

BEYOND TOURISM: ITS FAR-REACHING IMPACT

Business Events Africa, in collaboration with the South Africa National Convention Bureau, continues to delve into 'beyond tourism' and its far-reaching impact, as we seek to measure not just the immediate tourism benefits of business events but the longer lasting social legacies as well.



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NATIONAL CONVENTION BUREAU



The case study

International Association for Paediatric Dentistry Creating longer lasting social legacies

In this supplement we take a closer look at the African Regional Meeting of the International Association of Paediatric Dentistry (IAPD) 2018 which took place at the Indaba Hotel in Johannesburg from 16-18 March, and the 2023 IAPD International Congress bid, taking place in Cape Town.

The main focus of this supplement will be on the regional IAPD African Regional Meeting that took place in Johannesburg, how it came about, its background and what made it a success. We are also looking at how it played a part in winning the bid for the 2023 International

Congress in Cape Town. Dr Marietjie Weakley, who has been involved in both the regional meeting and the international conference bid, shares her insights into the process.

What is IAPD?

The International Association of Paediatric Dentistry (IAPD) is a non-profit organisation founded in 1969, with the objective to contribute to the progress and promotion of oral health for children around the globe.

IAPD has now 64 national member societies and represents more than 15 000 dentists.



Dr Marietjie Weakley is a board committee member of the International Association of Paediatric Dentistry, and is the current president of The Paedodontic Society of South Africa (PSSA). She was also the chairperson for the African Regional Meeting of IAPD 2018, and will repeat this role at the IAPD International Congress 2023.



Rotating in Africa - IAPD Regional Meeting

IAPD Regional Meeting in Johannesburg was the inaugural African Regional Meeting of the IAPD. This meeting is organised by the Paedodontic Society of South Africa which was founded in 1980 under the auspices of the IAPD.

"We had the professional help of Gail Tito from Paragon, which added to the success of the meeting. We are proud of the end result.

"In future, we are going to rotate through Africa, as to include the whole continent. Our next African Regional Meeting is in January in Nairobi, Kenya. IAPD helps their member countries to hold regional meetings so that more members can get the updated scientific information and display their own involvement in children's dentistry in their country. The benefit of rotating is that the whole continent gets together on a regular basis to share information and science, so as to better the African continents' Oral Health in children. As we

TARGET MARKET:
Paediatric dentists and auxiliaries

are all associated with IAPD, this leads to us being part of the Global Voice of Children's Oral health," Dr Weakley said.

How did this regional IAPD come to be in Johannesburg?

"I went to Chile in October 2017 to do a presentation for the 2023 bid. As we did very well, we were invited to "better" our bid and were given until May 2018 to do it. The IAPD Board suggested that we have a regional meeting in South Africa before the due date, to show our expertise. We were advised to invite the site committee board members so that they can not only experience South Africa first hand, but they could also do a site inspection in Cape Town. The regional meeting was essential in seeing if we could do it. The next reason was that IAPD wanted a bigger footprint in Africa, and suggested this regional meeting to be the first, and we can then rotate to other countries, as we are doing now," Dr Weakley concluded.

WHO ATTENDED?

Delegates from **22** different countries attended:

25 doctors that were already IAPD members and **105** new IAPD members.

65 of the new IAPD members are locally-based.



UPCOMING EVENTS:

The next IAPD Regional Meeting will be in January 2019 in Nairobi, Kenya, and then it will go to Nigeria in 2020.



SANCB offered support for both the international and regional meeting with financial bid support which includes delegate boosting, on site event services and site inspection.

Cape Town & Western Cape Convention Bureau support



Adriaan Fourie,

Business Development
Manager from The Cape Town
& Western Cape Convention

Bureau said: "The Cape Town & Western Cape Convention Bureau in partnership with the International Association of Paediatric Dentistry (IAPD) last year submitted the bid to host the International Association for Paediatric Dentistry IAPD International Congress in 2023 in Cape Town. As this is a small, specialist association, we worked closely with the local association to identify their key objectives in order to host this event. As paediatric dentistry is in the process of establishing and growing the number of specialists in Africa, it was important to focus on this capacity building as a key part of the legacy of this conference. Following our bid presentation, Cape Town was one of the preferred destinations, although the selection committee expressed their concern about the capability of the local host.

