

PART 3: RECOMMENDATIONS

A. Program Objectives

- The Specialized Periods program is worth repeating at future World Expositions as a means of highlighting the theme, focusing professional attention on the Exposition and providing additional opportunities for involving international participants.
- The Specialized Periods program should not be viewed as a means to increase attendance.
- Revenue generation should not be a principal objective of the program.

B. Program Feasibility

- Program objectives, content and budget should be clearly defined as early as possible and adhered to.
- A lead-time of 3-4 years is necessary to attract established international conferences and trade exhibitions and obtain meaningful international participation.
- An effective marketing, promotion and publicity plan is critical to the success of the program.
- The program must have a high on-site profile centered on an appropriate, centrally located facility for conferences, exhibitions and special events.

C. Program Content

- Emphasis should be placed on the quality of events in the program, not the quantity. The focus should be on events which are international in scope and present new innovative ideas or technology and occur within the timeframes of designated Specialized Periods. Unique Special Events should be emphasized.
- Events, conferences and displays in each Specialized Period should be selected to provide a comprehensive, balanced view of the period topic.
- Consideration should be given to the legacy potential of selected events.