Expoalum.com – the Entrepreneurial Initiative for Shanghai World Expo 2010 Presenters

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Abstract

This project is an entrepreneurial initiative which built and promoted the first social network for the World Expo presenters. World Expo is the international exposition, held every five years, and subjected to technology previews and national branding. We built the website by the content management systems with installations of modules to enable social networking and gallery features. The promotional activities have been designed and conducted during and after the World Expo, including traditional marketing methods and innovative campaigns such as “Expo Alum Sweatshirt Designed by You” program. The new organization has been promoted to more than a hundred national pavilions. It has received donations and national media supports.
Part I General Introduction

1.a Background Research of the World EXPO 2010

The World Expo is also known for World’s Fair, World Fair and Universal Exposition. The first Expo was held by United Kingdom in Hyde Park, London in 1851 to promote “Works of Industry of All Nations”. [1] The World Expo was originated by the industrialization till 1938, but later on it served as a media of cultural exchange till 1987 and eventually as a site of national branding. [2] The Bureau International des Expositions (BIE; English: International Exhibitions Bureau) has served to take applications from cities around the globe and approve the universal or specialized types of world expositions. Typically a universal exposition lasts for six months and a specialized one lasts for three months. The history of World Expos has been made up by competition between soft powers and eagerness to thrive a city. [2] Most of the World Expo host countries are or were on their way to become a super power and the host city was relatively prosperous. Study shows a city held the World Expo would have a significant economic growth in ten years, and the countries presented in the Expo would actually generate huge revenues by building national pavilions. [1] The revenues generated by the expositions are the power supply of the moving-on Expos. World Expo 2010 in Shanghai was acting as an extreme in the gigantic size, presenters amount and visitor attendance rate. [5]

Shanghai proposed and won the the right of hosting World Expo 2010 in 2002, with the theme of “Better City, Better Life”. [6] Afterward, the People’s Republic of China began the long run of national branding by the massive amount of constructions in major cities for the international events such as Beijing Olympic Games and Shanghai World Expo. Shanghai had already been one of the biggest city and financial center of the world back in 19th century. However, it experienced recessions when the communist party first took control. After the open policy by Chairman Deng Xiaoping, as experienced by the author, China and especially Shanghai’s economic has grown exponentially and the city has been developed very rapidly. [10] Due to the world expo, six new metro lines were opened between 2008 and 2010, with a total of 13 subways plus a maglev line running across the city. The World Expo site has been built in
the area between Nanpu – Lupu Bridge in downtown Shanghai along both sides of Huangpu River [4], with a total coverage of 5.28 square kilometers (2.04 square miles). The constructions also force removed 270 factories and 18,000 households which contributed to Shanghai urban planning and reform in a communist way [3].

All of the 192 members of United Nations and 50 international organizations all registered to participate in the Shanghai World Expo, the largest presentation scale, ever. Among the 192 countries, 42 of them have their own self-designed and built national pavilions. Besides, Hongkong, Macau and Taiwan have their independent pavilions, too. [7] Others may have the rental pavilions or joint pavilions. The full-attendance of the countries was due to the promotions among the United Nations [1], and even those countries who have not yet built official relationships with China attended the Expo. These all showed that this Expo to China has its political and diplomatic meanings. [4] All of the national pavilions have their “Expo National Day” during the 184 days of exposition, and during that day, each country has its official performance and diplomatic meetings at the Expo Center. Each country’s national officials had their political meetings with diplomatic match ups with the Chinese officials. However, through observations, there were some countries who were either rather small in sizes or poorer in economics went back to their home country half way through, left over their pavilions and goods. The organizers, Chinese Expo Bureau, in turn, hired some local staff or volunteers to run the pavilions.

73,084,400 total visitors visited Expo 2010 [5], breaking the records of EXPO history, 94% of the attendees were Chinese nationals. The peak day of the Expo had 1.03 million visitors in a single day [5]. The most popular national pavilion other than the China pavilion was French Pavilion. Both of them hit the 10 millions, shared one seventh of the flow. USA Pavilion shared one tenth, with a flow of more than 7.25 million. The World Expo obviously created huge revenue of $12 billion and caused a boost up of 20% in tourism demand. [5] Through observation at the Expo, the food court and restaurant service were all at least 30% higher than the regular prices outside the Expo, the companies served Expo were objected to pay Expo taxes from their revenue. The national pavilions were not able to share the Expo tickets revenue. However, by
selling souvenirs and providing conference services in VIP lounges, the Pavilions were also able to thrive by themselves. As the majority of the visitors were Chinese citizens, the national pavilions were objected to promote international tourism to the Chinese people. The World Expo had done this promotional job by showcasing people countries which they have even never heard of and by providing detailed introductions in the larger national pavilions. For example, a study done by Fudan University indicated that 95.2% of the USA Pavilion visitors surveyed were willing to travel to the USA.

Diplomatically, the World Expo was the biggest peaceful international gathering in the human history. To China it is a series of achievements in intra-governmental diplomacy. Many of the Countries realized the importance of the participation of the World Expo because it is in China and in Shanghai. As a result, many high levels of diplomats delegated with China during the Expo to show the friendship they are willing to build with Chinese people and to brand the nations. As examples, President of Russia, Dmitry Medvedev visited China during their Expo National Day and Secretary of the United States, Hillary Clinton visited Shanghai twice both during the construction and the show of the Expo. Clearly, China has upheld its international standing through World Expo. As a fact, the Chairman of Peoples Republic of China, Hu Jintao has been ranked No.2 in most influential personal in the world, by Times, right behind president Obama. At the same time, an effort of public diplomacy had been made through the Expo between the presenters, organizers and visitors. Chinese people worked at and visited Expo were from all over of China, and they got this unique opportunity to meet with Expo presenters, which has ethical, cultural, religious, and political diversity, peacefully. Although the foreign presenters were impressed by the sometimes rude Chinese visitors, and the inefficiency of Chinese organizers, they also realized the massive potential of the Chinese market growing exponentially in the near future. At least one third of the international presenters were capable of conversational Chinese and the majority of all the employees and volunteers at Expo have English proficiency. A fraction of the Expo employees even chose to stay in China, looking for employment opportunity after Expo. Thus, the Expo promoted globalization.
To the presenters, it provided an opportunity to let people from different countries to live together and meet with each other in a relatively very long time period. National pavilions held international after-hour-parties at a frequency of two to three parties per week, inviting all the Expo staffs. While there is a background investigation process for all the Expo staffs to apply for accreditation, it guaranteed the safety and educational quality of the presenters. Furthermore, these presenters have some common interests --- international traveling and Chinese business development. The lower level of the pavilion employees were mostly students and fresh graduates (for instance, USA Pavilion had student ambassador program). In contrary, the higher level employees of the pavilions were either business leaders as pavilion directors or junior diplomats as commissioner generals. The young participants of the Expo thus have many chances to meet with these future business or political leaders and set up connections. Nevertheless, the fresh graduates at the Expo were a group of inspirational young people, too, whom will play leading roles in different industry all around the world. In a word, the World Expo participants were an explicit community which has diversity and quality. The World Expo, especially for this one in Shanghai provided an exceptional opportunity to all the presenters to meet up with each other, and thus, the connection between these people are especially valuable – which tells the meaning of the necessity of the World Expo Alumni Association.

1.b Idea illustration

We initiated the idea of building a website which could be functional both as a social network and content website to be the online World Expo Alumni Association. So we, the presenters, could keep the instantly made global connections permanent, as our treasure. There are some necessary components of the website – the year book, gallery, up-datable directory, and mailing lists.

Back in high school, students were so keen on making individual year books before graduation, which everybody has a page for each other to record their high school memories. The World Expo for young students, were just like a summer camp or an internship. So one of
the most basic function we need for the website is the yearbook which everybody were asked to answer some interesting questions about the Expo, and everyone just need to fill it up once so that others can read it. The directory could be made at the same time. The information recorded should be updatable and viewable only to the registered World Expo Alumnus.

Secondly, we need an online gallery. The World Expo buildings were fantastically built but they would be deconstructed right after Expo closed. There were numerous performances and shows every day at the Expo, but they would be gone right after, too. However, there were so many cameras no matter from the visitors or from the presenters, shooting at various Expo objects. Everybody knows they need to record them. But what if we could have a site that could share all these oriented memories? As a matter of fact, some of the World Expo presenters were actually looking for media exposures and were hoping to be a star among people. So the idea was to use some methods to trigger the Expo visitors to upload expo pictures on the gallery site, which would grant registration access to everyone, and the Expo presenters could start discussions on certain pictures of themselves or of their interests and create social influences for themselves.

Besides the yearbook and gallery function, we need to have mailing lists services available to the interested pavilions. Mailing list is an email address which redirects all the received messages to the mailing list subscribers. It is commonly used in the college and it is one of the most effect ways of team work communication. For the World Expo Alumni Association, we need to have an universal mailing list and let pavilions to have team mailing lists, too. The mailing list, most importantly could massively draw or forcing people into the network without voluntary registration.

The website should have an annual hosting cost. This should be affordable by the alumni donations and sponsorships. When it creates flows, we should be able to draw revenues from it, too. When the funding exceeds the needs, we could plan on expanding and moving on to next Expo and hold specific topic conferences under the name of World Expo Alumni Association. All these plans were designated to quickly build connections between all the international presenters of the World Expo and help them to find future global business opportunities.
1.c Problems to solve

We need to realize the ideas illustrated involving in many challenges, from the basic technical problems of constructing a website, the tight restrictions of the Chinese Expo Bureau, and the cross language and cross cultural promotions in a very short period of time.

Thus, throughout this project report, we are going to answer the following questions and how did we accomplished the corresponding goals.

For the website construction: What should be our domain name? Where to get the hosting services? How can we build a website with social network function and an independent gallery in limited time with low budget? Are there anyways we could avoid the script coding? Do we need to control the user registration and how can we do that? Etc.

For the tight Expo Bureau and Chinese internet restrictions for security concern, what should we avoid to do, and how can we even get support from them? Is that possible to get all the presenters’ contact information from the Expo Bureau? Will that be a good choice to do so?

The most difficult part is the promotion methods. There were only two months left for the Expo and how could it be promoted to all the pavilions without violating Expo Bureau and USA Pavilion’s restrictions and their security concern?

The paper will explore all the problems found and resolving methodology along with analysis and discussions.
Part II Construction of website

2.a Introduction

The website needs to be constructed with the functions as a social network which opens registration to the presenters. We also need an open gallery which opens to everyone to upload Expo related photos and videos.

The website is the basic form of the existence as an alumni system. It requires low cost, low continuous commitment and do not require a full time team to run it after we are done with setting it up. However, it could trigger larger scale of online collaboration by the users while the website grows to be a community. So, we need to have a low cost, large storage hosting service with a life time domain name which is easy to memorize and understand. Furthermore, we need to find out a way to construct the website almost instantly with little debugging process.

