph, it’s one of society, it’s one of communal values, it’s one of people...pulling through.” Other aspects that contributed to Dublin’s win were the strength of the bid by the young ambassadors and the city’s position as “the capital of new technology for the whole of Europe”.

Ireland's peace process led to the One Young World Peace and Conflict Resolution Project, which was one of the key focuses of the 2014 Summit programme. This highlighted Ireland’s unique history of conflict resolution and explored lessons learnt in a series of sessions lead by Dr. Martin MacAleese, Sean Murray, Sinn Fein member and former IRA prisoner, and Jackie McDonald, Northern Ireland activist and former UDA prisoner. With half the One Young World community living in a country affected by conflict, these sessions offered delegates a platform to share stories and develop ideas to strengthen efforts at conflict resolution in their own countries.

Delivery and Execution

The three day event’s format was described by the Irish Times as “deliberately disruptive” in that the delegates are at the heart of proceedings - they present to and hear from high profile “counsellors” such as Kofi Annan, Mary Robinson and Sir Bob Geldof.

Please see [www.oneyoungworld.com](http://www.oneyoungworld.com) for a full list of the 2014 One Young World Counsellors.

The conference opened on the evening of Wednesday, 15th October with MC Ryan Tubridy before the crowd gave a warm welcome to the children of the Ballymun Music Programme, a choir that forms part of the DIT Ballymun Music Project, an initiative designed to transform young people’s lives in a very disadvantaged community in Ballymun. The attendees were then addressed by an Taoiseach Enda Kenny and the 2014 Counsellors were introduced whilst a variety of Irish music acts and a flag ceremony kept the proceedings lively and full of interest.

The following days were broken into Special and Plenary Sessions based on the key topics of Education; Human Rights; Leadership & Government; Global Business; Sustainable Development; and Peace & Conflict with speakers including delegates, four former Latin American Presidents, Dame Ellen MacArthur, Mark Pollock, Caroline Casey, Ali Hewson, Professor Muhammad Yunus, Ronan Dunne and Lord Michael Hastings to name but a few.

Innovative Approach

A particularly innovative aspect to the One Young World Summit programme are the external breakouts that took place across 26 separate sites in Dublin on the afternoon of Friday, 17th October. Delegates pre-registered for their breakout of interest and were then transported by bus or on foot in groups of 30-35 people to the off site location for their chosen session. Each breakout was hosted and organised by a company or organisation and the unusually large scale, offsite activity was coordinated by Conference Partners with each host providing lunch, the venue and an exciting interactive programme to One Young World delegates. The range and calibre of host organisations involved such as Google, Facebook, Trinity College Dublin, Diageo, KPMG, Pernod Ricard, ESB International and Dublin City Council to name but a few further reinforced the Team Ireland aspect of the conference and the relevance the Summit has for today’s business, public sector and charitable worlds.

Furthermore, as part of the Summit’s promise to give delegates a real introduction to the Irish way of life and its legendary welcoming
reputation, Dublin welcomed One Young World delegates with a ‘One Thousand Welcomes’ tour. Smaller groups of delegates were introduced to a young Dubliner who then took them on a local’s tour of Dublin to see the real sights and sounds of the city, not just the ones from tourist maps, but the authentic fabric of Irish life. Guides were staff or student volunteers from the breakout session host organisations and Conference Partners also arranged for a number of visitor attractions to stay open later to facilitate some of the groups. All walking tours ended outside Trinity College and Dublin Bus kindly provided complementary shuttles to the Guinness Storehouse for an evening event.

**Carbon Neutral Event**

As Sustainable Development was one of the key topics for the One Young World 2014 programme, it was vital that the event itself was organised to minimise its environmental impact as much as possible. The conference took place in the Convention Centre Dublin, the world’s first carbon neutral convention centre, which is committed to long-term environmental sustainability in accordance with the International Standards Organisation (ISO) 14001. Conference Partners also adhere to an environmental policy in the management of all of our conferences. We select third party suppliers who have completed an environmental audit and actively encourage our partners to adopt green policies and present new sustainability focussed solutions such as low-energy lighting, organic and locally sourced food, fair trade tea/coffee and waste recycling. A specific example of our approach at One Young World 2014 was when in an inspiring gesture Muhammad Yunus and the One Young World 2014 delegate body released 1,000 white balloons along the River Liffey to celebrate 25 years since the fall of the Berlin Wall. As well as marking a significant moment in our recent history, Conference Partners ensured that all balloons and strings were one hundred percent biodegradable.

**Challenges and Solutions**

Conference Partners’ extensive experience, commitment to quality and creative approach to problem solving stood us in good stead for managing a relatively complex, high profile event across multiple sites whilst satisfying the aims of a number of key stakeholders and bringing the Summit in on budget. One area that differed slightly from a standard conference was the fact that accommodation was allocated by Conference Partners for all delegates on a sharing basis rather than delegates simply booking their room themselves through our online system, thereby requiring a higher level of input and monitoring by Conference Partners.

