

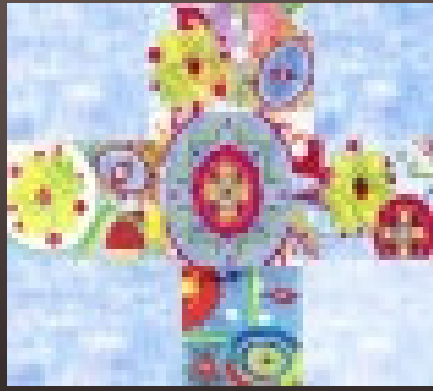
Another Little Peace 2007



CULTURAL FUSION PEACE EVENT
CRM Strategy Guide 2007



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Cultural Fusion is an [Art Movement](#), an [Art Series](#) and a [Project Gallery](#) that initiated this peace event series that includes dialogues, collaborations, art exhibitions, musical performances, dining, networking, personal/professional development activities and contextual sponsorships in offline events that are connected to virtual ones in cyberspace. This is how we help you leverage technology to support authentic (mutually attentive) connections with customers and advocates.

As an [Art Series](#) it is in response to the Question, "*what can I do?*" Inspired by the UN led Millennium Campaign The projects here are planned to benefit core nonprofit organizations which you can learn more about in the resources section.

At least 35% of each project will benefit partnering nonprofit organizations.

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Another little PEACE 2007

Cultural Fusion Peace Event CRM Strategy Guide

Event Marketing meets CRM Strategy

Mission

To explore the possibilities to create a sustainable culture of peace that recognizes the value of the individual, the interconnectedness of life, art as philosophy, cultural diversity, and the need for more love in the world. Defined here as an ingredient embodied in passion, for good, applied to solutions that advance the automation of global social responsibility (GSR).

To lead the way with innovations in customer loyalty programs that help cultivate brand communities with a consistent eye on genuine relationship building that helps communities work together to address global problems. The results help sponsoring businesses/ organizations by bridging R&D and product launches to engage or advance meaningful relationship building.

To help our sponsors, their customers and potential advocates work together to reduce marketing and development costs for all key stakeholders as product quality is maximized by increasing the focus, depth and substance of communication between all parties.

Goals

Inspire people to explore art, culture, passion, and creative expression with joy and curiosity.

Invite support for Cultural Fusion Art_Works and Art_Projects as steps toward systems that involve increasing numbers in automating global social responsibility (GSR) as they seek to meet their own needs (i.e. increasing sales, market research, product testing, customer retention, building high quality contact lists, art appreciation, networking to build your business contacts).

Invite others to participate in this new framework resulting from the Cultural Fusion Peace Series as Clear CRM Strategy solutions that meet each participant's specific needs.



"SeaPeace22" (SOLD),

Passionism Artist: Cat Moss

Acrylic on Canvas,
50cm by 30cm

Passionism is the first French artistic movement of the 21st Century, and the first movement in the history of art to be spearheaded by women and followed by men and women worldwide. Launched officially to the public at the Forum de Nice in 2002, it was created by Cat Moss and metcuc in 2000. Thousands of artists worldwide are proud to call themselves Passionists.

They are painters, musicians, filmmakers, writers, sculptors, and dancers with a common drive: Passion.



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Cultural Fusion Peace Event CRM Strategy Guide



Event Marketing meets CRM Strategy

Introduction

What is CRM?

CRM (customer relationship management) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise manage customer relationships in an organized way.

CRM Strategy matters because it's emotionally rooted relationships NOT software that keeps your customers.

According to a recent study conducted by a Prof. from a leading Texas university 85% of an organizations customers were willing to leave for the competition even though they were happy with the service from their existing provider.

What is Clear CRM Strategy?

Clear CRM Strategy is embodied in an approach that seamlessly integrates value critical activities such as opt-in lead generation, meaningful analytics, and customer conversion or retention processes using converging passion inspired strategies. It is a customizable approach empowering you to reach or even exceed your goals.

Focusing on the human connection not just the customer relationship which tends to objectify the individual, so that the emphasis on social capital is based on doing business with the common good in mind, not as an aside or after thought...and where the human being behind the transaction is honestly valued beyond their customer status.