Once the basic structure of the website is well done, we need to fulfill the website with more useful programs to enhance promotion, and more amusing and meaningful contents to attract visitors.

2.b Methodology

i. The domain and hosting services

There are many host service providers available on the market. We considered the choice of placing the server in China. But there were too many paper work in getting a Chinese internet license. It would take too much time and we could not afford to wait.
From the experiences before in website constructing, we selected justhost.com hosting services. We found a 50% off coupon and bought the domain expoalum.com with unlimited space, unlimited bandwidth service for only 70.80 USD for every 24 months.

We can have unlimited sub-domains under expoalum.com and unlimited email addresses to be created under @expoalum.com or @subdomains.expoalum.com. It was the best deal we could find.

We placed our main site in 2010.expolaum.com so that we could have a different user system for the other Expos. This also gave us a chance to use a new version of web system if there is one when 2015 Milan Expo comes.

Another sub-domain was made to pic.expoalum.com to be the universal gallery. We need to have the gallery enabled for everyone to upload photos from front side rather then from back-end. Gallery 2 system was chosen for it.

ii. The systems

Building websites nowadays are not as difficult as thought. Rather then coding by ourselves, we have coding blocks to make a complex website or we even have free choices of using other open-sources-systems, such as Social Networking Systems (SNS) or Content Management Systems (CMS).

iii. The Content Management Systems – CMS

The Content Management Systems (CMS) are platforms we could use to upload at once to a domain server and manage the future content in a much easier and user friendly way. They are usually open-sourced and there are many add-on modules to realize many functions of the website with simple clicks and installations, rather than coding and debugging. Many of the good looking websites are from CMS. Even WPI homepages used Redot system, which is one of the bests for enterprises web content management. Other most popular content management systems including Wordpress for blogging, Gallery for holding and uploading albums, and Joomla for its variety of open-sourced modules.
iii.1 Joomla system

Joomla CMS is known for its wideness for website functions. With the modules to be installed, it could almost do all the jobs such as being a blog, an enterprise homepage or even a social network! We thus picked Joomla as the CMS we are going to use.

The reason why we did not use a Social Network System (SNS), was that the SNS user interface does not have a content-filling home page. Instead, it has a news feed gathering. However, we do need the expoalum.com to be a home page of the World Expo Alumni Association as well as to be a very basic social network of the alumnus. The social network function could be as simple as being a directory and a year book.

1.1 Screen shot of administration area
The hosting service we bought provides the single-click installation service for Joomla system. But modules were necessary to make the Joomla-built website functional as social networks. The CMS built website would simply look well designed instantly for the front end and enable administration in the back-end. Installing modules or plug-ins were as simple as three steps. First, search through the extensions directory for the function we need and make decisions. Second, download the module in zip file and upload into the Joomla extension installation page. Figure 1.1 showed the screen shot of the back-end. Additional website screen shots will be attached in appendix if needed.

iii.2 Gallery 2

1.2 Screen shot of the built gallery site at pic.expoalum.com

*Gallery 2* is the most stable version of *Gallery* systems. It was also easily installed into the domain of pic.expoalum.com. The specialty of it from other content management systems is that it enables registered users to upload pictures, rather than editing from the back-ends. It
has an user friendly interface just as flicker (one of the most popular photo sharing site.) Plus, we could also upload videos onto this site.

Figure 1.2 showed the screen shot of the gallery homepage. Figure 1.3 showed the screen shot of the administration area of the gallery site.
iv. The extensions of the website

The website was based on easy using Content Management Systems, but we need to make the website more vivid by adding extensions and modules. Site bridge module was installed to build the bridge between the main content site by Joomla and the gallery site by Gallery. The social networking functions were powered by the extension of Community Builder. Other major extensions included the User point system, chatting box, and commenting forum system and multilingual support softwares.

iv. 1 Gallery to main site bridge module

The bridge basically enabled the gallery picture to appear in a box on the main site. It also synchronize the users unilaterally which means all the users registered from the joomla main site were at the same time hold an account in the gallery site. But the joomla site users need to reapply for the account in the main site. This unilateral relationship actually enabled the designed function that everyone has the right to own an account on the gallery site, but only the presenters of the World Expo could have access to the main site.

![Gallery 2 Bridge - Settings](image)

<table>
<thead>
<tr>
<th>Configuration</th>
<th>User</th>
<th>Display</th>
<th>Debug</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save Settings in</td>
<td>Database</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery 2 Path</td>
<td>/home/expoalium/public_html/pic/embed.php</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery 2 Uri</td>
<td><a href="http://expoalium.com/pic/">http://expoalium.com/pic/</a></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.4 Gallery 2 Bridge configuration
Figure 1.4 showed the bridge modification in the back-end. Gallery 2 path is the gallery location in the host and URI is the location on the domain.

EXPO Gallery

Random Images

DANCE IN INDIA PAVILION 7

Date: 07/23/2010

NEP

Date: 10/01/2010

1.5 The gallery bridge module random image block on the main site

Figure 1.5 showed the random image block showed up on the right side main site. These images were fetched randomly and automatically from the gallery site, rather than inserted by hand. They will change to different images from the library every time we refresh the page.
iv.2 Social network component – Community Builder

Community Builder is another major component necessary for the joomla site to function as a social network. While it does have an advanced version, we chose the free edition as the functions provided are already enough for us.

The administration area would show user management tab which could not be posted into this report due to user privacy issue. From the back-end, we could modify the registration questions and manage the tabs to be displayed on one’s profile.

Figure 1.6 Showed the final view of the profile page.
iv.3 Connections

The Community Builder has a built-in function of connections systems. Users could request connections between each other. When a user is connected to another one, he or she would be able to see the other user's updates in news feed, while his or her home page would still be the website front page. Figure 1.7 showed the page of managing the connections.

iv.4 Directory

As advertised, the website should mainly function as an online directory. The Community Builder also has a built-in module of “user lists”. We enabled a list of all e-mail confirmed users and turned the search and listing on, for the front-end users. The directory of year books was then created.
Figure 1.8 showed the directory searching box of the website.

**Year Book Directory**

This is the very basic function of this website to be a *year book*, so that you can browse your fellows and keep contact information updated.

**Search criteria**

<table>
<thead>
<tr>
<th>Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Username:</td>
<td></td>
</tr>
<tr>
<td>Which Pavilion are u from?:</td>
<td></td>
</tr>
</tbody>
</table>

**1.8 Directory searching module**

**iv. 5 Security and moderation**

The regulation was considered the foundations of the exclusive social network. However, the control of the community was found not so necessary for the early stage. Regulation of registration means more frustrations in the joining process, which would block the potential users from being part of the new organization.

Most of the visitors of the website came from Expo friends references or e-mail marketing. So the ones who would visit the site are mostly real “Expo Alumni”.

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We could moderate certain users from back-end if there is fraud or any actions considered inappropriate.

**iv. 6 User point system**

The user point system was built to create virus effect of spreading the community. Every user has an individual referral link to invite others. The referrers and referees would both receive bonus points from registration, logging onto the site and posting articles or comments. The one who received most points would be awarded the souvenir sweater.

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**1.8 Commenting system**
iv. 7 The Article submissions and commenting system

A tidy commenting system was installed to open up the discussions. It is easy to use and simple in structure. Different from the forums, where every threads occupy an entire section, this commenting system has tree structures. People can comment on certain level of replied messages or create a new discussion. Figure 1.8 showed the commenting system.

iv. 8 Multilingual Support

Instant web translations were powered by Google translate. But with the language selection bar, people even do not need to install the Google translate, but will still able to conduct on-page translations.

Figure 1.9 showed the multilingual module and the translated page.

1.9 Google Translate module on the web pages.

iv. 9 Chatting system

The chatting systems were once installed. One provides instant connections between the front end users and Google chat. The other one connect between users. On this website. They were both disabled due to the inconsistency of the chat boxes' design and time shortage for staying online.
iv.10 Other modules

Other modules included Advertisement boxes and donation boxed, as well as the search bx. The all contributed to the further developments of the website.

v. Website contents

After website structural building and debugging, it has been ready to use. A series of contents were fed in and the major articles have been attached into Appendix.

vi. Layout and artwork design

The layout of the website is stretchable according to the window size, content in the middle, and module box on two sides.

The color choices and artwork design could be seen from the upper banner, which its background color was dark grey. The logo is made up from three colors other than black and white. Green stands for environmental friendly and sustainability. Orange means young, and blue means Sea, and Shanghai (Shanghai in Chinese means above the sea).

2.c Results and Discussions

The website has been constructed as indicated. Although it was generally cost efficient as expected, much time has been devoted to debugging before it was released for promotions.
We kept the website from telling others before we got most of the functions well done. Many small incompatible parts were fixed through the website building community question and answer sections. Other were repaired by detail observations.

It was a great learning experience to make such a website, without much coding work. It saved a lot of time, but the unoriginality also prevented it from exponential growth of flow.

As the most important part of this project was to bring technologies into life and create social effects. More time were put down onto advertising and promotional campaigns.
Part III Promotion of the social network

3.a Introduction

The most challenging and important part of this World Expo Alumni Association initiative was the promotions. The website, once constructed would not be known by everyone automatically. It needs advertisement, and promotion campaigns.

The targeted website users, in other words the alumnus of the associations were all the presenters of the World Expo. They worked in different pavilions and they were from everywhere on the earth. Although most of them were capable of some levels of Chinese or English, the culture differences were still a problem to solve. The World Expo did not have the entire contact list we can do direct marketing and the identity information were inaccessible due to security concern. In fact the initiative is aimed at building such a contact list and at asking the diverse presenters to join.

We needed to perform many regular marketing strategies as well as to create innovative campaigns to draw presenters’ attention, to make the targeted users care about the project and to trigger collaborations. To do these, we submitted our website to search engines and started web advertising campaign, while at the same time, we made some actual promotional cards to let the presenters spread out.

During the last three weeks of the World Expo, we designed a campaign of “Expo Alum sweatshirt designed by you” program, which collected more than 100 signatures and creations from different pavilions, redesigned and printed onto sweatshirts. This creative method of promotions quickly drew collaborations, attentions and media exposures.

Along with several other promotion campaigns done post-Expo, the World Expo Alumni Association – expoalum.com received a constant growth of visiting to the site, registration and partnership.
3. b Methodology

i. Traditional marketing methods

i.1 E-mail marketing

The e-mail systems became the most widely used communication methods in 21st century. It is free of charge by using it. As the website links could be directly inserted into the emails and the recipients could visit the site by simply clicking through, the emails were considered as the most effective way to promote the expoalum.com. Many version of invitation letters were edited and attempted to be sent to the available expo email addresses.

However, there were several problems occurred during the e-mail marketing.

