

---

# Sponsorship package of Astana Finance Days 2022

**Client:** Visa

# Introduction & goals

---

The agency team organized participation of Visa, a world leader in digital payments, in Astana Finance Days 2022 conference in Nur-Sultan (June 27-29) **as the general sponsor of the event.**

Astana Finance Days is the **major financial event in Kazakhstan and Central Asian region** that gathered over 3000 delegates from 70 countries. The conference was attended by **the Prime Minister of the Republic of Kazakhstan Alikhan Smailov.**

## Communication goals:

Participation in such a large-scale event provided Visa with the opportunity:

- ✓ to increase brand awareness in Kazakhstan and Central Asia,
- ✓ highlight Visa international and regional leadership in cashless payments and SME support with a focus on women's entrepreneurship,
- ✓ strengthen relationships with key stakeholders,
- ✓ showcase implemented projects and initiatives in Kazakhstan and Central Asia,
- ✓ increase the visibility of executive speaker.

## Solution 1/7

---

The agency team have developed **360-degree communication campaign**:

- we organized **two Visa-led panel sessions** with participation of Visa spokesperson and industry experts - executives from bank partners, AIFC, international associations, a deputy of the Majilis of the Parliament of Kazakhstan, First Credit Bureau;
- ensured the **participation of Cristina Doros, Vice-president, Country Manager for Central Asia and Azerbaijan in the high-level plenary session, which was opened by the President Tokayev on June 27<sup>th</sup>**;
- implemented **media activities in various formats**;
- assisted with activities for guests at **the biggest branded lounge zone at the event** with the coffee corner;
- held a **series of face-to-face meetings** with key stakeholders;
- provided **multimedia content for Visa-owned channels**;
- created & demonstrated the **video with Kazakhstani women entrepreneurs** before the panel session ([LINK](#)).

[LINK](#) to the video from the event

# Solution: organization of Visa-led panel sessions

As a part of the conference, the agency organized 2 Visa-owned panel sessions with participation of **Cristina Doros**, VP, CM for Central Asia and Azerbaijan:



## Is there a place for cash in Kazakhstan?

Speakers of the panel discussion were:

- **Kairat Kaliev**, Deputy Chairman of the Management Board at **AIFC**
- **Galim Khusainov**, Chairman of the Management Board, **BCC**
- **Aidos Zhumagulov**, Advisor to the Chairman of the Board of Directors, **Freedom Bank**
- **Nariman Mukushev**, Member of the Management Board, Deputy CEO, **Halyk Bank**
- **Aizhan Holovan**, Operations Director, **Simply**



## Strengthening the SME sector in Kazakhstan through the active inclusion of women in the country's economy.

Speakers of the panel discussion were:

- **Lazzat Ramazanova**, Deputy of the Majilis of the Parliament of the Republic of Kazakhstan
- **Yerbol Eskakov**, Deputy Chairman of the Board of Development Fund **JSC entrepreneurship "Damu"**
- **Alma Kassymova**, Principal Manager of the **EBRD Kazakhstan**
- **Assem Nurgaliyeva**, co-founder of **Techno Women Kazakhstan**
- **Dauren Sartayev**, Deputy CEO of **Halyk Bank**

## Solution: media activities

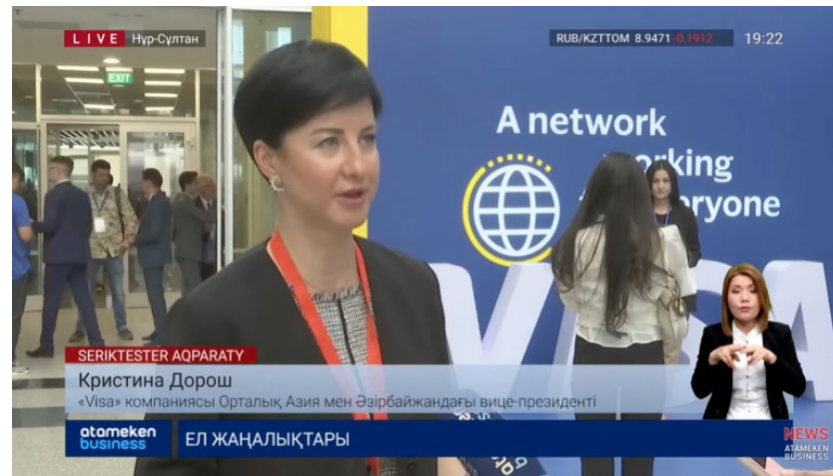
Agency team organized several interviews (on earned basis) and special media partnership project with Atameken Business TV channel, where **Cristina Doros, VP, CM for Central Asia and Azerbaijan** acted as a key speaker:



**Cristina Doros** gave several comments and interviews to the leading Kazakhstani business, news and industry media, including Tier-1 TV channel Khabar 24.