"We worked with the local client to identify opportunities on how we could convince the international association. We explored the possibility of hosting a regional meeting in March 2018 and decided that the first regional meeting would be hosted in

IAPD INTERNATIONAL CONGRESS 2023

South Africa has won the bid to host the IAPD International Congress in 2023 in Cape Town. The announcement was made in early July 2018.



Date: 5-8 June 2023

Venue: CTICC



ECONOMIC IMPACT:
R38 400 000



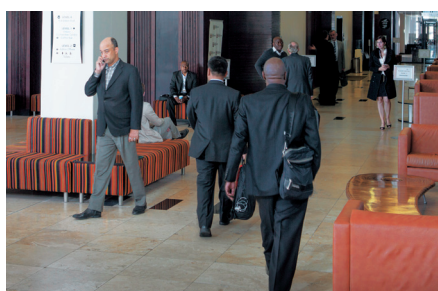
STRATEGIC GUIDANCE:

Cape Town & Western Cape Convention Bureau and SANCb met with the client in Johannesburg and gave strategic guidance in terms of hosting the regional conference.

Johannesburg. Due to our relationship with the client, we assisted them in identifying suitable venues and introducing the local association to the South Africa National Convention Bureau, who in turn supported this event with financial support and additional guidance.

"Following a successful regional conference, we hosted the international association for a site inspection in Cape Town. Together we identified an international scientific committee and we designed an inspiring scientific programme as part of the updated bid document. This has been very well received and we are confident this programme and the continued regional conference will be the deciding factors in awarding the 2023 congress to Cape Town.

"As with all bids, we work closely with the South Africa National Convention Bureau and together we guide and assist local associations on how to identify realistic and lasting legacy programmes. Cape Town is the number 1 convention destination in Africa, but we also recognise that we have a responsibility to work together with our partners in securing more events for the region and Africa," said Mr Fourie.



Dr Weakley added:

"Cape Town & Western Cape Convention Bureau was intensely involved in the bid for the International Congress. The CTICC contacted us, the PSSA, to ask if we would like to get involved with the bid. I met with Adriaan and the Cape Town International Convention Centre representative. Adriaan assisted and guided me as to what information was needed to put the bid book together. It was extremely hard work from my side, in between private practice and everything else. But he and his team were amazing!

"They also sponsored me to go to the IAPD international meeting in Chile to do the presentation. Adriaan assisted me at the presentation. He did the tourism part, and I did the presentation on the medical/scientific part.

"If it was not for them, we would never have even thought of doing the bid. And I have to congratulate them on their support – it was amazing! They also put together a bid document that made me extremely proud to be South African," Dr Weakley concluded.

THE ROLE OF THE CONVENTION BUREAU

The South Africa National Convention Bureau (SANCb) was formed in 2012 with the task of growing the business events industry in South Africa. South African National Convention Bureau is a business unit of South African Tourism.

WHICH SECTORS ARE TARGETED?

The SANCb focuses its efforts on attracting events in economic sectors that have been identified by the government as priorities for future development. Hosting major events in these sectors can contribute significantly to accelerating the macroeconomic benefits for the country.

SANCB's commitment



The South African National Convention Bureau engaged strategically with the Cape Town and Western Cape

Convention Bureau, the local association and their appointed PCO to analyse the support needs of both the IAPD International Congress, and the Regional African IAPD meeting. This resulted in bid support, on site event services, delegate boosting support and site inspection support being granted for both conferences to ensure that South Africa put its best foot forward.

One of the pre-requisites for South

Africa to be considered as a host for the international congress was for the local association to prove their capability in hosting an African regional meeting.

Because the SANCB is able to give strategic insights and grant bid support across all nine provinces, the overarching needs of the Paedodontic Society of South Africa could be realised in terms of supporting both the regional conference in Johannesburg and the International bid for Cape Town.