Here the "rules of relationship" are prized more than customer status because the value of individual Attention is understood. Clear CRM Strategy solutions easily enable you to both automate and personalize your message campaigns in a way that will stand out as it engages your target audience in a mutually beneficial long term relationship.

The International Day of Peace

was established in 1981 by

A/RES/36/67 of the United Nations General Assembly to coincide with its opening session every September. The General Assembly in 2001 voted unanimously to fix observance of the Day on 21 September as a day of non-violence and ceasefire by A/RES/55/282.



Did you know?

Peace One Day (a growing non-profit organization) reported that in 2006 there were commitments to Peace Day in 200 countries, including all 192 UN member states, directly involving 27.6 million people. **More than 300 of them were participating in the first Cultural Fusion collaboration introducing the "what is peace?" series.** The event took place in the Republic of Macedonia to bring attention to peace building in the Balkans region.

Online media coverage of last year's event:

[Peace One Day](#) [The Communication Initiative](#)

[Peace Tiles Project](#) [PRWeb](#)

[Onlypunjab.com](#) [Community News](#) [NGO Art Studio Press](#)



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In 2006 we had the 1st event officially introducing the Cultural Fusion collaboration series in support of the Millennium Development Goals.

Twelve Macedonian artists and a group of graphic novel artists from Northern England exhibit their art works. However there was international interest in participating in this Peace One Day event which is also the official launch of "what-is-peace?" the Studio's collaboration as part of the Cultural Fusion art series (comfusion.pbwiki.com). This event drew interest from individuals and organizations from a number of African states, USA, UK, India and from Brazil.

Event Marketing meets CRM Strategy

Within the global activities organized on the occasion of September 21, International Day of Peace, the Art Studio NGO opened an art exhibition with works by Macedonian and foreign artists. The exhibition officially opened on Thursday, September 21, 20:00 hours, at the "Sv. Kliment Ohridski" National and University Library in Skopje.

The exhibit titled "The Power of Culture" explores art and cultural expressions in conjunction with human rights, education, the environment, emancipation and democratization.

Twelve Macedonian artists and a group of graphic novel artists from Northern England will exhibit their works. However there was international interest in participating in this Peace One Day event which is also the official launch of "what-is-peace?" the Studio's collaboration as part of Cultural Fusion, a groundbreaking art series. <http://comfusion.pbwiki.com> This event drew interest from individuals and organizations from a number of African states, India and from Brazil.

"There is a true skepticism whether there will ever be peace in the world. The message we want to send is that voice should be given to every individual, since the individuals have the influence and the power to solve the problems," Irena Gapkovska from Art Studio was quoted by the press prior to the event.

The Studio's Peace Exhibition attracted more than 300 attendees including Gligor Tashkovich: Minister without Portfolio (for Foreign Investment) who gave an inspiring speech in Macedonian. His speech concluded with, "I ask you all to join me today in making a shared Commitment for Peace: "Let Macedonia be a Beacon Of Hope for Peace", which evoked thunderous applause from the audience.

Asked for comment following the event Gapkovska replied, "It was like a dream come true. Such an experience! And with our team I believe we can do a lot more."



She and her team are convinced that the skepticism and the passive pessimism can be overcome with enough enthusiasm, commitment and faith in the ideals that make world peace possible.

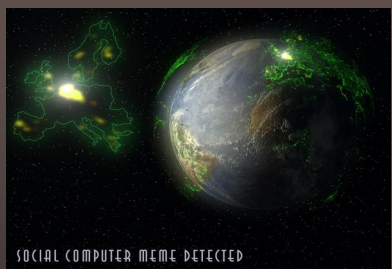


GROUP ART EXHIBITION
PEACE MACEDONIA *
ONE DAY *
Narodna Univerzitetska Biblioteka "Sv. Kliment Ohridski"
bulevar Deltov br. 6 Skopje
21.09.2006



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Cultural Fusion Peace Event CRM Strategy Guide



Inventor Artist Pras Anand

Event Marketing meets CRM Strategy

“Society is basically running on an operating system, that needs to be upgraded”

He was a child prodigy who was programming computers from the age of 4. From 18 he was organizing radio shows, music events and international art/ video/music/tv projects.

His passion led him to develop his ‘Social Computer’ idea. It is a solutions modeling concept. ‘We are building society in a box simulations with art, music and other exciting but concrete ways of getting people active. People are talking a lot about change but they don’t know how to actually participate or create change.