### Links to the coverage:

[Informburo.kz](#) | [Inform.kz](#) | [Nur.kz](#) | [Astanatimes.com](#)  
[Zakon.kz](#) | [Inbusiness.kz](#) | [Tengrinews.kz](#) | [Tengrinews.kz](#)  
[Kapital.kz](#) | [Informburo.kz](#) | [Informburo.kz](#) | [24.kz](#) | [Inform.kz](#)  
[Newsline.kz](#) | [Bluescreen.kz](#)



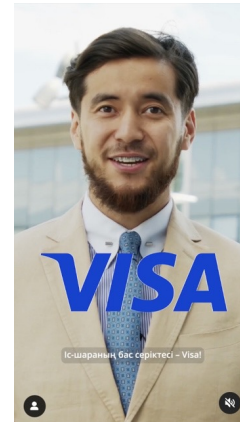
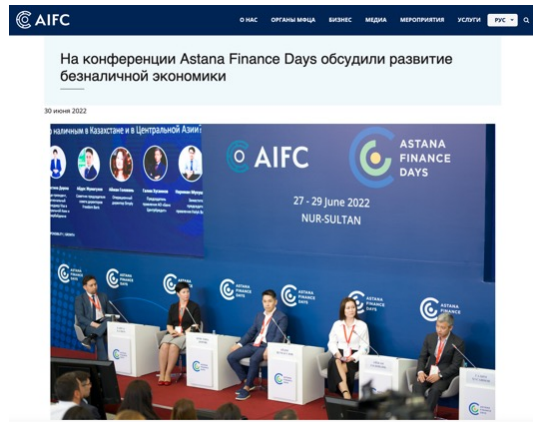
Together with Atameken Business channel we covered the event and highlighted Visa participation the format of a TV-plot in Kazakh and Russian languages with comments by **Cristina Doros**.

### Links:

Atameken Business channel [LINK](#) [LINK](#)

# Solution: communication support by the organizer of the event

As a part of communication campaign agency team together with **Astana International Financial Centre** built a communication support plan: AIFC published several articles and series of posts about Visa participation in the event – announcements of the panel sessions and speakers, video invitation with greetings by Cristina Doros, post releases with quotes of Cristina Doros and Deputy Chairman of the AIFC Board Kairat Kaliev, and the results of the joint survey about the cashless payments and women entrepreneurship.



## Links to the coverage:

Aifc.kz [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#)

AIFC & Tech Hub AIFC Instagram & Facebook accounts: [LINK](#) [LINK](#) [LINK](#) [LINK](#)

Tech Hub AIFC Instagram account [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#)

Astana Finance Days 2022 Instagram & Facebook accounts: [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#) [LINK](#)

# Solution: support in Telegram channels

Also, the agency has prepared and published announcements of the event in 4 popular Kazakhstani news and business Telegram channels with an invitation to register and participate in the event.



**Statistics:** more than 140,8K views of the posts

Inbusiness.kz



**21.9k**

views

Nur.kz



**19.1k**

views

Tengrinews.kz



**66.8k**

views

Zakon.kz



**33k**

views

## Links

[Inbusiness.kz TG-channel](#) | [Nur.kz TG-channel](#)  
[Tengrinews.kz TG-channel](#) | [Zakon.kz TG-channel](#)

# Solution: support in Visa-owned social media

In the framework of communication support, agency team prepared and provided to Visa marketing team a concept and content plans to publish 1 post in Visa account in Instagram [LINK](#), 1 post in Facebook [LINK](#) and series of Instagram and Facebook Stories. Agency team also hired a professional mobilographer who created videos to highlight all the activities of Visa in real-time format.

**Statistics:** 81,7k total reach



## Solution 7/7

### Visa branded lounge zone



Visa corner on the event was the **largest & most visited spot** at the venue where everyone could take photos, have a cup of free coffee and chat with clients and stakeholders. Also all participants who took photos at our branded zone and tagged Visa account in Instagram posts or stories received branded merch from Visa.

# Results

---



**6+ comments & interview**  
by Cristina Doros, VP, CM for  
Central Asia and Azerbaijan



**4 popular Telegram  
channels**  
published 4 posts



**22 overall pieces**  
with Visa mentions in 12  
leading media



**1 special project**  
in Tier-1 media outlet



**2 posts, 13 stories**  
in Visa IG & FB  
accounts in Kazakhstan



**172.7m**  
overall reach in  
media



**2 Visa-led  
panel session**



**282.2 liters of coffee**  
**from 1129 cups**  
drunk by guests in the  
Visa corner



**100+ Visa mentions**  
in Instagram posts &  
stories

---

# Rahmet