The SANCB therefore provides a vital strategic link for associations between the provincial convention bureaus.

THE BIDDING FUND

The South African government recognised the importance of the business event sector's contribution to the GDP of some **R115 billion** annually and allocated **R90 million** for a Bid Support Programme to allow South Africa to bid more proactively for international and regional association conferences, meetings, incentives and exhibitions over the next three years.

This fund gives South Africa extra muscle when competing as a destination against other destinations. The support is available to associations whose meetings align with South Africa's key industries, and can demonstrate that their meeting delivers knowledge exchange and investment opportunities.

It also assists in levelling the playing field when competing as a long-haul destination against other destinations.



"Hosting the congress

will provide the local and international community the opportunity to exchange knowledge and experiences related to paediatric dentistry. Many practitioners on the continent have limited opportunities to engage with the international community due to financial constraints.

"Therefore, the congress offers them an opportunity that they might not otherwise have. The importance of engaging with committed professionals who offer diverse ideas, actions and experience, cannot be over-emphasised. African researchers will be provided with the opportunity to showcase their work and display the expertise and innovation that exists on our continent."

–Dr Mark Wertheimer, president of the South African Society of Orthodontists



Amanda Kotze-Nhlapo

Chief Convention Bureau Officer at the SANCB, the organisation administering the Bidding Fund, said that they only provide support and bid funding to the six key industries as outlined in the National Development Plan 2030.

"It focuses also mostly on the potential of these association meetings for economic development for investment potential for education. Of course, also the normal direct economic impact of the people that are coming, but the association meetings that we bid for are mostly to align to the economic sectors that can be involved in job creation and growth in those specific sectors from an economic perspective."



SANCB bidding support programme

R90 m
2017-2021

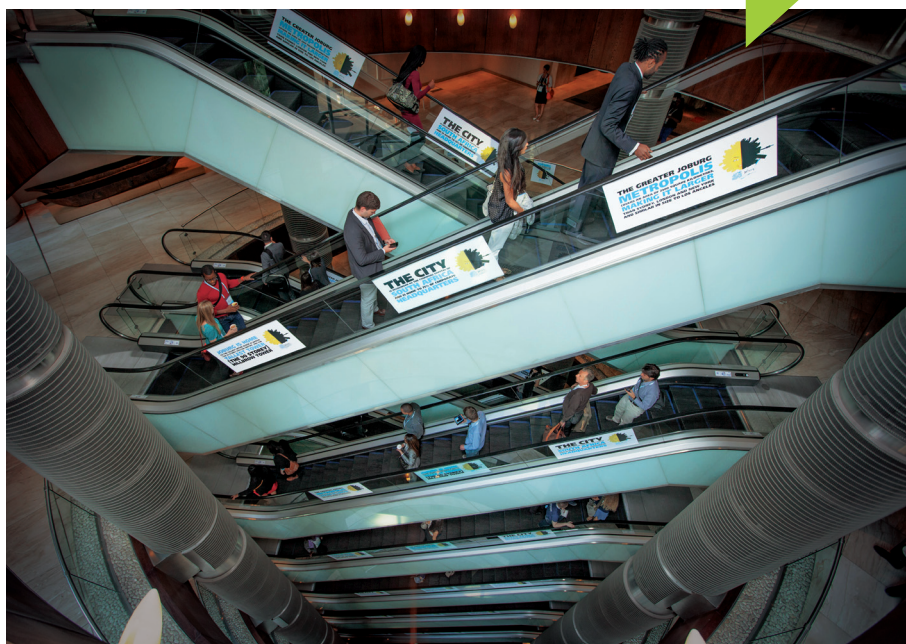
Primary focus of bid support programme: Securing international conventions, meetings, incentives and exhibitions (i.e. bids)

Bid policies and procedures



REGIONAL ASSOCIATION MEETINGS:

The SANCB supports regional African meetings and conferences of **100 delegates and more**, because the SANCB understands that regional African conferences attract smaller numbers but require as much organisation and assistance.