Cultural Fusion as your Clear CRM Strategy

If you are a startup or an established company with a new product who **needs**:

1. feedback on an upcoming product
2. more effective approaches to product development
3. marketing that cultivates a more loyal customer base

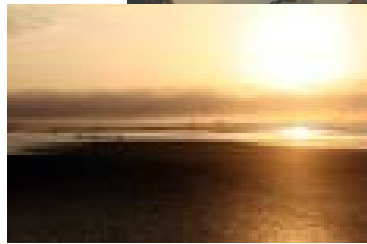
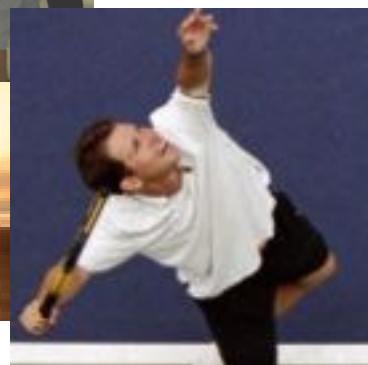
Then it is worth your time to pay attention to this guide.

Do you want to have a brand that thrives?

Are you attracted to the idea of a brand infused with passion to attract attention that drives sales and customer loyalty?

You can think of this as a way to **build your brand network with integrity** because although you may sometimes communicate about your business needs, you will also have another reason for engaging in a genuine dialogue around other mutual interests for which you share a passion.

You now have an individual connection with each one of your customers that engages them emotionally to be interested in your business brands. That is what you get from a Clear CRM Strategy solution.



You form relationships around the things you care about.

This is a powerful opportunity to create lasting relationships with your customers leads, or visitors

AND

make a positive difference.



Another little Peace 2007

Cultural Fusion Peace Event CRM Strategy Guide



Event Marketing meets CRM Strategy

The events in this guide are more than what you may typically associate with other programs that seem similar. Yes, participants are rewarded on one end while for sponsors they get “field labs” that are not limited by geography that yield meaningful rewards as well.

Furthermore the *cause* aspect of the events supports building genuine relationships with their customers as an approach to customer retention. This transforms exactly what the customer becomes, a partner and advocate.

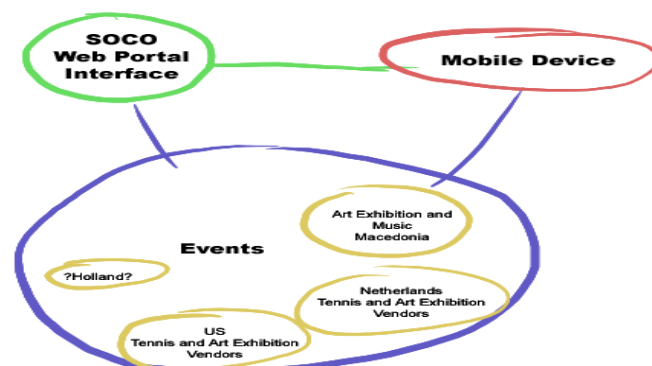
This event sponsorship guide is for **“Another little peace 2007”** the launch for an event series that is also regarded as a work of art that starts on September 21, 2007 in several countries propelled by a campaign driven by converging needs, resources, and passions. An international full festival tour will be introduced by “Another little Peace 2007” Those dates will be released separately.

This year advances the realization of the Social Computer as the Macedonian exhibition will be linked to events around the world via cyberspace and mobile devices. On the same day there will also be a branded tennis tournaments in partnership with 10Nis4All , art auctions, and art exhibition that also includes community dialogue and social networking gathering, a free-style art exhibition (integrating music and digital art) giving Sponsorship visibility in the U.S., Macedonia, the Netherlands, and South Africa.

Offline events in our series are connected by an internet portal and mobile devices. By engaging technology we are side stepping the normal limitations of venue size.

Keep in mind that because technology is being leveraged to bring people together attendance is expanded beyond grassroots activities to embrace the concept of global community working together to create a work of performance art embodied in an event that is mutually meaningful for all involved. This means increased visibility for sponsors that have more meaning and impact.

When you sponsor our events you get more than just a list of contacts and exposure for your brand. Here you are invited into a journey that will redefine what your customers are to your business, as they become advocates who actively participate in your product development, not only sales.