Firstly, the email addresses were not widely available. The only groups of email addresses we could get besides the USA Pavilion (where I worked for) directory was the emails on the party invitations. These email addresses where collected and sorted by their county suffix. For example, most of the European email addresses would end with their county suffix such as @yahoo.it, and others will include their country name into the email addresses, for instance mexicop@gmail.com etc. There were 225 email addresses were found from these invitation letters and they had a diversity of 60 pavilions, which was not significant compare to the actual country attendances.

Secondly, we planned on a trial session of the social network on the Student Ambassadors which would gave us a chance of fixing errors and bugs, as well as accepting comments and suggestions. However, these kinds of information were all considered as privileged contact information which meant I was not able to use them even if I have them. An agreement of me conducting the Expo Alum project discrete from USA Pavilion was negotiated and signed between me the pavilion, included in the attachment. It basically abandoned us to do any kind of promotions within USA Pavilion before any other pavilions, and restricted us from using any kind of privileged resources due to security and diplomatic concern. While it is very reasonable as the USA Pavilion did not want to have any affiliation with the start-up
association. This reminded us that not even USA Pavilion is willing to release the contact information, then how can we get other pavilion’s group emails to send invitations? Although the USA Pavilion was indeed a special case because it was representing the United States of America, the super power, in China, the other super power. To figure out how to start the promotion became a hard topic.

Thirdly, we attempted to send out the emails all at once, by adding all the found e-mail addressed of the Expo staff into the bcc recipients (private and not viewable to the receivers). The emails were bounced back even before they were sent, by the Google’s email server.

“Here at Gmail, we work very hard to fight spam. This includes not only spam coming into Gmail but spam being sent out from Gmail as well. By far the most common problem is sending mail cc/bcc’d to large numbers of recipients (“bulk mail”) to send out newsletters, invitations, etc.”

Thus, for the beginning stage of the website promotion, the e-mail marketing was not necessarily effective, because we were not accessible to large amount of email addresses, nor we were able to ensure they received them by bcc everyone. Moreover, even if they did receive them, if the email was not titled to them personally, people have fewer tendencies to read them. E-mails were instant and free which triggers spamming. However, we do not want to spam people. Instead, we need to make every invitation sounded as formal invitations. To solve the problems, we sent emails individually to the people we knew their names from the address books. In the later stage of promotions, a mailing list of survivors@expoalum.com has been created to contain all the email address collected. Campaign emails were sent to this email address and redirected to all the recipients privately and none of the emails were bounced back from sending.

i.2 Web advertisement

Another traditional web marketing tool is the web advertisement. The advertisement banner is one of the most important parts for all the internet business because it is one of its business models to create revenue. At the beginning of the internet history, most of the banners
were charged by placement duration. Nowadays, the internet has grown to be the most important media distributing information most effectively. The commercials on web have also developed to forms of highly targeting advertisement. One great example is the Google AdWords. We could see “ads by Google” almost from every where on the web, Google search page, Gmail, and numerous websites partnered with Google. It does not charge by duration, but by clicks. We thus, designed a web campaign on Google AdWords as following.

“EXPO 2010 Alum System
Worked or performed for EXPO 2010?
Free service and MORE, register now
2010.expoalum.com”

Google’s most revenue has been from the advertising income. Unlike TV commercials, google’s advertisements were mostly in small sizes and were matched in fronts with the website showing it. The ads were only showed in places where keywords defined by Google AdWords users were found on the page frequently. The AdWords system allows ads placer to choose keywords by themselves and determined their daily budget, which all lowered the cost of placing this advertisement.

The keywords were not necessary directly from the keywords of the website you are promoting, but the keywords highly related to your target customers’ needs. For example, the best performing keyword of my campaign was “Shanghai dating” with a click per impression rate of 1.62%. The total average click per impression of the web advertisement is 0.1%. In other words, by showing the promotion banner a thousand times, there will always be one click, no matter what kind of advertisement it is. It is also how Google pay back to its partners. My targeting users of the website were clearly the Expo presenters in Shanghai. They were foreigners in Shanghai, looking out for fun during the Expo, which means, if people type in “Shanghai dating”, there would be more chance that they actually were the presenters or whom might be interested in the Expo participants.

Google AdWords has its own automatic biding system to decide whether or not to display your campaign banner or others. If someone else has a higher budget and set a higher
cost per click limit, Google is going to show his or her advertisement instead of yours to make more money. The best performing keywords definitely will have more competitors and it will raise the cost which we need to avoid. Thus, it is necessary to create a list of keywords to trigger more impressions and spread out the targeting groups’ interests. The keyword “expo 2010” has the most clicks, 105, but the click through rate only 1.29%. There were more searches about the Expo 2010 rather than Shanghai dating but the people searching for “expo 2010” does not have a relatively high ratio of Expo presenters. Within a time spam of three months, Expoalum.com web advertisement has made 201,831 impressions and triggered 238 clicks. The average click through rate is 0.12% slightly higher than the 0.1% expectation.

We consulted with the biggest Chinese search engine – Baidu.com’s accurate advertising, too. However, they do not have an open system we could quickly start a campaign with very little cost. In contrary, Baidu.com requires a fronting of 5000RMB, equivalent to 700USD approximately, which was considered not worthy and out of our budget for traditional web advertising. Considering the majority of the foreign Expo presenters spoke English better and certainly they were more capable in written English rather than Chinese. To place a Chinese campaign was then not considered as valuable.

A website called Exponights.com was initiated by Lithuania Pavilion staff and it was used to post all the party information. Almost everyone check that website was Expo staff or presenters. So we negotiated with the administrator to put on a web banner for each other on both the website.

I began to list myself as the “Founder of Expoalum.com” in the final month of the World Expo on my public profile pages on linkedin.com, facebook.com, and they became my useful advertisements, too. The Expo friends fetched the news feed of me changing the title, and visited the site. Many of them ended up with registration. The most effective advertisement is via connections’ recommendation and this is the best proof.
i.3 Printed promotional materials

The most common advertisement of all kinds of business is probably the printed material. For example, the banners, fliers, promotional cards, even name cards were all in this category. Except for the advertisement in the newspapers, the printed commercials are independent from the media. The paper to be printed on, itself, is the media to pass on the advertising information.

Usually these kinds of printed advertisement are distributed and effective in a much smaller region than web advertising. Posters and banners are usually posted by the people who are part of the targeting community and the fliers and promotional cards are usually handed to people in person. It is necessary to have the actual printed materials as one of the promotional methods, because they do not depend on any media run by other people and we can have a total control on how and where to distribute them. Furthermore, nicely designed and printed cards give people a better feeling of honest and deserving their trust. Print-outs last longer in people's mind, hand or even office desk. Every time people see the promotional card, it increase the chance our website to be checked out.

However, if our promotional methodology only limited to printed materials, they are not enough for a entrepreneurial project. Print-outs only provide opportunities to impress people, which means if one sees it, most possibly he or she will only think the project is cool, but the promotional card does not create any relationships between the potential customers and the project. We do need a wider varieties of advertisement.

Usually, advertising fliers should be letter size or half the letter size. There occurred the problem, that the expo site didn't allow the banners or promotional handouts. There were security check points with airport standard in every gates, and it is unavoidable to every one, no matter you are a visitor or a staff. Everything we took are needed to be scanned. If the fliers were part of a pavilion's exhibition, they need approval letter by the Chinese Expo Bureau. My project is an independent project, and it didn't base in any pavilions. It was almost impossible
for me to get approval letters, but there are always ways to get over it. I designed business card size promotional card, as showed below in figure 2.1 to figure 2.2.

![Front of the promotional card](image1)

2.1 front of the promotional card

![Back of the promotional card](image2)

2.2 back of the promotional card

Except for the black mosaic background and the necessary contrast white, there are three colors in the logo and in the card – orange, blue and green. In the book of *Marketing for rainmakers*, it is said that the product consistency is one of the most important feature for an enterprise. \[12\] The great example is apple. The designs are superior and simple. Actually be simple and popular is a superiority, and neat designs will always be popular. \[11\] Thus I kept the design works and color of my promotional cards consistent with my website.
In the front side of the promotional card, the logo occupied the majority of the area, along with my two slogans – “How lucky I am to have met you at Expo!” and “We are here from everywhere.” As explained in the section of artwork design for the chapter of website construction, the logo is made up from simple portrait of capitalized EXPO and ALUM. The letter X was illustrated in four hands in different colors, which means diversity and collaboration. The cards were handed to people in person. Usually, the front side would impress the person I was promoting the association to, and trigger them to turn the card around and explore more. The neat front impression was designed to attract attention and interest people.

In the back side of the card, I listed the functions of the website and the association. Basically, I made statements that I provide free services to build an exclusive community. It is an alumni system, a year book, and a public gallery. It has the capability to be used in 58 languages, and it could be the platform for online continuous expositions. I finished the advertisement on this card with two persuasive sentence, to make actual connections and to contact us.

Together with the promotional card, I designed and printed my EXPO ALUM name card, too, in both Chinese and English to fulfill the needs in pitching people, as showed in figure 2.3 and figure 2.4. As for the product consistency, I kept the designs simple as logo on the right, same background and same corresponding front and colors.
2.4 Chinese side of the name card

I ordered the printing services for these two kinds of card, 1000 copies for the promotional card and 500 copies for my name card. The price for the card printing was amazingly cheap in China, which equaled to only about 0.7 USD per 100 pieces. For the printed material promotion methodology, only 10.5 USD was spent. The cards were initially distributed by myself during meetings with other Expo friends or on the Expo parties. I gave one of my business card and 10 to 20 promotional card each time, depend on the size of the pavilion. I usually asked the person I met to distribute the cards for me.

My experiences proved that the way of printing business card size promotional card was very effective to impress people. However, my promotional talks, or pitches were not that efficient as I thought party was the best place to meet with diverse people and promote our organization. It turned out that familiar faces always showed up in different parties and people whom were not party enthusiasts just do not go to party often. Furthermore, parties were not a good place to talk about serious business ideas as they were usually loud and alcoholic. I have never been reject from giving a promotional card which was a great achievement for the design and idea, but it was very slow in spreading. I have to find a new and innovative way to quickly catch people's attention as the World Fair was only one month till the end.
ii. Innovative marketing

Promoting the website and new organization was much more challenging than I thought. Telling people about the project between casual chatting was not enough for spreading the information in an absolute diverse group in less than a month. We needed serious advertising plans and actions to realize the idea.

ii.1 The campaign of “Expo Alum Sweatshirt Designed by you”

I have a collection of souvenir t-shirts from college and different organizations. The unique college or team spirit apparels are probably the most valuable and meaningful things in people's wardrobe, even more worthy than the luxury gifts to some people. I designed and ordered the team spirit jacket for school fencing team. The cost for US production was as high as 40 USD each. But our team members didn't even hesitate about getting one when the school board took care of half of the cost. Sometimes the names of activity participants where listed in the back of the t-shirt. But signatures are more meaningful. So why don't we make a unique souvenir as the first expoalum.com product and put our signatures on to it?

