

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the Event

BIDDING FOR INTERNATIONAL CONFERENCES
Part 1 of 6





Bidding for International Conferences – A Case Study

The South Africa National Convention Bureau (SANCB) was on hand to guide Professor Douglas Oliver (a Professor based in the School of Pharmacy at the North-West University) and his team through the complex process of planning and executing a world-class conference, namely the World Congress of Basic and Clinical Pharmacology 2014.

This is the first of six guides that will provide insight into how SANCB's services are indispensable to the modern conference organiser. By using case studies and testimonials, you will gain a real-world understanding of how SANCB works with the client to ensure a seamless and world-class business event.

The SANCB offers five pillars of support services, namely Bidding Support, Site Inspection Support, Convention Planning Support, Delegate Boosting Support and On Site Event Services.

In the Bidding Support phase, the SANCB can provide the following support:

- Pre- and post-bid support such as bid promotion and handling of requests for proposals
- Independent advice when selecting a destination for your event
- Bid materials to provide support to members

- Government Letters of Support.
- Presentations that show government support
- Lobbying and promotional support
- Meeting planner support services such as collateral materials, signage and assistance in locating suppliers
- Advice on local issues
- Destination expertise through numerous channels including SANCB's meeting and incentive planner's website and meeting planner guides
- Coordinating requests for bidding

Case Study: The World Congress of Basic and Clinical Pharmacology 2014

South Africa hosted the first ever World Congress of Basic and Clinical Pharmacology (WCP2014) on the African continent in 2014. The historic event was held from the 13th to the 18th of July 2014, some eight years after winning the bid in Beijing, China.

After winning the bid, Professor Douglas Oliver, President of WCP2014, engaged the services of the SANCB, who provided strategic marketing material and custom-built stands at business events around the globe. "The SANCB went above and beyond for us. They even provided proudly South African products in our stands, such as Amarula liqueur and chocolates", Professor Oliver said.

"I would like to express our sincere appreciation for SANCB's support of the World Congress. SANCB has been outstanding over many years for us. Their support and encouragement has indeed showed the world that we are changing our continent and making a difference to those in need of healthcare and we are capable of addressing the challenges. Thank you!"
Professor Douglas Oliver

The World Congress featured more than 300 eminent scientists lecturing in over 100 podium sessions, including Nobel Laureate Robert Lefkowitz, who presented the keynote opening address.

Developing basic and clinical sciences for next generation scientists was a priority of the Congress, the outcome of which was the development of comprehensive strategies and action plans for furthering healthcare in South Africa and the continent.

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Congress. SANCB has been outstanding over many years for us. Their support and encouragement has indeed showed the world that we are changing our continent and making a difference to those in need of healthcare and we capable of addressing the challenges. Thank you!" Professor Douglas Oliver.

"Working with the Bureau from Phase One is absolutely critical, and this is what I advise people at all times." Professor Douglas Oliver.

South Africa has been attracting more medical congresses and symposiums in recent years and WPC2014 is a great example of this sector's growth. The World Congress on Basic and Clinical Pharmacology 2014 paved the way for the growth the nation's knowledge economy. The event's success has shown other medical congress organisers that South Africa is more than capable of being an amazing host.

The following events are taking medical conferences are taking place in South Africa over the next three years:

- Mental Health Conference 2015, 8 - 9 October 2015
- 47th Congress of The International Society of Paediatric Oncology, 8 - 11 Oct 2015
- 6th Federation of Infectious Diseases Societies of Southern Africa (FIDSSA) Congress, 05-08 Nov 2015
- World Congress on Developmental Origins of Health and Disease (DOHAD),

08-11 Nov 2015

- Combined Congress Meeting of the Combined Orthopaedic Associations (COMOC), 1-15 Apr 2016
- International Conference on Emergency Medicine and Symposia (ICEM), 18-21 Apr 2016
- International AIDS Conference, 17-22 Jul 2016
- World Psychiatric Association International Congress, 18-22 Nov 2016
- International Society for Prosthetics and Orthotics (ISPO) World Congress, 8-11 May 2017
- World Congress of Internal Medicine (WCIM), 18-22 Oct 2018

Praise for WPC2014 and SANCB

Prof Sam Enna (President IUPHAR) USA

"Congratulations on a magnificent meeting in Cape Town. Outstanding science, great location and wonderful hospitality. I fully appreciate all of the time and effort you put into this conference. Thanks for given me the opportunity to visit your beautiful country"

Prof Patrick du Souich (past-President of IUPHAR) Canada

"Thank you very much for all you have done for us: a wonderful and exciting congress, warm hospitality and great organization. Congratulations! Other remarkable aspects of my visit: the optimism and the kindness of your