“This is not an off the shelf solution, it is made to your order.”

Another little Peace 2007

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Event Marketing meets CRM Strategy

Is this for you?

Let me share a dialogue with you that will demonstrate how this can work for you.

A new startup was considering a name change for their soon to be released software product. An executive from the company had consulted with a colleague to come up with a new name they felt more positive about. It was suggested that they consider consulting with the Cultural Fusion Source Artist who specializes CRM Strategy to get another perspective. Based on that response she made a prediction about the way many other women might interpret the new name. One conveyed honesty and transparency while the other conjured associations with deception and something that is less than reliable. "This is a new perspective to me," one fellow replied. "Me too" followed the other.

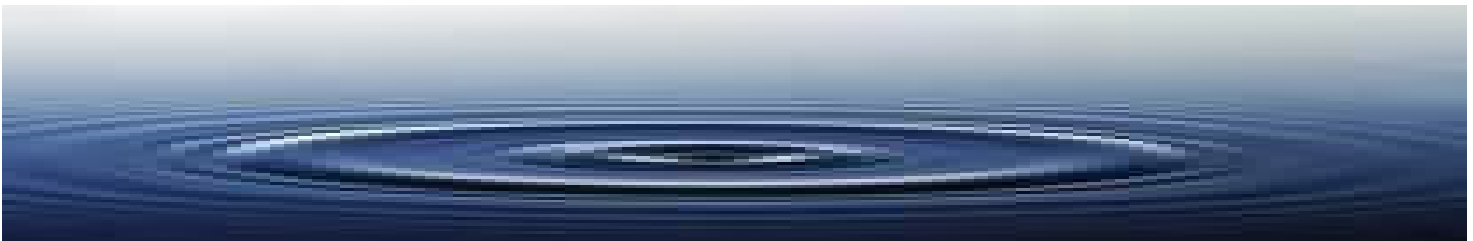
Delving into her network of contacts to find others likely to be interested in the solutions solved by this product and a stark contrast was revealed in how the name was interpreted by the sample of men and women which crossed racial, national and cultural boundaries. Everyone was happy to share their feedback by ranking the three names on the table, in addition to suggesting other names. Because this had significant implications on their impending product launch I suggested he consider our "Another little Peace" event as an occasion to invite more feedback from a larger sample.

If I've had a company ask for my input in developing the product...how much more excited am I to support it when it is released?

The response from this executive was enthusiastic and immediate, "By all means...let's do it. Can we also see if there is another name that has an easier flow off of the tongue?" he asked. "Of course" I was delighted to reply.

This kind of dialogue is the start of how needs are defined to develop or customize a solution that meets everyone's needs. "I certainly think Ron's recommendation means more to me than an ad I might encounter...however if I've had a company ask for my input in developing the product...how much more excited am I to support it when it is released?"

Even if I don't buy myself at the time of launch...I might bring you 20 sales..."



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Event Marketing meets CRM Strategy

Silver Passion Sponsorships

We have very talented “artist for hire” that can work on assignment adding their unique talent as freelancers who develop work that will focus on expressing your passion for your product/brand that you invite others to share.

The range of artist within the Cultural Fusion network is impressive and we’re certain to have an artist that is able to fit the needs of your brand with consideration to both your personal preferences, brand identity, the depth of the solution you seek and market your product is designed to service.

- Cultural Fusion commissioned creative content
- Inspired event strategy developed to meet your needs using **new social media...this means a campaign that goes beyond simple event blogging** (i.e. Twittering, Meebo-ing,etc)
- Introduction in Oci Novosti magazine
- Personal introductions to people in our network likely to have a special interest in your company or products
- Inclusion in the upcoming community event website
- Inclusion in touring events
- First consideration for inclusion in upcoming event opportunities
- Logo included on free tickets (redeemable for event festivities-food, drinks, special gifts, or performances)
- Up to 4 follow up messages/offers with Bluetooth mobile integration (i.e. when near a retail outlet carrying your brand a discount offer is delivered via cell phone)
- Sponsored recognition in up to three internet

broadcasts, (include. Tournaments, instructional programming, musical performance) as featured dynamic content

- Mobile device support for expanded participation in Q&A sessions
- Event sponsored (programming) is archived for 12 months of continued lead generation (free login access to view video or download podcasts, etc)
- Search Engine Optimization package to support web content with up to eight keyword phrases of your choosing
- Tailored incentive program (promotional product, message content, well matched offers)
- User interface to track performance and manage data
- Logo included on event t-shirt, poster, and hand-outs
- Logo featured at download site for ring tones, screen savers, and cell phone wall paper.