Beyond tourism impact



The South African Paedodontic Society (PSSA) will share a significant portion of congress profits generated as host of this prestigious event with its African counterparts through investment in education and training to the advantage of the greater African continent.



PSSA's commitment is to identify workshop opportunities within our current network and to identify key deliverables that can be achieved by 2023.

One of the key reasons for the need to host this conference in Southern Africa is that unlike a lot of other places, these world congresses provide an opportunity to influence policy and get issues onto governmental agendas. Identifying these key deliverables often provides the catalyst to effect change.

We are committed to working together with regional societies and academic institutions

in developing more effective programmes. Furthermore, leading up to 2023, to streamline all planned activities within a common vision of the key deliverables by 2023.



Hosting of the IAPD 2023 in Africa promises to provide easier access for African paediatric dentists to attend this prestigious and important event. The LOC will provide travel grants and financial assistance to African delegates. Delegates from further afield would have an opportunity to enjoy the many great opportunities for travel and sightseeing that South Africa has to offer apart from the specific educational component of the congress.



PSSA would very much like to extend our pro bono programme, operated in Johannesburg, countrywide. The need for Dental Care in South Africa is huge!



IMPACT OF REGIONAL MEETING:

People from **22** countries worldwide, saw our country for the first time e.g. USA, Australia, Turkey, Kenya, Nairobi, Brazil, Russia.



Spread knowledge



Boost economy

SANCB support

National convention bureaus (NCBs) play an important role in strengthening a country's business events offerings globally, by conducting marketing and promotional campaigns, acting as a one-stop solution and providing technical support.

Roles and service offerings of national convention bureaus

DESTINATION MARKETING	<ul style="list-style-type: none"> • NCBs promote and sell their country globally to create a brand as a destination for holding meetings, incentives and conventions. • Create a marketing platform for local business events industry players through trade shows, familiarisation trips etc.
SUPPORT IN BIDDING	<ul style="list-style-type: none"> • NCBs provide support to regional or city convention bureaus in bidding for key events through activities such as document preparation and presentation. • For international events, NCBs promote the entire country as the host and highlight its key destinations.
FINANCIAL SUPPORT	<ul style="list-style-type: none"> • In some cases, NCBs provide financial support to organisers through programmes such as subvention, or to help generate funds for the business event.
MAXIMISING ATTENDANCE	<ul style="list-style-type: none"> • NCBs work with convention bureaus to generate maximum delegate attendance at events that have been secured through advertising and association channels.
GENERATE BUSINESS LEADS	<ul style="list-style-type: none"> • NCBs help in developing business leads and share them with convention bureaus for securing contracts for the events.
EDUCATION AND RESEARCH	<ul style="list-style-type: none"> • NCBs actively disseminate knowledge and educate their industry players and other stakeholders. • They conduct industry research to gauge existing opportunities and trends, and maximise business based on the outcomes.
INFORMATION POINT	<ul style="list-style-type: none"> • NCB act as a common information point for organisers and venues, providing advice and support in arrangements. • They also build liaisons with other stakeholders such as hotel suppliers and airlines. • Coordinate with provincial and city convention bureaus with bid and convention planning site inspectors.

Source: Association of Australian Convention Bureaux Inc; Singapore Exhibition and Convention Bureau; German Convention Bureau; Grail Research Analysis.