The Registration process was also somewhat different in that essentially delegates were pre-approved by One Young World. Potential One Young World Ambassadors are invited to apply to attend the 2014 Summit by creating a candidate profile, which is then assessed and if it meets the criteria, approved. Conference Partners then received the details of all approved candidates to register them so it was an invitation-based rather than a self-register system. With delegates from 190 countries attending the number of requests for visa invitation letters and assistance with the visa application process was the largest that we had experienced for a conference of this size requiring a separate action plan and Visa Coordinator in order to ensure that all eligible delegates received their necessary documentation in time to travel.

Other critical areas under Conference Partners’ remit were the professional and discreet management of Counsellor and VIP requirements, many of whom were travelling from all over the world, assessing and organising the appropriate level of security for such a high profile event and sourcing, briefing and coordinating the 200 volunteers who formed part of the onsite team at Dublin Airport, the conference hotels, the CCD, the One Thousand Welcomes Tour and the external breakouts.

**Marketing and Promotion**

As previously mentioned, the Summit is a unique concept, and consequently the marketing and promotion campaign was designed to specifically fit this invitation-only event. It primarily consisted of:

- Proactive local partner recruitment campaign
- Extensive local and international PR campaign
- Citywide branding including branded airport welcome, billboards, bus branding and banners
**Media Coverage**

High impact coverage was secured across global broadcast outlets including BBC, CNN, CNBC, Sky News, Bloomberg, Al Jazeera, CCTV, SABC, TV Asahi, RTE and Arise TV, in addition to international print publications such as The Daily Telegraph, The Independent, China Daily, El Mundo, Globe & Mail, The Huffington Post, Vanity Fair and O Globo. The Irish Independent was the official media partner for the Summit, resulting in blanket coverage within the paper and across the online platform for the duration of the Summit.

In terms of domestic coverage, the following is a snapshot of what was secured:

- **Campaign reached 25 million** – Ireland read/heard about One Young World 6+ times - valued at over €4.8 million
- **Over 100 pieces** of print coverage = circulation of 6 million and readership of 18 million
- **Print PR value of almost €2 million**
- **Over 40 broadcast pieces of coverage reaching 7 million viewers/listeners** valued at €2.8 million
- **Delivered top broadcast shows** - RTE 6pm & 9pm News – 2 items on each news programme; RTE’s Late Late Show – biggest audience on Irish TV described as ‘water-cooler conversation’ + RTE’s Morning Ireland – biggest radio audience on Irish radio.
- **Over 130 pieces** of online coverage

**Financial Impact**

Between the value of the Summit budget and Failte Ireland's calculations for the value of conferences to the local economy, we estimate that the One Young World Summit Dublin 2014 was worth at least €3 million to the Irish economy.

**Achievements and Outcomes**

**ONE YOUNG WORLD BY NUMBERS**

€3 Million economic impact for Ireland / 1,300 Delegates in Dublin / 1,300 ribbons tied / 1,000 Welcomes / 1,000 balloons released / 200 Volunteers / 200 School Children / Delegates travelled from 190 Countries / 180 Media Representatives / Over 130 Online Coverage Pieces / 40 Local Corporate Sponsors / 38 OYW Counsellors / 26 External Breakout Sessions / 4 Former Latin American Presidents / 1 Taoiseach / 1 River Liffey Swim / 1 Spaceship
February 16th 2015

To whom it may concern
The success of winning One Young World for Dublin and the even more significant achievement of organising and delivering the event in a way that made it successful and, the most outstanding One Young World Conference to date, was due to the professionalism and dedication of Conference Partners. This event was important for Dublin and Ireland.

In addition to the economic boost for the City, the event brought the next generation of world leaders and shapers to Ireland and to Dublin. It drew the attention of International media and helped focus the world on what Dublin offers.

Dublin has the youngest population of any European city. It’s people have a long and proven history of innovation and leadership that has served to make the world a better place. The fact that Dublin was the city of choice for One Young World 2014 allowed us to promote Dublin’s claim to be Europe’s Capital of Youth and Leadership. I am confident that the actions, after the event across the globe, by this new generation of leaders will prove our claim.

As a member of the advisory committee, I had the privilege of being involved in One Young World Dublin from bid stage, and experiencing Team Dublin create a positive and impactful legacy for not only our city and our country, but also globally. Conference Partners were the backbone of Team Dublin.

Having partnered with Conference Partners previously, in attracting and hosting International Conferences in Dublin, I was confident that they would excel in the delivery of such a complex and high profile event. My confidence was justified.

Conference Partners provide a professional and world class conference / event management service. What marks them as special however is their capacity to inject strategic vision and positioning into their work. They offered assistance at the Bid Stage because they saw merit in the event itself. They subsequently, in an international competition decided by the Global One Young World Leadership in London, won the business of Conference Organiser and Manager.

I am impressed with their strategic capacity which secures conferences and events for Ireland that enhance reputation and open the door to new business. Over the past 17 years Conference Partners have definitely enhanced Dublin and Ireland’s global position as a world class conference location and a global hub of business leadership and innovation.

Peter Finnegan
Director International Relations & Research
Dublin City Council