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Sadistic Ophelia, was a Cultural Fusion collaboration with Kerry Santo, of Scarybirds.com and artist **Su Smith**.

Stu is the owner of Graviton Creations Ltd. Located in Scotland. His talent is enhanced by his approach to collaborative creations.

You can learn about his creative development process by visiting:

http://www.gravitoncreations.com/projects/scarybirds/project_pages/scarybirds.htm

Event Marketing meets CRM Strategy

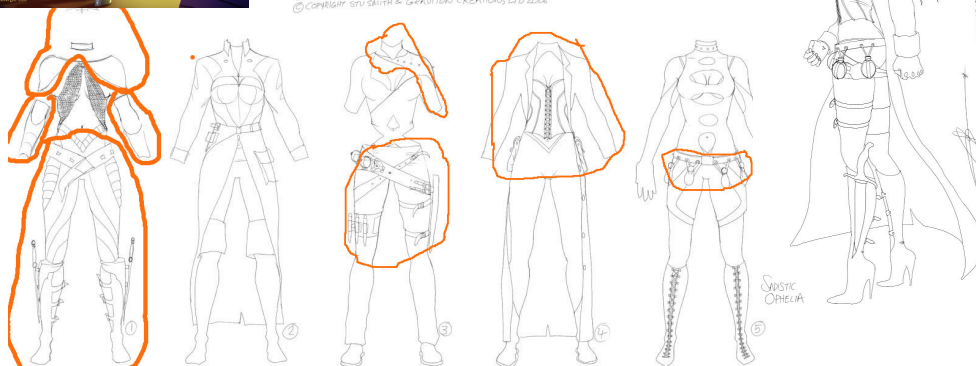
What exactly is an art commission?

understanding Immortal Egos as commissioned creative content. We have a project in development that will make having a character like this a lot more fun.

Imagine your Immortal Ego as content for promotional products (t-shirts, posters, cell phone wall paper, etc) give the incentive that get attention and have the context to engage your potential brand advocates. However, the Immortal Egos are only one option if you select a sponsorship package that includes a project commission for hire.

Word of mouth 2.0

If you're not commissioning your own then you may select from the existing assortment but in each case the work of art in the event context and beyond can become a key part of your messaging campaign designed to ignite and then fuel a positively passionate word of mouth. Now consider the dramatic enhancement of word of mouth referrals when trusted individuals who have been a part of the product development process are recommending not only your product, but your brand, to others in their network. That's WOM 2.0 and it's included free of charge in EVERY sponsorship package.





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Cultural Fusion Peace Event CRM Strategy Guide



Event Marketing meets CRM Strategy

Bronze Passion Sponsorship

- Cultural Fusion commissioned creative content
- Inspired event strategy developed to meet your needs using **new social media...this means a campaign beyond simple event blogging** (i.e. Twittering, Meebo-ing, etc)
- Introduction in Oci Novosti magazine
- Personal introductions to people in our network likely to have a special interest in your company or products
- Inclusion in the upcoming community event website
- Inclusion in touring events
- First consideration for inclusion in upcoming event opportunities
- Logo included on free tickets (redeemable for event festivities-food, drinks, special gifts, or performances)
- Up to 1 follow up messages/offers with Bluetooth mobile integration (i.e. when near a retail outlet carrying your brand a discount offer is delivered via cell phone)
- Up to one Live Education, Lab or sponsored sessions (community dialogues) onsite or virtual as featured dynamic content
- Mobile device support for expanded participation in Q&A sessions
- Event session archived for 6 months of continued lead generation (free login access to view video or download podcasts)
- Search Engine Optimization package to support web content with up to six keyword phrases of your choosing
- Tailored incentive program (promotional product, message content, well matched offers)
- User interface to track performance and manage data
- Logo included on event t-shirt, posters and handouts
- Logo featured at download site for ring tones, screen savers, and cell phone wall paper

Cultural Fusion Peace Events are designed to connect **change-agents** (who drive trends) those likely to have influence in their social and professional circles, as well as being tech savvy.