Mass collaboration is the trend of the business development. [14] Read from Wikinomics, the book discussed deeply about the mass collaboration, not only wikipedia.org, thrived from the collaborations, but also the giant companies. The iphones, were not only assembled in China but using parts of Japanese screen, European electronics, and designed by engineers in America. Even Boeing planes, were more like a group of avionics and mechanics fly together. More than seventy percent of the plane parts were produced by Boeing partners or other companies. Most importantly, for an organization I was setting up, nobody would care about it, if they were not part of it. [14] Only letting people participate in the project would lead the project to grow big, especially for internet industry. The best status of an internet business is to let the customers be developers, and then to let the program starter back being a customer. Thus, we needed a project that would open up to our targeted users and customers. I came up with the campaign of “Expo Alum Sweatshirt designed by you”.

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The initial plan was to get around 100 signatures from countries in different continents through email marketing. That was to email different pavilions and let them make signatures and scan the signatures to me. It would be effective if the project started two months earlier. I said that I would pick the best looking signature and drawing from each country. I thought people would be glad to represent their country by their imagination. Unfortunately, in the final month of Expo. Every single staff of the pavilions was busy with different kinds of work. Visitors were also over flowed. Eventually I realized that it was impossible to get massive signatures voluntarily send to me during this busy hours. Except for the only one I received from a friend in French pavilion, I received nothing from the email recipients in the first week I started the project.

I did expect that people would not have enough interest to get a sweatshirt not even yet available to them. I made one for preview and included the my picture wearing the preview sweatshirt in the emails plus I wore it daily, despite the working time at USA Pavilion. Figure 2.5 and 2.6 showed the preview sweatshirt, with the logo in the front and the slogan in the back.
I did not expect my targeting customers for this project to have been so not responsive to the campaign, promoted through emails at first. However, when I was wearing the preview sweatshirt on my way to work, it did attract much attentions from people. On the bus or subway there would be Expo visitors asking about where to get this hoodie, or simply saying it is very well designed. Interestingly, my supervisor at USA Pavilion also noticed it on the first impression and suggested me not to wear it while working according to my agreement with the pavilion about this project. The agreement was set up when I was starting the project and we made statements about me keep the Expo Alum project absolutely discrete from the USA Pavilion and always clarify the truth of no relationships between the two whenever I promote it.
to the other Expo presenters. Furthermore, I should not have any promotional activities during my work.

Given the fact that I could not test the beta version or promote the website or organization to my co-workers at USA Pavilion, and the well written emails (attached in appendix) were not as effective as I expected, I need to have more aggressive strategies in conducting this campaign. I chose to spend more time and walk into pavilions and talk to presenters – the Expo Alumni – in person and ask for their creations, to be created instantly.

With a banner of blank letter size paper decorated by Expo Alum sample sweatshirt on the cover and the website screen shot on the back cover, I went out for my pitching trips to different national pavilions. The world fair had a tradition of Expo passport and pavilion stamps to give the visitors a sense of traveling around the world without flight pains. This tradition obviously was overwhelmed by the Shanghai Expo. The visitors were too enthusiastic at the stamps and passports or any form of souvenirs from whoever looks different from Chinese. For my advertising activities, I needed to avoid to be miss-understood to be a souvenir fetish. Thus, I made a plan on the sequences of the pitching trips – South Central America and Africa at first, then move onto Asia, Europe, Pacific, and eventually Canada and United States. South Central America joint pavilion was my first stop and it proved my decision was right that the presenters were extra friendly and due to each of the pavilion did not have too many native staff, many of the ones I met were actually the director of the pavilion or the commissioner general. Same with the the African join pavilion. What happened even better in the African pavilions were there were many more African countries and many more actual African people in the pavilions. People there even lined up once in order to get their creation onto the sweatshirt to be made. It was a easy night to have got more than twenty African creations.

To get more signatures in the beginning of the campaign is important to me or a project team if I had one because we need confidence to put down continuous work. To the purpose of accomplishing the missions, it was also vital to make actions well sequenced as it actually gave the later signer of the campaign an effective pressure, that if they had rejected me, it was totally not cool. European trips were made after I accomplished 40% of my goal, although it
indeed took much more time and efforts because most of the European countries had independent pavilions. Diplomatically, it also showed the Europeans' peace only worked in equilibrium. Every European cultures tried to be an empire, but eventually ended up in balance\(^9\), which was great for world. Many of the Europeans pavilions were too big and had too many employees. I had to spend at least 90 minutes in getting each of the European signatures. Real connections were built during my pitching trips. I got to know many of the presenters actually participated in the World Expo for many times. Kiki from Greece Pavilion told me it was her sixth time to be part of a World Fair and she encouraged me for the Expoalum.com idea which pushed me forward in promoting the new organization. (She and the Greek pavilion became the first sponsor of Expoalum.com with an instant 4000 RMB, equivalent to 650USD support after I gave her the sweatshirt.)

The production of the World Expo signatures map was not simple. It included digitizing of the signatures – the initial editing of making the background transparent and filtering out all the noise or dirt. Each of the signatures was saved into an independent image file. The files were grouped into folders of different continents. Each continent was made up of the countries' presenter creation. Then a world map was made by every continent's image. The original color of the scans were all in gray, though the hand writings were fully recorded as the scans did keep levels of gray. I recolored every single signature to make them a colorful world map and further show the diversity of World Fair and our potential exclusive association.

Before the deadline of me leaving Expo, I made 20 sweatshirts for the first round. The blank white sweatshirts were 40rmb each, and the five places printing services cost 60rmb each. The budget was from parents support. I gave the first 20 to the promised first comer registers of the websites and the people might be important in further promotions of the project. For example, the sweatshirts were given to the founder of exponights.com founder--Paul, the Expo 360 host of International Channel of Shanghai – Steve Weathers, the six times participant of the Expo from Greece – Kiki and Expo Zone C director – Hong Zhao. They all became supporters of the World Expo Alumni Association – expoalum.com. According to the market feed backs, 180 more of the sweatshirt were ordered and made, although I had to ask
for parents help in coordinating with the production and shipping. According to the needs I surveyed and observed, 40% of the sweatshirt were Medium sized hoodie, 5% small and the rest large sized zipped sweatshirt.

The detail design works of the sweatshirt are attached in the appendix. Figure 2.7 showed the scaled down Expo Alum World Map.

2.7 Expo Alum World Map

The Expo Alum sweatshirts were never available for selling or buying. Any price label of it is reducing its value. They were only for pick-ups at a fashion store after a donation to the website with a minimum of the making price – 15USD. The trusted fashion store has been owned by a close relative and located in the central area of Shanghai, near the Bund – one of the best known tourism area. However, because it was the end of the Expo, people were so rushed in packing and leaving Shanghai. So making them the move to the store was harder than expected. I received around 200USD by the time five days after the ending of Expo and got only
11 sweatshirt picked up. Marketing was indeed hard, even though with this product with exclusivity and uniqueness. The major reasons of them not taken away quickly, were that the presenters were too busy, we were not able to offer an option to make the pick up location inside the Expo and we were not able to make a large scale commercial. But after all, the sweatshirts were still incomparable gifts and Expo souvenirs. They will make their values by being gifts and making invaluable connections. As gifts, some of them were given to VIPs met during Expo, or people contributed to the openness of the world. For example, during Christmas, I mailed them as gifts to Secretary of the States Hillary Clinton to thank her for raising up USA Pavilion, and to founder of facebook, Mark Zuckerburg, to thank him making the world more open.

The sweatshirt gift led the Greek pavilion became the first sponsor and even attracted China national TV station, China Central Television International Channel to shoot a 30min program of me. Overall, the sweatshirt-designed-by-you program created the social effects we aimed. Although the distribution was not perfect, the overall campaign was successful.

ii.2 Mailing lists creation campaign

Mailing list services were listed as one of the free services the expoalum.com website would be providing. Mailing list is an email group redirection service which means when one is set up for a team of members, emails sent to this mailing list address would be forwarded to the team of recipients.

We originally expect voluntarily requests of having mailing list, because it would save so much time for team works. But interestingly, the mailing list creations turned to be a promotional campaign, too.

While doing email marketing, there was a big problem that the emails were bounced back. We need to keep the recipients blind from each other so that their contact information privacy would be protected. But if we keep a list of more than 10 receivers in the section of BCC
(hiding recipients.), even the sending server would block it, which means it even never reached the receiving server.

One of the most effective way to solve this problem was to create a big mailing list of all the recipients – survivor@2010.expoalum.com which included more than 500 people. Not only it became an effective way to get the emails through the anti-spamming system, but to be on the mailing list became a prestigious thing. We even received requests to join this grand mailing list, due to peer spreading.

The major actions were the creation of the pavilion mailing lists. When I indicated we provide this free services, almost nobody ever attempt to have request one. However, when we offer it was offered for free to the pavilion leaders, it was responded with great appreciation. We want those email addresses and contact information from the pavilions, but we could not ask for it because they were national representatives in a sense. These contact information were protected or classified. By offering the mailing list, they would request to add the team members' emails in or they could do it by themselves.

“Dear Helene,

You now own the list luxembourg@2010.expoalum.com. You can add subscribers in the following address.
http://www.expoalum.com/mailman/admin/luxembourg_2010.expoalum.com
The password for administration is lux2010.

Mass subscription will do the subscribing job super efficiently. You can request to remove me as the owner when you think you don’t need any further help, and the subscribers can choose whether or not to be on the general survivors’ list.

Joy
expoalum team
"

Emails like above was sent to the higher administrative level people I met during the sweater-design-by-you campaign. Usually they would be glad to add their team members into the mailing lists or simply send the emails directly to me and I would add them in. The pavilions have mailing lists under @2010.expoalum.com were considered and listed as partners of Expo Alum organization.
ii.3 Pavilion links listing campaign

There were many websites about the World Expo, such as the Chinese official one – expo2010.cn and the Expo internet partner Tecent Inc.'s 2010.qq.com They did great job in keeping information updated as they had professional news and photography teams to work on these tasks daily. But they had obvious mistakes in listing the official national pavilion websites addresses on their web pages. Introductory pages were created, and they were marked as “official website” of the certain national pavilion. Furthermore, most Expo-related web pages were in Chinese.

We took this chance to further intrigue participation from the national pavilions. We searched through the national pavilions who have an official website, which usually were multilingual. We simply created a list of pavilion logos – with real official website links linked to the logo picture. We then sent the update information to the survivor@2010.expoalum.com which had a grand mix of diversity. As expected, we again received appreciations and more requests to join if the pavilion was not there.

