



## The risks and rewards between Top Down Marketing & Media vs. Bottom Up

### Bottom Up

#### Risks:



Time involved in preparing the message without creating news would be challenging with missed opportunities



Creating a situation for other competitors to see the image building and create opposition



The Bottom Up process could take between 1-2 years with no guarantees of success



The loss of the "Wow" effect. Coming on to the world stage from obscurity would have its advantages



Miss the congressional cycle until 2015. After July of 2014 Congress is rarely in session until the New Year. From September through November 2014 Congress will focus on the budget and elections in November of 2014

#### Rewards:



Time to plot a course



Time to make alliances



Time to debate the issues

### Top Down

#### Risks:



Missed steps



Miss-Communication issues

#### Rewards:



Create a CV, website, Facebook, LinkedIn, Wikipedia, Company profile and brochure within the first 30-60 days



Obtain meetings with Congress and the Department of State within this Congressional cycle



Establish meetings with top officials and business' in Houston Texas regarding development investment that the media will follow



Create a "WOW" effect with past, present and future accomplishments



Create the effect of the "one to watch" on the political front that will garner early support that will deter others from following



Early meetings, event and publicity will draw in the media to help create the story



Creating an acceptability and vetting by the US that will translate into foreign acceptability and media interests



Create early business allegiances that will lend their governmental, legal and media resources to our cause to help build the story



Help change the negative connotations of Syria and its people into a positive and peaceful culture