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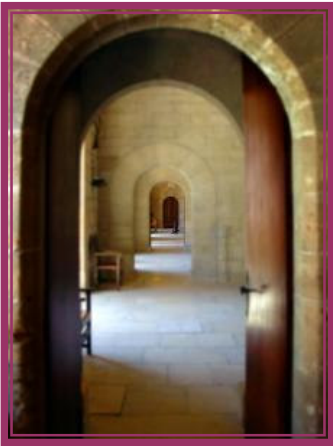


Diamond Peace Partner Sponsorship

- Cultural Fusion commissioned creative content
- Inspired event strategy developed to meet your needs using **new social media...this means a campaign beyond simple event blogging** (i.e. Twittering, Meebo-ing, etc)
- Introduction in Oci Novosti magazine
- Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- Inclusion in the upcoming community event website Inclusion in touring events
- First consideration for inclusion in upcoming event opportunities
- Logo included on 10 free tickets (redeemable for event festivities-food, drinks, special gifts, or performances)
- Up to one Live Education, Lab or sponsored sessions (community dialogues) onsite or virtual as featured dynamic content
- Event session archived for 4 months of continued lead generation (free login access to view video or download podcasts)
- *Search Engine Optimization package to support web content with up to five keyword phrases of your choosing
- *Tailored incentive program (promotional product, message content, well matched offers)
- User interface to track performance and manage data
- Logo included on t-shirts, posters, and handouts
- Logo featured at download site for ring tones, screen savers, and cell phone wall paper

Gold Peace Partner Sponsorship

- Cultural Fusion commissioned creative content
- Introduction in Oci Novosti magazine
- Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- Inclusion in the upcoming community event website
- Inclusion in touring events
- First consideration for inclusion in upcoming event opportunities
- Search Engine Optimization package to support web content (event press releases, blog, forum, etc) with up to five keyword phrases of your choosing
- Tailored incentive program (promotional product, message content, well matched offers)
- Mobile device support for expanded participation in event Q&A sessions
- User interface to track performance and manage data
- Logo included on t-shirts, posters, and handouts
- Logo featured at download site for ring tones, screen savers, and cell phone wall paper



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Silver Peace Partner

- * Cultural Fusion commissioned creative content
- * Introduction in Oci Novosti magazine
- * Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- * Inclusion in the upcoming community event website
- * Inclusion in touring events
- * First consideration for inclusion in upcoming event opportunities
- * Logo included in both online and mobile partners directory
- * User interface to track performance and manage data
- * Logo included on t-shirts, posters, and handouts
- * Logo featured at download site for ring tones, screen savers, and cell phone wall paper
- * Opt-in event contact lists

Bronze Peace Partner

- * Introduction in Oci Novosti magazine
- * Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- * Inclusion in the upcoming community event website
- * First consideration for inclusion in upcoming event opportunities
- * Logo included in online partners directory
- * User interface to track performance and manage data for event
- * Logo included on t-shirts, posters, and handouts
- * Logo featured at download site for ring tones, screen savers, and cell phone wall paper
- * Opt-in event contact list



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Smiling Peace Partner

- * Listing in Oci Novosti magazine
- * Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- * Inclusion in the upcoming community event website
- * First consideration for inclusion in upcoming event opportunities
- * Logo included in online partners directory
- * User interface to track performance and manage data for event
- * Logo included on t-shirts, posters, and handouts
- * Opt in event contact list

Caring Peace Partner

- * Listing in Oci Novosti magazine
- * Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- * Inclusion in the upcoming community event website
- * First consideration for inclusion in upcoming event opportunities
- * Name and Link included in online partners directory
- * Logo included on t-shirts, posters, and handouts
- * Opt-in event contact list

Another Little Peace on Tour

Another Cultural Clear CRM Strategy guide will be released following the September event to share cases studies and the tour schedule with locations and registration information for select vendor opportunities.

The tour events are 2-4 days and include tennis tournament, art exhibition, networking meetings, lab sessions, and professional development activities that are expanded using the same model as our other events.

Additional tour dates can be added according to needs, however the two business sectors being featured for the first round are HR and renewable energy sectors. Look for the details in the Cultural Fusion Peace Tour CRM Strategy Guide.