The pavilion links listing campaign led more flows and registrations to the website and the relations were saved for later partnerships. We could potentially become an international liaison between national traveling agencies and Expo bureau to deepen the globalization and make the world more open.

ii.4 Featured alumni campaign

The World Fair is the preview of the future world. The 2010 World Expo for the young presenters was more like a training field for junior diplomats, junior engineers and junior entertainers. The Expo was really temporary, but six months was long enough for talented people to shine the world. The presenters were more willing to expo themselves then common people. There were even people among the Expo alumni hoping to fame through the Expo. It was mutual beneficial to the website and the presenters. Why didn't we provide them this opportunity? Internet is the new media which could bring some one up in the discussion board
and simply become hot. As a website, we could make it as a campaign and make every event well planned.

We planned to create pages of featured alumni to post videos, pictures and trigger discussions among all the Expo visitors, but due to time shortage, it was not directly conducted on the expoalum.com website. Videos were rather posted on the biggest video website – tudou.com, to warm up the visitors attentions.

We will still realize the plans in the future and the featured alumni would become big fortunes of the Expo and World Expo Alumni Association.

**ii.5 Featured photographer campaign**

Featured photographer campaign was conducted. The original plan of the website was that we would let visitors or simply anyone upload photos to our gallery to keep our memories of the Expo. There were so many cameras shooting at the foreign presenters whom might be wishing to famous in Asia. So the pictures could be useful to us. In our imagination, there would be massive pictures and discussions about which presenter was hotter. In return, the one who uploaded the picture would get a chance to talk to the actual person in his or her photo, on our website, because expo alumni would be active users of the social network. However, it was really not the fact. No body would come to the website voluntarily if you did not advertise about it. The expo participants even would not come to it if there wasn't anything interesting. Thus the featured photographer campaign was the way to create something interesting at first.

I have some Expo friends who are serious photographers. Some of them were members of expo alumni and were glad to upload some really high quality pictures to our gallery – pic.expoalum.com.

We will create pages to introduce these featured photographers, and this will also give them chances to be noticed and make their works valuable.
3. c Overall Results

The designed promotional campaigns have been proved effective for website visitor flow, alumni user registration and diversity growth.

Figure 2.8 showed the website visiting analysis. The upper one illustrated the hits flow in bar chart. The flow of website construction contributed most of the hits and files in July. Most of the promotional works were planned in late September and conducted in October. During November and December, only limited amount of attentions were paid to the website.
advertising due to time shortage in a busy school term. The graph well reflected the effectiveness of our campaigns. The hits grew exponentially from August to October, and went back down in November and December. In general, the main site of World Expo Alumni Association – 2010.Expoalum.com performed well in hits growth – a total of 167,776 hits throughout its running history, and it will keep growing given the fact of we will plan more campaigns and events for it.

I could not release the detail registration data from the website due to privacy protection, but a diverse group of alumni from 30 pavilions voluntarily registered to be personal users of the social network. 102 pavilions contributed their creations into the campaign of Expo Alum Sweater-design-by-you program and expressed interest to be part of the network. 42 Pavilions' official site were listed in our pavilion links. Among those, five of them have had officials in touch with us about the appreciation and adding the links. Throughout the project, more than 700 “Expo Alumni” contact information were collected with a nationality diversity of over 120. The goal set from the beginning were indeed accomplished.

As for being an association, rather than a website, the effective connections were made by the email marketing and innovative marketing campaigns. As the founder of the project, I exchanged name cards with 304 Expo personals in person with a nationality diversity of 101, while around 40 of them hold an executive position during the Expo. Every single name card I got had a story of me pitching or in other word, interviewing them about their opinions of the project.

Personally I also gained invaluable experience in doing public relations work, and make actual international friendships from this entrepreneurial initiative.

As mentioned in the in the section of innovative marketing, the project did also created social effects. We got an instant sponsorship of 4000 rmb from Kiki Dranias, representative from Greek Pavilion, equivalent to 650 USD.

My experiences in the Expo and the website project also attracted National Media to make program about me. The China Central TV station international channel made a
documentary about me along with the director of London Pavilion for the Chinese World Weekly Program. The program was said to be released in November but has been postponed for further editing. It will be on schedule soon. CCTV-4 is the international channel in Chinese could be received world wide. In North America, the Chinese World Program is usually scheduled at 8:00pm at night and re-played at noon the second day. It has been an honor for this project to be recorded and reported by major media.

Although we indeed could have done more and planned even earlier about this project, given the fact of limitation in time and effective contributors, the marketing of the organization especially for the innovative campaigns has been a success. The connections made from the campaigns and the sweatshirts are still playing important promotional rules in advertising the social network.

3.4 Other Discussions

Analytical discussions were made in the sections of Methodologies, but the experiences in this entrepreneurial initiative have given me more thought to discuss in this Interactive Qualifying Project report.

i. Never think about control a market when you did not even have it

During the beginning stage of my project, I devoted large amount of time to think about how to control the fraud and how to restrict registrations. In modern words of social networking, it should be considered exclusivity and privacy control. By default, I thought I need to keep the website under control from growing too fast. By default, I thought the website would be so hot that it would be full of fraud if I did not have any methods to regulate the registration. Obviously these miss-understanding were ridiculous to an experienced marketer. How come you need to regulate the market when you did not even have it? [12]

Given the inspiration from the book What would google do?, I opened my ideas up. For internet markets becoming more and more dependent on social network relations, control and
trust the people have an inverse relation. [11] Opening up is an actions of trust! Not only letting the website grow without regulation for he early stages, but I also need to create eye-catching campaigns. *Marketing for rainmakers* told me to be the rainmaker, no making, no rains, no market. A market should be grown by a marketer with well designed plans. Won't it be bigger from scratch by itself. We need to celebrate the milestones but never soak in bliss of getting the market. [12]

**ii. Collaboration is the key**

Nobody is going to care about the network if he or she is not part of it. This is the most important lesson I learned from *Wikinomics* and my experiences in my promotional campaigns. Winners build community, losers build websites. Begin with the mass collaborations of Wikipedia, now the world is made up of global collaborations. Boeing planes are just as Lego blocks collaborated and flying together [14]. The Expo Alum entrepreneurial initiative proved so, too. When I did not asked for participation at first, it only got comments such as “cool idea”, which was encouraging but useless. Right after the collaboration promotional campaign was created, it drew attention as well as supports and even voluntarily contributions.

The marketing with the methodologies of triggering participation was successful for this project. However, obviously we could have done more to get real website construction mass collaborations by the actual target users. We need to find a way to let them become developers or writers and turn ourselves as equal as them like customers. To build a working social network, collaboration is the key, just as I illustrated in the X of our logo. Hands tightened, go collaboration!

**iii. Nobody can stop globalization**

Expo is a condensed world, concentrated into an area of 5.28 square kilometers. It was a Utopia if we don’t have rude visitor crowds. No racial or gender discrimination; World Peace.
After we got done with the six month preview of the next five years, we not only went back to difference geographical places on the earth, we went back to distinct time spaces. It seemed that we cannot keep each other updated instantly due to time difference and geographical distances. But, no, these are not the truths. Globalization made us live in one even when being far away in space or time.\textsuperscript{[13]} While you are sleeping, you know how many car parts have been produced in Europe? How many Iphones have been packaged onto the cargo in China? How much out sourced coding work have been done in India? The globe runs 24 hours, continuously, so does globalization.\textsuperscript{[13]} No body could stop it by isolationism. We can only promote it. It has been a great pleasure and honor for being part of World Expo and making the World Expo Alumni Association and its website in order to promote globalization.
Part IV Commercialization and further development

4.a Revenue from side products such as the sweatshirts

When setting up a social network, the revenue would mainly from the commissions of the advertisement. While these revenue could be grown exponentially after the online community being fully functional, the benefits could only come out after a long period of time. Producing the side products could carry out potential revenues at the same time being the best method of promoting the organization. The making cost of the sweatshirts were around 15 USD each. For the second round of ordering, a total of 180 pieces, indeed cost 20% lower than the original cost. These cost did not count my own labor and design works. But as an early stage enterprise, we got the great chances of making quick revenues from it. Normally in Shanghai, a well designed sweatshirt, should cost around 200 to 250 RMB which equivalent to 30 to 40USD. In theory, the unique souvenir Expo sweater should cost more. Despite the general cloth design, the originality and diversity of the signatures worth a ton. The sweaters could have brought us direct growth of at a least 100% from investments.

However, we considered the souvenir sweaters invaluable. We definitely did not want to sell them or even mark a suggested price on it. Any pricing actions will reduce the its value. Only by regulating the distribution could keep its value up.

Instead of selling or placing them on auction, I gave them out as gifts to the VIPs contributed to the Expo. Or, I use it to ask for donations to the website, with a minimum amount of the making price 15USD.

It eventually became people's favorite gifts, but it cost really little, compared to the white elephant VIP gifts. Many useful connections have been built from this gift.

It was found that people were more willing to donate when receiving it as gift then the time when they were asked to donate, and the donations would be a lot more generous.
4.b Sponsorships

As mentioned earlier in the report. We received the first instant sponsorship of 4000RMB from the Greek Pavilion, equivalent to 650USD. After that, we received more than 15 small amount of donations from the “Expo Alumni”. We did also get some other generous non-conditioned donations for about 100USD. Despite the cost of making the sweatshirts were paid by my parents, which should be considered condition free donations, this entrepreneurial initiative has been successful in the performance of fast commercialization.

We still kept the sweatshirt from any forms of selling, and only giving them out for free the people supported Expo and the openness of the World. We believe these unique gifts would bring the benefits back to the organization sooner or later in the future.

4.c Potential commissions and leads

As for being a social network, we can earn revenues from the advertising commissions and leads. But we kept it off from the website to make the user interfaces as neat as possible. When the advertising block comes in, the website will not be as cool to some of the customers. But once the online community is built and the connections between the users hold the users together tight enough from being out of the social network. The advertising earnings will begin to play important rules in revenues creation.

4.d What we could have been done

The project has already been applauded by most of the people and even considered impressive to the ones know the fact that the majority of the work has been done by an individual. However, there were still so much things we could have been done to enhance the promotion and make the social network grow faster.
One of the pity was that I could have taken videos very time I pitched about the association to the Expo or even taking some of the pictures. Among the media, the videos were the most vivid and attractive, audios and photos next. Texts come the latest. If we created more threads in multimedia forms, the website would perform way better in attracting flows and leading through clicks. Very few people would be really interested in reading long articles unless they were interested in being the developers of the project, which were indeed very rare.

4.e Further development plan

From the aspect of users, we plan to integrate our website with facebook and linkedin so that the network will be more connected to the daily checked social networks. We will also make the user interfaces even more friendly so that the modules would look more integrated, rather than giving the people a feeling of discrete parts.