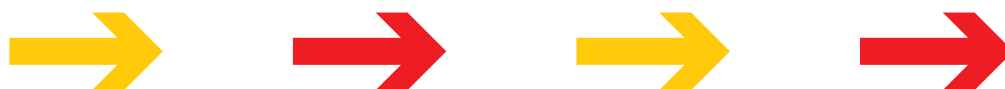
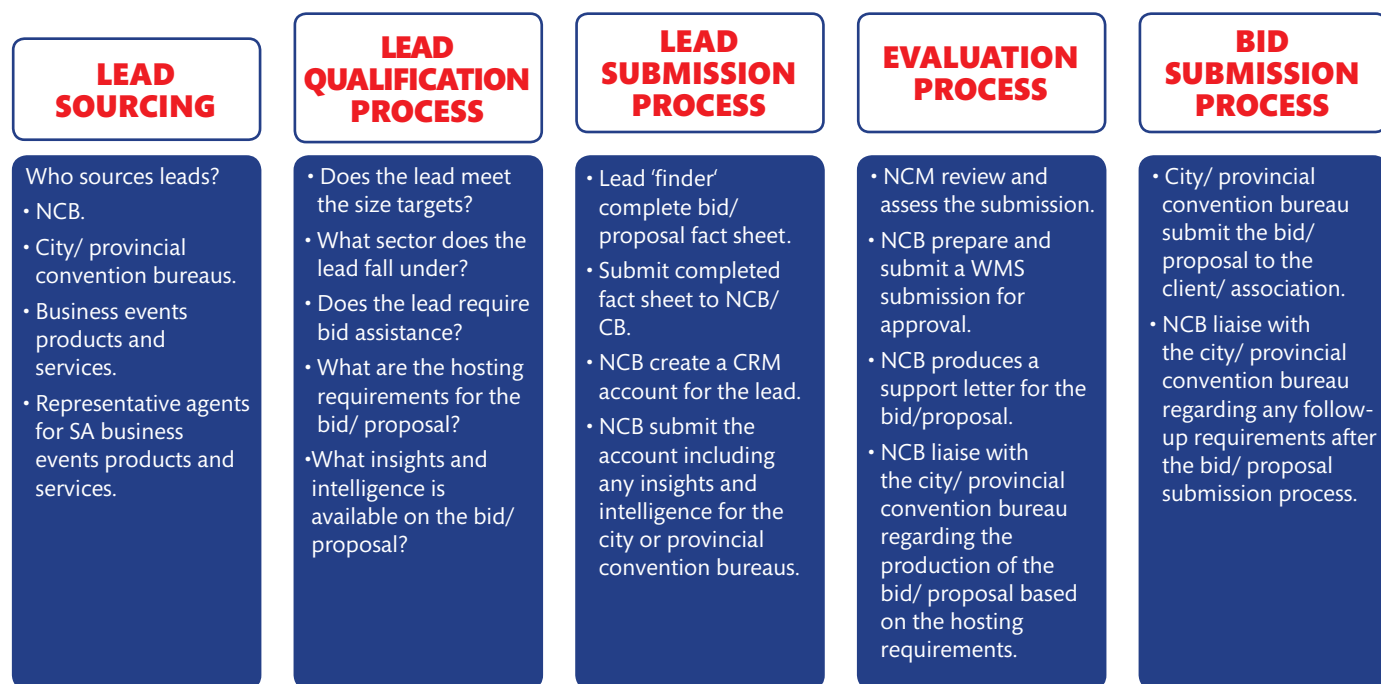
Assistance with education and training



Sponsorship of paediatric dentists in neighbouring countries could be considered in the form of the following:

- 1 Bursaries for paediatric dentists in other African countries to study in South Africa or abroad;
- 2 To provide for fellowships / observerships / rotation at departments in training hospitals in South Africa;
- 3 South African paediatric dentists as "travelling fellows" travelling to neighbouring African countries to educate and train, e.g., Mozambique, Kenya, Ethiopia, Zambia, Zimbabwe, Botswana, etc.
- 4 Sponsorship of paediatric dentists from other African countries to attend the biennial IAPD conference;
- 5 Assisting in education and training through teaching webinars;
- 6 Assisting African countries with the compiling of curriculums to ensure a sustainable advanced level of training of Registrars and participating in examinations as external examiners.

BIDDING PROCESS



BIDDING SERVICES



Delegate boosting

The convention bureau assists with providing input into the development of a delegate boosting plan for the conference with the aim of increasing delegate numbers. This plan will be co-developed between the association and the convention bureau. Part of the bureau's contribution towards the delegate boosting plan will include destination marketing collateral including maps, postcards or other customised collateral.



On-site event services

During the actual conference, the NCB can assist your association with on site services i.e. airport activations, welcome function entertainment, info booth, welcome letters, speakers gifts etc.