Another little Peace 2007

Cultural Fusion Peace Event CRM Strategy Guide



Network Meeting Sponsorship (exclusive)

- * Reserve a top level sponsorship for up to three of these events
- * Tailored incentive program (promotional product, message content, well matched offers)
- Mobile device support for expanded participation in event Q&A sessions
- User interface to track performance and manage data
- * Personal introductions to people in our network likely to have a special interest in your company or products
- * Logo on entertainment tickets or on event signage
- * Recognition as entertainment sponsor
- * Feature recognition in web campaign (logo, content, and directory listing)

Gold Peace-Single Event Tour Sponsorship

- * Tailored incentive program (promotional product, message content, well matched offers)
- * Mobile device support for expanded participation in event Q&A sessions
- * User interface to track performance and manage data
- * Personal introductions to people in our network likely to have a special interest in your company or products
- * Logo on entertainment tickets or on event signage
- * Recognition as entertainment sponsor
- * Feature recognition in web campaign (logo, content, and directory listing)

Silver Peace- Single Event Tour Sponsorship

- * Mobile device support for expanded participation in event Q&A sessions
- * Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- User interface to track performance and manage data
- Logo on table signage
- * Recognition as food sponsor
- * Feature recognition in web campaign (logo and directory listing)

Bronze Peace- Single Event Tour Sponsorship

- Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- User interface to track performance and manage data
- Logo on table signage
- Recognition as beverage sponsor
- Feature recognition in web campaign (logo and directory listing)
- **Single Peace Event Tour Sponsorship**
- Opportunity for personal introductions to people in our network likely to have a special interest in your company or products
- Feature recognition in web campaign (directory listing)
- Logo on napkins



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Top Level Passion Sponsorship Benefits

When you select our team you get insights that cut to the chase with incisiveness and authentic creativity that comes from an intuitive understanding of relationships between people, products and concepts. You get a team that brings data to life. When YOU have a challenge then we have questions and insights that will lead to solutions in the shortest time possible.

Some would say CRM is about numbers, directing and classifying customers...We help bring those numbers and data to life to help facilitate dialogues and find the right bridges between people and organizations. In a sense it's a language that includes verbal, nonverbal, emotional and cultural.....the language of creative expression.

Building Bridges

Creating a better world starts with you and that includes how you do business, market your products, and retain your customers with integrity based on a foundation inspired by meaning and substance.

Why should your company consider this event series as part of your campaigns?



Because Sponsors get these benefits:

- * Fortify your word of mouth campaign
- * Automate information management processes
- * Increase efficiency
- * Maximize your distribution &/or communication channels
- * Track your results with meaningful metrics
- * Reduce technology cost over the lifetime of ownership
- * Strengthen relationships with customers and partners
- * Significantly increase your sales and profits
- * Harness the power of the Web, mobile messaging and other new technologies
- * Knowing that what you do (or don't do) is shaping the world

“Another little peace” 2007-2008

In addition to launch event we're developing an industry focused events based on the same principles. Consistent with our approach this will be customized according to the needs of the stakeholders. The platinum passion package can be ideal if you're interested in collaborating with our team on a project that is in development or on the way.

As a research undertaking the artwork is the research project and the tour events are field labs. The initial peace event is then the source for cultivating a list of participants to be engaged in the research and development, as well as the first steps towards commercialization for the undertaken application. In such a situation, although not listed, business plan preparation would be included in this package at no additional charge.

If you are among those interested in this kind of collaboration we'd love to hear from you.



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Platinum Passion Sponsorship (exclusive)

In contrast to many event marketing packages our approach to CRM Strategy means that the top level sponsorships are open to everyone and yet because passion is at the heart of the magic that makes this so effective it does require that the Cultural Fusion source artist(s) fall in love with your brand...feeling passionate about wanting the world to know about your company and it's wonderful products is a primary requirement. To really ensure the quality of our brand Cultural Fusion "what is peace?" events have to also engage the passion of the Cultural Fusion Group members needed to deliver your solution. Again because passion is what makes the magic happen, without that our process could not become a method for the model being applied for the benefit of your business and communities around the globe.