From the aspect of promotional collaborations, we will promote the website to the national officials and most importantly each nation's traveling bureau. So, we can run the website by getting international sponsorships and keep it ads free. Moreover, we keep the head hunters for international business and trading updated about the website and offer the exclusive groups of users a pool of exclusive jobs.

From the aspect of building the social network, we will post and encourage users to post more about their global traveling experiences. We will also post Shanghai or China's visa and immigration information, as Shanghai is becoming more and more popular for moving and new business development.

Our goal for early stage developments was to simply collect contact information. We accomplished our goal, but our goals are now to run the website and provide services professionally and warm the association up, to give it the potential for moving forward to the next Expo and the even next ones.
Part V Conclusions

The World Expo is now more like the place for national branding, rather than for previewing the future technology. Most the countries do not want to lose face from this new kind of soft power competition. So that the participants or presenters of the World Expos have the attributes of exclusivity and instant diversity. There had never been a World Expo Alumni Association before. Thus, we built the first one for World Expo 2010 in Shanghai – the biggest peaceful international events in the human history – by a low cost website and a series of promotional campaign.

The construction of the website has been done time and cost efficiently. We built the website by content management systems and make it function as social network, enterprise home pages, and a gallery sharing site. We designed the logos, layout and other art works for the websites. It has been generally a success for website construction.

We conducted traditional advertising such as email-marketing and printed material promotions, as well as innovative marketing campaigns. The most successful campaign was the sweater-design-by-you program which brought 102 national pavilion representatives into the projects, attracted media exposures, and contributed to the commercialization of the the enterprise.

Although there were many we could have done for making the project perform even better, we maximum our usage of resources and exceeded the original expectations.
Part VI Bibliography


5. Shanghai World Expo Sees 1+ Million Visitors In A Single Day, Chinasmack, Fauna, October 19, 2010


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Part VII Appendix

A. The initial project description and proposal (subjected to be modified)

A.1 Project Description

The IQP project -- setting up expoalum.com for the expo 2010 participants is a comprehensive entrepreneurship-alike project lasting from A term to B term, 2010. During A term, Joy will stay at the world expo to continue the construction and promotion of the website at the same time working for USA Pavilion, discrete from the website project. During B term, Joy will mainly concentrate on the study of the data and result got from the process in A term. World EXPO 2010 in Shanghai is the biggest world expo ever and it is the biggest peaceful international event in human history, with more than 200 countries and areas participating. The IQP project is to firstly set up an alum system, a online year book, a gallery and a communication platform for the participants under the domain expoalum.com. Secondly, we need to do a series of business promotional events to promote the website and attract registration. The promotion methods would include but not limited to, pitching participants, investors, visitors and professionals; online and printed advertisement(such as google ads and flyer); being interviewed by TV programs and online communications(such as emailing and setting up public pages on facebook, linkedin and etc.). Thirdly, we need to set up a business model to make the project has the potential to run as an enterprise. For example, to put up advertising service on the site. As the project is involving internet industry, business, marketing, languages, plus international culture and relations, there will be many problems to face and solve using creativity and knowledge from the reading assignments. Thus, there will be a series of register-to-read project logs on the expoalum.com site to create the openness of the project and trigger comments and communications among the EXPO participants. After all, this IQP is expected to gather a diverse user group from at least 30 countries to be an EXPO alum on the expoalum.com site, by the time of final presentation. It is also expected to create a social effects on different medias, such as journalism reports and TV shows about this WPI IQP project.

A.2 Project Proposal

Introduction
EXPO, more commonly known as the World Fair, is an international event to showcase different cultures and technologies from different countries and organizations.

The greatness and uniqueness of this EXPO is its amount and the diversity of the people participating. People here are so energetic, college students, fresh graduates or people still keep our cuteness from school. People built this actual community to keep each other cheered, including the visitors. No matter they partied and laughed last night or struggled and teared. These days with EXPO
friends, worth memorized, recorded and stored. Staying or leaving, to whichever corner on earth or space, the EXPO buildings might be down in four months, the cross racial, cross cultural EXPO friendships will last, as long as the internet exists.

EXPOALUM.COM took the meaning of being graduated from the EXPO 2010 and become alums, more commonly known as EXPO 2010'. So the website will be acting as an alum system, a year book and a gallery to store memories, connections and impressions participants left into each other’s life.

Basically expoalum.com is a closed community that keeps users’ information private from public but viewable to other EXPO alums. After registration, users can browse, search and build connections within all the registered participants of EXPO. The beta site will soon have the invitation only restrictions that only certain people from every pavilion can invite known EXPO pass holder by emails, and the system will remember these email address to let them register through links.

The site also has a gallery, at pic.expoalum.com which enables all the registered users to upload photos, all the 2010.expoalum.com users will be synchronized at the gallery and the photos will show up at the main site too. The visitors are welcomed to register at the gallery, but not the main site, to upload their pictures at EXPO with administrators’ moderations too. 2010.expoalum.com users (The confirmed EXPO participants) can tag themselves on the pictures.

Background

The EXPO

It is held from May 1 to October 31, 2010, Shanghai, China. EXPO is held every five years. The Shanghai World Expo is also the largest World's Fair site ever at 5.28 square km. More than 190 countries and more than 50 international organizations have registered to participate in the Shanghai World Expo, the largest ever. China expects to receive almost 100 foreign leaders and millions of people from across the world to come and visit the World Expo. More than 70–100 million visitors are expected to visit the expo, which would make it the most visited in history. (The EXPO is just half-way through, and it already attracted 348,362,000 visitors.) Conservatively counting the participants from each Pavilion, there is 100 staff for each, at least. So the anticipated market of the EXPOALUM.COM registered users for 2010, is about 20,000 from all over the world.

Intern at USA Pavilion

I, Yichao Joy Xu, am mostly involving with Entertainment Department, to be a sound/light board operator, an alternate MC and English/Chinese interpreter, a tour guide for important performers (Harry Connick Jr.’s manager group, and Miss USA are the coolest I have ever done, also with an women astronaut -- Ellen Baker), an event planner and a coordinator to
book flights and to design the stage background occasionally. So I got the chance to be both front and back stages. Furthermore, I just started part-time at the sponsorship department, which will and has already gave me a lot of opportunities to meet with many of the most awesome sponsors, such as GE, Pfizer, Chevron and etc, etc. Many of these events would give me chances to get in touch with the leader of these companies. Furthermore, EXPO actually has many after hours parties, for the participants, from many different pavilions, at a frequency of 2-3 times per week.

All these opportunities have given me chances to get in touch with many different groups of people to promote EXPOALUM.COM, and the actual effective connections between people would make the virtual community more prosperous, too.

**Methodology**

As our goal is to create a permanent online platform for the EXPO participants to store their World Fair experiences and bring a social impact both locally for the visitors and on the the internationally for the participants, as most of the participants are looking for media exposure here and it could be internet and the website. EXPOALUM.COM online social network will be built and promoted by the following sections of methods.

**Design of the website structure**

The website will be structurally designed to have several parts, the gallery, the community user system, and the content management system. Details will be accomplished during the early stage of the IQP and open to users to submit any comments and suggestions.

**Design realization and construction on the domain of EXPOALUM.COM**

The website is structurally built by Joomla and Gallery Content Management System technology, in collaboration of many to-be-installed modules to full fill the functions. Further debugging and fulfillment will be the main task of the technology-related part of this IQP. The website will enable the restricted user registration, status, gallery bridge, online chat system, 58 languages module and photo tagging notification system. Through registration, there will be questions for EXPO as the “year book” questionnaire for all the participants, and users will be able to submit the questions they want to ask to the others.

**Website promotion – the most important part**

Since the potential market is the 20,000 more participants at EXPO and 70,000,000 visitors to be frequent user and viewer of the EXPOALUM.COM. The promotion and user restriction is the most important thing.

We will have Student Ambassadors to be the trial users for the first round and report bugs, and participate in the team.
We will be promoting using business sales methodologies to other Pavilions during cross country parties and meetings.

We will announce it and advertise it through many medias locally to let the visitors to upload photos.

We will analyze the registration and clicking data of the website to be the turnouts of this IQP.

B. The project discreteness agreement with the USA Pavilion

I. Content of the website

1. I do not have the right to post any private USA National Pavilion’s pictures or contents.

2. I will only to post any contents, including photos and information, viewable to or available to the ordinary visitors to Expo.

3. I cannot indicate any association of the website with USA National Pavilion.

4. I cannot have the majority of content relating with USA Pavilion.

II. Working schedule at USA Pavilion

1. I should not use the scheduling working time to promote her website outside the Pavilion.

III. Identity representation

1. While doing website promotion events, I should not wear any USA Pavilion uniforms and other apparels.

2. When introducing and pitching for the EXPOALUM.com project, I should not indicate any association with USA Pavilion, and always clearly state that it is an individual idea and project.

3. When asked, I can say that she is a staff member of USA Pavilion but the website is totally individual and does not represent or has any relationship with the USA Pavilion.

IV. Usage of USA Pavilion resource
1. I do not have the right not use any privileged resource from USA Pavilion, such as staff contact directories, Communication Team owned web pages to mass send the promotional emails and test the website.

2. I will not start drawing the first-round users from USA Pavilion, and should not make USA Pavilion members as test users of EXPOALUM.COM.

V. USA National Pavilion has the right to moderate the web content.

VI. Brief plan for promotions

I will do individual start-up pitches to EXPO participants from different Pavilions, professional entrepreneurship consultants, and products promotion professionals after the scheduled working hours at USAP as a fan of EXPO. Pitches are the main techniques I will be using in the early stage. After getting suggestions from people, I will have more specific plan on advertising or promotions.

C. Web articles

C.1 New to EXPO ALUM? --- The introduction to the functions of the website

A tree-structured discussion board is integrated in all discussion-enabled content, and your submission of article is enabled of this function by default which means the website will do the jobs of a BBS, but in a much cleaner way. There is an example “discussion” underneath this introduction. Everyone can post opinions and comment on a specific post with a quote even
without registration. The only difference is that non-registered will be moderated by administrator. Try it right now and post us a comment please!

But you might need to register (very quickly) to see your comments to be on immediately.

The Front page and open-to-public content

The main difference between OUR expoalum.com site and the regular Social Network Services (SNS) site is that we have a public sharing content on the front page. We will do both job as an SNS and a content-filling website, and you can be part of the website easily, too.

Registration

Here comes the introduction of the most important and interesting part--- Registration!!