Facts

300

leading scientists lectured in over 100 podium sessions



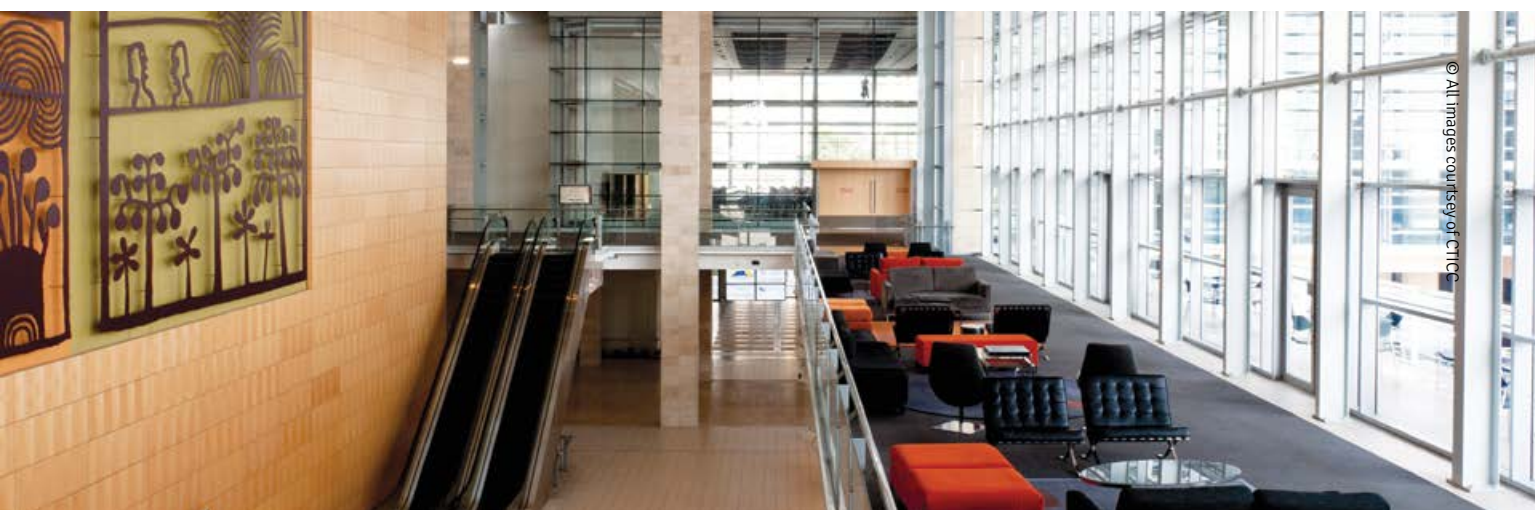
countrymen; Cape Town and surroundings are cleaner than Montréal and Québec!"

Prof Robert Lefkowitz (Nobel Laureate) USA

"They will be a terrific reminder of our delightful time in South Africa. I also want to thank you for the hospitality you showed us during our visit. You really went a step beyond in meeting and greeting us, and giving us such a warm send-off. I had an excellent time at the meeting, which went extremely well. You should be very proud of what you have accomplished."

Michael Spedding (director NC IUPHAR and Secretary-General IUPHAR) France

"This was a quite remarkable meeting, and fantastic to fulfil our cooperation with South Africa. You have made a lasting contribution to Africa and world pharmacology."



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Prof Mohamed Khayyal (President: Egyptian Society) Egypt

"What you have both achieved will remain a milestone in the history of IUPHAR, WCP, and PharfA. Congratulations on a job superbly conducted and orchestrated by Tiaan von Karajan, and Oliver von Dohnanyi. Cape Town was indeed an experience that will remain deep in our hearts forever."

Facts



Delegates from over 80 countries on 6 continents presented more than **1000** presentations

Prof Alexander Dodoo (Director WHO collaborating Centre and PharfA) Ghana

"We all enjoyed everything thoroughly. Thanks to the whole team in SA. You did us proud and your hospitality was superb"

Prof Claude Kirimuhuzya (Secretary General, Uganda Pharmacological Society) Uganda

"I would also like to add my voice to everyone who appreciated the outstanding display of organizational ability in hosting WCP 2014, and the perfect show when it came to the participation of PharfA. The PharfA symposia brought out important issues and the Lectures by African Scholars were captivating. For the Uganda Pharmacological Society, it was a particularly memorable and highly inspiring experience, considering the fact that it was our maiden experience as a national society."

Prof Samuel H.H. Chan (National Chair Professor/Distinguished Chair Professor and Director, Center for Translational Research in Biomedical Sciences) Taiwan

"Congratulations on a successful Congress; you and your staff should be proud."

"Working with the Bureau from Phase One is absolutely critical, and this is what I advise people at all times." Professor Douglas Oliver

Prof Paul Vanhoutte (past-president: IUPHAR) France/Hong Kong

"Well done on putting together such an excellent World Congress. You and your team should be congratulated wholeheartedly!"

Lynn Ngwenya (Profession Officer IRC, National Research Foundation) Pretoria

"It was such an excellent event. It showed greatness and excellence indeed"

Thiru Naidoo (Cape Town and Western Cape Convention Bureau) Cape Town

"A huge congratulations on an amazing event, a first for Africa and I am so proud to have contributed to it. Well done to you and the committee. It's ambassadors like you that make us proud to be South African!"





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SANCB Support Services

SANCB SUPPORT SERVICES

BIDDING SUPPORT

- Bid Strategy
- Bid Document
- Lobbying
- Bid Promotion
- Bid Presentations

SITE INSPECTION SUPPORT

- Bidding Site inspection
- Convention Planning Site Inspections

CONVENTION PLANNING SUPPORT

- Planning support
- Venue and supplier recommendations
- Final decision with client**

DELEGATE BOOSTING SUPPORT

- Marketing support to promote the SA conference
- Delegate attendance promotion

ON SITE SERVICES

- Support toward on site elements of the event

ORGANISER / KEY DECISION MAKER FOCUSED

DELEGATE / CONSUMER FOCUSED

For destination expertise and convention planning support, contact the South Africa National Convention Bureau.

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NATIONAL CONVENTION BUREAU