- * Full Scale Cultural Fusion Mixed Media Artwork or Art Installation integrating your brand
- * The resulting art piece(s) will be the anchor of an off-shoot of touring events
- * Free concept development of tour activities specifically to meet your needs
- * Up to four tour events customized to integrate your needs
- * Convening the right expertise from our network to meet your projects needs (retaining additional team members may result in additional fees)
- * Personal endorsement of your offer shared with our extensive global network of more than 300,000 people

Free season of consulting access to the Fusion Enlightenment Group team

- * Personal introductions to people in our network likely to have a special interest in your company or products
- Brand included in all promotions for this entire season
- * First consideration for inclusion in upcoming event opportunities
- * Logo included mobile ticket registration interface
- * Logo included on web registration interface
- * Up to 8 follow up messages/offers with Bluetooth mobile integration (i.e. when near a retail outlet carrying your brand a discount offer is delivered via cell phone)
- * Up to six Live Education, Lab or sponsored sessions (community dialogues) onsite or virtual
- * Mobile device support for expanded participation in Q&A sessions
- * Event session archived for 12 months of continued lead generation (free login access to view video or download podcasts)
- * Search Engine Optimization package to support web content with up to eight keyword phrases of your choosing
- * Tailored incentive program (promotional product, message content, well matched offers)
- * User interface to track performance and manage data
- * Logo on all event ID badges
- * Logo featured on the exclusive upcoming co-branded product traceability program



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Gold Passion Sponsorships

- * Smaller Scale Cultural Fusion Mixed Media Art-work or Art Installation integrating your brand
- * The resulting art piece(s) will be included in an off-shoot tour
- * Up to two tour events customized to integrate your needs
- * Feature in Oci Novosti magazine
- * Personal introductions to people in our network likely to have a special interest in your company or products
- * Feature in the upcoming community event website
- * Brand included in all promotions for this entire season
- * First consideration for inclusion in upcoming event opportunities
- * Logo included on 300 free tickets (redeemable for event festivities)
- * Up to 4 follow up messages/offers with Bluetooth mobile integration (i.e. when near a retail outlet carrying your brand a discount offer is delivered via cell phone)
- * Up to three Live Education, Lab or sponsored sessions (community dialogues) onsite or virtual
- * Mobile device support for expanded participation in Q&A sessions
- * Event session archived for 12 months of continued lead generation (free login access to view video or download podcasts)
- * Search Engine Optimization package to support web content with up to eight keyword phrases of your choosing
- * Tailored incentive program (promotional product, message content, well matched offers)
- * User interface to track performance and manage data
- * Logo on all event ID badges

Resources

"Are you planning on going out of business?" CRM Strategy Guide "How never to see a customer's back" CRM Strategy Whitepaper available at www.webantiphon.com

Foot Steps for Life- a UK based charity that helps HIV/AIDS orphans in Africa specifically and impoverished children in general. I have worked with one of their board members and we have discussed a long term connection between the organization, whose purpose is fundraising to support the projects orphanages, health care, and education).

We are interested in developing the Cultural Fusion projects as a revenue stream for funding to support vital grassroots work based on collaboration and transparency. Empowerment Works- a U.S. based charity it provides the broad program synergy for the Cultural Fusion projects/mission. It is a kindred spirit in terms of vision and the current work and programs seem to dovetail with Cultural Fusion community renewal project models that support awareness of the ecosystems in which businesses and communities have to thrive. Empowerment Works (EW) is an international non-profit think-tank and implementing organization dedicated to advancing a collaborative, multi-sector model of sustainable economic development.

iFOSSF (International Free & Open Source Software Foundation)- The purposes for which iFOSSF is organized are: apply thought leadership in support of innovation and creativity in development of Free and Open Source Software solutions for the benefit of the global community. Cultural Fusion seeks to develop cutting edge art projects that will beneficially engage FOSS technology in systems that will support automating global social responsibility as community renewal and economic development are integrated to build open source inspired models.

Help2Read a literacy organization working in South Africa and that is seeking to establish new operations around the globe. The organization was founded in part by collaborating artist and founder of Passionism Cat Moss. At help2read we believe that education is the cornerstone of every nation, and reading is the cornerstone of every education. Established in South Africa in October 2005, help2read's Cape Town office is run by Marielle Moss, Director of Operations of the UK based Moss Educational Foundation (MEF), which has been financing help2read in it's entirety. Help2read is a South African charity based on the methods developed over the last 30 years by UK charity Volunteer Reading Help .