It is a process of filling up your year book. Back to school again... But we will not ask you the boring ones such as “Interests and Favorite books etc.” The year book is completely customized for the EXPO ALUM. And you can put on the questions you wish to ask for your fellows on one of the questionnaire. The team will update it soon after seeing your registration.
Registration

Required fields | Field visible on profile | Field not visible on profile | Information: Point mouse to icon

First Name: 
Last Name: 
Email: 
Username: 
Password: 
Verify Password: 

Which Pavilion are you from?: 

Which team do you work for in your Pavilion?: 

Local Phone Number: 
(+86)

Address we can mail you greeting postcards after EXPO?: 

Where do you live in Shanghai? Tell us which district or EXPO village?: 

Which item in which Pavilion impressed you most?: 

What is the most memorable thing happened to you during EXPO?: 

click to register and see more questions.

Except for the local phone number slot, the address slot, most of the other question slots are required, to prevent fraud. Once the registration rate boost up, we will make the questions non-required at first and make the sign-ups invitation only. You can keep your answer concise and short at first, and you can always edit it later.
Please upload a profile image, too. So that, your fellows can recognize you! We have so many different names in different languages... It is just too hard to memorize every name.

Why do I need to register for it and why you’d better NOT wait until later?

It is a very smart investment for registration. We are trying to build a global connection system, almost instantly through EXPO 2010. It is our treasure we should keep along. We are the peoples from all over the world. Diversity is the greatness of it. Most importantly the connection between us is not only the common languages we all speak here... We could be connected so effectively by the EXPO experiences which we share, and our dreams and ideas we will be sharing on this ALUM system.

Basically, we are having the sweater-design-by- you program and we will be walk in to the pavilions to ask for a diverse group of signatures too. So the realization of the grand sweater is guaranteed. The first 15 freeeee!!... It is going away quickly... but you still get a chance. And we will keep the first 200 of them at a minimum price but increase the price gradually. We need to keep OUR domain fed to be permanent. ;-) 

Moreover, we need your help. Think about it... If every one of us would say It is a damn awesome idea but I am just too busy, and let me wait it until later... What’s gonna happen?... EXPO ends and good bye! Instead of “catch you later”... There’s no way to catch your fellows later if you don’t keep yourself connected, and we are providing this free, easy using, and run-by-fellows, just for EXPO participants platform. Please... support us!

C.2 Expoalum.com overview

EXPOALUM.COM took the meaning of being graduated from the EXPO 2010 and become alums, more commonly known as EXPO 2010'. So the website will be acting as a alum system, a year book and a gallery to store your memories, connections and impressions you left into each others' life.
Interactive Qualifying Project Report -- The expoalum.com by Yichao ‘Joy’ Xu

As the team of EXPOALUM.COM wish to keep it usable for the on-going EXPOs, not only this one, EXPO 2010, Shanghai, but also the next one, EXPO 2015, Milan. The alum system is built in the domain of 2010.expoalum.com, and the expoalum.com is currently redirected there. We will have 2015.expoalum.com, 2020.expoalum.com and etc when the time passed by.

Basically expoalum.com is a close community that keep your information private from public but viewable to other EXPO alums. After registration, we can browse, search and build connections within all the registered participants of EXPO. The beta site will soon have the invitation only restrictions that only certain people from every pavilion can invite known EXPO pass holder by emails, and the system will remember these email address to let them register through links. There will be many interesting questions you can fill up with through registration, just as a year book, and one can upload profile pictures to make him or herself recognizable among people. So Store and shine yourself here!

We also have a gallery, at pic.expoalum.com which enables all the registered users to upload photos, all the 2010.expoalum.com users will be synchronized at the gallery and the photos will show up at the main site too. The visitors are welcomed to register at the gallery to upload their pictures at EXPO with administrators moderation too. We, participants and 2010.expoalum.com users can tag ourselves on the pictures.

We will mail (but no spamming!!) you post cards to greet you regularly after expo. And you are more than welcome to post ANY staff party during the expo and ANY reunion party everywhere in the world after EXPO.

Go ahead and register for it!

Thanks a million!

The team.

C.3 Front page article

* Expoalum.com is a site dedicate to provide global connection alumni system (Just as an honored society that we could trust each others for any other global opportunities in the future.) for all the expo participants from all the countries, initiated by a college student as a college project, at the same time as an EXPO participant.
* Our goal is to get expo friends keep connected effectively on this site and move our memories on either for ourselves or for the next expo, and to build international support and innovative community for each other through this site.

* Expo alum sweatshirt is a promotional program to quickly draw people collaborate in the expoalum.com program and promote the website. The registers, sponsors or dedicate contributors of the site will be getting these sweatshirts.

Now EXPO is almost done. Many of us is leaving. Many of the performers has already gone, many of you will be back someday. But not until we being apart, we don’t feel so deeply, that how lucky I am, how lucky we are to be at this EXPO, to meet with you, whoever this "you" means.

This EXPO, World Fair in 2010, is about diverse people coming here and showcasing different cultures, technologies. But for we participants, more importantly, we are here to meet with people, to communicate, to exchange... not only through all those little pins, but with our great diversity of backgrounds and languages.

The greatness of this EXPO is its amount of people, and the people here are so young and energetic from soul. We are college students, fresh graduates or people still keep our cuteness from school. We built this actual community to keep each other cheered. No matter you partied and laughed last night or struggled and teared. These days with you, worth memorized, recorded and stored.

Here we go EXPO Alums! We are here from everywhere... Staying or leaving, to whichever corner on earth or space. Our buildings might be down in four months, our friendships will last, as long as the internet exists.

First 15 registers will get it for free and the expoalum.com will start to accepting donations soon... The grand sweater will be a bonus for the donors who donated 15usd for us or more.

**C.4 The project log 00**

Ever since I read the book What Would Google Do? and The World is Flat, I have been so convinced that the openness is the future and I should definitely bring it to our website.
Before then, I probably will never let you know that this website is actually at the same time a college project I need to write a paper about it. :-)

EXPO is a great experience for everyone, especially for we participants, to meet and live with such a diverse, young and collaborative community. For myself, the EXPO bring me up on the stage to "act" like a MC to draw huge(you know what does huge mean haha...) amount of audiences for the first time. No fear anymore but excitement. The EXPOALUM project was inspired by many colleagues, books and day-dreams. I thought it was impossible unless we hired a company... But eventually we made it!

Well the problem is almost everyone I talked to about the project said it is a great idea,

but people barely go register immediately. Best marketers give designing rights and the openness to the customers. So I don't mind to let you know that we strongly need you on this website project built specially for you, any more... The project log 00 is a beginning of the series of project logs. But to encourage registration, part of them will be put in register-only area... Hehe... ;-) and some specific interesting topic will be put in partner/contributor only area.

EXPO keeps us busy... Working, partying and make runs to EXPO bureau... yea you know that... ;-)... That's why the website burst about almost suddenly two months ago but little contents were posted. However, during the tiny spare time-spots, I had so many ideas of how to improve OUR projects and I read many books. Besides the one I mentioned earlier, I am also reading Marketing for rainmakers, and Wikinomics. Books gave me inspirations, and I want to share with you guys, my fellows!

C.5 Join us!

As mentioned a couple times in the other recently wrote project log and articles... We need more team "runners"!

As an on-line community/year book for the EXPOs, started from 2010, providing free services to all the participants, OUR site need developers, translators and moderators. We also have a bunch of other ideas (It is just ideas by now though...) of setting up websites for other communities which probably will be profitable.

Well... our goal for this expoalum.com is just let it be affordable by itself, which means we hope we could pay the web hosting bill by donations and little amount of advertising later on (you can notice that the site is ads-free now). The first two years of services fee are already
paid. But we need to make it permanently free for the services, including year book (directory and connections), gallery, mailing lists, team/pavilion exposure pages, local job hunting advices, and residential advices.

The EXPO is ending very soon, many of you will be heading back home, but some are staying. If you can donate some hours as an EXPO Alum, it will be much appreciated by your fellows and by the expoalum.com team. It could also be your very cool "job" experiences could be listed on your post-expo job hunting resume.

Shoot us an email if interested!!! team@expoalum.com We would be so excited to welcome you aboard.

If you do not have the time to be a "runner" you can always post your own articles and comment on our updates. Special reward will surprise you!

The expoalum team

C.6 EXPO ALUM sweater designed-by-you

Here is a special program called "EXPO ALUM sweater designed-by-you" initiated by us, expoalum.com team. Our idea is to get your own signature and pavilion drawing digitalized and put the best representing signatures from each Pavilion on to a sweater/hoodie to memorize and show off!! our EXPO Survival... We just have a month left for being together, so we need to hurry up for collecting YOUR design ideas, signatures and drawings.

We will negotiate with the factories to get the best best price for you guys.. yesh... we need to get it specially made... But it is in China... 40bucks for a team spirit hoodie is no way!!... Instead it will be around 15 usd or 100 kuai or less for the 16th to the 200th expoalum.com registers. Hmmm.. your guess is right, first 15 (from now on) registered for free... We need to draw people in to in our online yearbook! Let us empty our pocket first... T.T

Here are pictures of me with my expoalum lucky sweater on. OUR signatures with a very diverse group of pavilions will be on it to replace the lucky slogan. I will make a preview design with example signatures for you soon.

So... please "draw" a simple graph for your pavilion/name and put your signature or signatures beside it... Take a picture of it, or scan it preferably, and send it over, to team@expoalum.com. Or tell us when and where you are going to be at... We will come to pick it up... (within EXPO please... :-) As soon as possible, we are hoping to close the submission session in five days and make it in seven days. So that the sweaters would be available by the Oct 20th.
As always, your ideas and comments are super welcome and they are OUR project's building block!

The Team

D. Promotional E-mails

D.1 Invitations to the first session student ambassadors – not allowed to have been sent

Dear First Session Student Ambassadors,

I am guessing most of you are still traveling or just got home and are enjoying the jet lag and the rest of the summer ;). EXPO is halfway through, and most of you are done with the job. Not until we had gone our separate ways was I struck by the feeling of how extremely lucky I am, how lucky we are, to have been at this EXPO and for the opportunity to meet you all.

The greatness of this EXPO lies in the people and their youth, energy, and soul. We are college students, fresh graduates or people who still keep our cuteness from school. We created our own community here to keep each other cheered. Whether you partied and laughed on our last night together or struggled and cried, our time together is worth remembering. Our buildings might be torn down in four months, but our friendships will last, as long as the internet exists.

So I am setting up a website for all the EXPO participants, called EXPOALUM.COM. It is named for the people who graduated from the EXPO experience and became its alums. The website will act as an alumni system - a yearbook and gallery to store your memories, connections and impressions you left into each other’s lives.

Basically, expoalum.com will be a close community that keeps your information private from public but viewable to other EXPO alums from the same Pavilion. After registration, you can browse, search, and build connections within all the registered participants of EXPO. The beta site will have invitation-only restrictions so that designated people from each pavilion can invite their former co-workers by email. There will be many interesting questions you can fill in during registration. Just as in a yearbook, you will be able to upload profile pictures to make yourself recognizable.

There will also be a gallery, at pic.expoalum.com, which enables all the registered users to upload photos. All the 2010.expoalum.com users will be synchronized at the gallery and the photos will show up at the main site too. Visitors will be welcome to register at the gallery to upload their EXPO pictures (with administrator moderation). Participants and 2010.expoalum.com users can tag people in the pictures. We will mail (but no spamming!!) you
postcards to greet you regularly after expo if you leave your mailing address. And you are more
than welcome to post pictures from ANY staff parties that took place during the expo and ANY
reunion parties that may take place anywhere in the world post-EXPO.

A mailing list will be established for you, usap-1sa@2010.expoalum.com, similar to a
school mailing list. Anyone on the list can send e-mail to everyone else on the mailing list.
Subscription will be managed by the administrator to prevent spam.

The website started from USA Pavilion. (Isn’t it cool? Haha...) However, we are planning
to promote it amongst all the Pavilions and it will be multi-lingual to support a diverse user
group. But no worries, we will guarantee privacy within pavilion networks - unless you want to
make yourself public.

Here are a few screen shots of the website - registration and profile page. As it is a
beta version and continually improving, any of your thoughts, comments, and bug reports are
welcome at expoalum@gmail.com!! A developer, administrator and moderators are certainly
needed long-term and short-term. Any interest in helping with the site would be enormously
appreciated.

The EXPO is the largest peaceful international event in human history, and
EXPOALUM.com is the first ever online social network for EXPO participants, and you are in this
elite group of first users/contributors.

Let’s do it

Sincerely,

Cheers,

Joy
D.2 “Invitation to the EXPO online staff party”

Hi Mr. _____,

It was great to meet you at your Pavilion the other day. It was really honored for me to get your name card and I would love to share a project news initiated by me with you! Bravo! EXPO Alum.

made an alum system for you the expo participants! ==> the expoalum.com... Taking the meaning of being graduated from EXPO and being an alumni. It is an alum system, a year book and a gallery we can permanently(hopefully) keep each other posted on line. Simple registration will lead you to a network (to be built by you) of EXPO participants and different kinds of contents such as Shanghai residential/tourism/party/fun information. Although most of the content haven't been up yet as we don't have enough time through this busy EXPO, you can publish and share your stuff on the site too, by submitting an article! 58 languages enabled by Gtranslate.

Here is a special program called "EXPO ALUM sweater designed-by-you" initiated by we expoalum.com team. Our idea is to get your own signature and pavilion drawing digitalized and put the best representing signatures from each Pavilion on to a sweater/hoodie to memorize and show off!! our EXPO Survival... We just have a month left for being together, so we need to hurry up for collecting YOUR designs.

We will negotiate with the factories to get the best best price for you guys.. yesh... we need to get it specially made... But it is in China... 40bucks for a team spirit hoodie is no way!!... Instead it will be around 15 usd or 100 kuai or less for the 16th to the 200th expoalum.com registers. Hmmm.. your guess is right, first 15 (from now on) registered for free... We need to draw people in to in our online yearbook! Let us empty our pocket first... T.T

Here is a picture of me with my expoalum lucky sweater on. Your signatures will be on it to replace the lucky slogan. So... please "draw" a simple graph for your pavilion/name and put your signature or signatures beside it... Take a picture of it ,or scan it preferably, and send it over as soon as possible. I am running to Pavilions to promote our project and get signatures signed/drawn in person, too. You can also tell me when and where you are going to be at. I will come to pick it up... (within EXPO please... :-) I will be available everyday after 6pm till the 12th. On the 13th, I will make last minute collection for the whole day. we are hoping to close the submission session in five days and make it in seven days. So that the sweaters would be available around Oct 20th.
Looking forward to seeing you there,

Yours cant be more sincerely,

Joy Xu

P.S. Come and register for the expoalum.com, submit your article to the site, and upload the expo pictures to the gallery at pic.expoalum.com. Be the first 15 (from now on) and get your free hoodie!!... and get us your signature :)

PP.S. We need more team member to make the site and service permanently free for we expo alums, as promised... :-) If you have any invaluable spare time you would love to share... Join us!

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**D.3 “Final boarding call for picking up world map signatures sweatshirts and updates”**

EXPO ALUM (World Expo Alumni Association). Its early in the morning 8am, counting down, three days. Final boarding call for picking up world map signatures sweatshirts and Quick Updates for you.

1. **Pavilion website links page made, containing 50 pavilions' own website links through their logos. Click and see.** If you don't find your pavilion on it, please send me your logo and address, will add them on ASAP.

2. **48 more EXPO ALUM world map signature sweatshirt** made and shipped to the store, more are coming in. (I am doing it remotely, out of China already... I really wish I could hand them to you in person.) **Pick them up FIRST if you like it! Reply to this email to make early reservations (just Names, Pavilion and sizes will be enough).**

Knowing most of you just have today, tomorrow and Nov 5th in Shanghai, we rushed out the 48 sweatshirt ranges from S and M sizes pull-over hoodies for girls and L sizes zipped hoodies for guys. And they are ready for pick up at the store at **No.42 Guangdong Rd. near the Bund (广东路42号近外滩).** Now you just need to go pick them up and sign off on the sheet at the store with your green pass.

I figured paypal is not really a good choice for everyone. **Now we have a donation box for cash at the store... If you spent all your red papers on parties, it's also fine ;-) .** I have already fronted for all the sweatshirts and I don't mind fronting them for longer time. You can
just go pick it up and wait until you are relaxed back home and connect yourself to our alumni association ---- expoalum.com, and make an online donation until then.

 fellows wearing it captured on facebook... ^_^ Way better then I took last time. Special thanks to them for wearing it!

Details of updates from last email.

---------- Forwarded message ----------
From: expo alum <expoalum@gmail.com

Hello there!

Here's the invitation of join EXPO ALUM and information about the EXPO ALUM World Hoodie !! I have already got 20 of the samples ordered and wordistributed to the first registers, and luckily, we are getting awesome feed backs, no matter from the new owners of the sweater-shirt, or the friends of them.
* Expoalum.com is a site dedicate to provide global connection alum system (Just as an honored society that we could trust each others for any other global opportunities in the future.) for all the expo participants from all the countries, initiated by a college student as a college project, at the same time as an EXPO participant.

* Our goal is to get expo friends keep connected effectively on this site and move our memories on either for ourselves or for the next expo, and to build international support and innovative community for each other through this site.

* Expo alum sweatshirt is a promotional program to quickly draw people collaborate in the expoalum.com program and promote the website. The registers, sponsors or dedicate contributors of the site will be getting these sweatshirts.

Here are the pictures (see attachments) of the two styles of hoodie and zipped-hoodie. On the back, it is a world map consist of all your signatures (see it on expoalum.com). I scanned, re-edited, comprised and re-colored them. You might have already seen them from some colleagues.

So we are definitely ordering more, but less then 200 by Nov 3rd, because there's simply not enough time to make those. We don't want to sell it and make it as a product could be valued by currencies, while we need to keep the site running and make the project sustainable. We need your donations. The price of making it is 100 rmb, 40rmb for blank sweaters, and 60rmb for 5 places full-color printing services. As the project is for all of us, any donations around or above 15 usd or equivalent through paypal will be just fine to keep our project away from corruption. ;-) You are welcome to donate more and we will make our fund as clear as possible to all our users and make sure it is used to a right place.

EXPO is an international travel experience for almost everyone here, so we figured to accept donations from paypal might be the best and easiest way as everyone should have a credit/debit card here. We will not have time to deliver the sweaters, and we want to cut the cost of shipping. So we coordinated with a Fashion store Amy Soiree on the Bund at No.42 Guangdong Rd 广东路 42 号 (Metro line 2 could bring you there. The store has its own brand and is NOT selling the sweatshirts, rather helping us out for free due to Guanxi/Connections.) . We now have a in-store signing sheet for the EXPO Alumni with green passes.
As expo is really ending, gosh can’t believe it!!... and many of you are leaving, to get the sweater is really a time-sensitive thing for you, if we delayed, we will have to count in the international shipping fee. So please support us through register on the site and donate certain amount through paypal, asap... **We now have a donation box for RMB donors. Thank you!!**

Again we are not selling.

**Special acknowledgement to Kiki from Greek Pavilion to be our first generous sponsor!!** with an instant donation of 4000 rmb, roughly around 580 usd. Any amount of donations under the name of the Pavilions will get the pavilion a logo link to the pavilion website, list as "acknowledgment to the pavilion sponsors."

We are also offering free mailing list service to all the participants. You can create your pavilion/team mailing list to keep each other updated and enable group conversation with the easy to remember mailing lists.

* mailing list --- an email address redirects all the received emails to a group of people, so if you have a topic for a certain group of people, you no longer need a long chain of email addresses.

The Pavilion/Team to take this offer and have mailing list followed by @2010.expoalum.com will have a spot of pavilion website link on the front page, listed as expo alum partner (because you help to build the community). You are more than welcome to create more than one mailing list for your different groups of staff members, and it will be private to yourselves. Send me an email to indicate your interest and we can create them ASAP.

Any comments and suggestions from you will be super valuable to refine our project, so please reply to this email and tell us what do you think. Thank you so much!! And tell me what size/style to you want, all western sizes

**Forwarding this email out to your colleagues and telling your expo friends about the expoalum.com is the most awesome support we need from you, plus come and register at expoalum.com!**

Long words short... three steps to get the EXPO ALUM sweater:

1. Register on expoalum.com, wont take you more than 30 sec if you just filled the Names and emails as requirements.

2. **15 or more usd Paypal click to donate** with your international credit card (Mastercard Visa Discovery etc..), another 30 sec.
3. Go to pick it up at the Bund, with full names registered. 1.5 hour back and forth... Less than 2 hours in total! and group picking up is certainly okay, too.

Now it is even easier, just go sign it out at the store, (you could make early reservation by replying to this email.) and do the rest when you are fighting jet lags.

Joy

"Founder" of expoalum.com

*** We need teammates too, feel free to email me if interested to be a co-founder or teammates. ****
Thank you all!!
Website front page screen shot before logging in
Yichao Joy Xu (joyxyc) Profile Page

My Points: 1000
Referees: 1
Referral Link: http://2010.expoalum.com
Hits: 4
Online Status: ONLINE
Member Since: 8 months ago
Last Online: Now
Last Updated: 8 months ago
Connections: 4

EXPO Gallery

Random Images

THER BEGIN OF THE DAY
Date: 19/07/10

Yichao Joy Xu

WHAT'S ON YOUR MIND

What's on your mind?

Expo it

EXPOALUM IS HERE FOR U

* Account Info
* We are EXPO 2010 profile
* Submit an Article
* Submit a Web Link
* Other Articles
* Search for fellows

ONLINE BUDDIES

* Yichao Joy Xu (joyxyc)