

Business Events Africa

Voice of the Business Events Industry in Africa

Vol 36 No 11 2016



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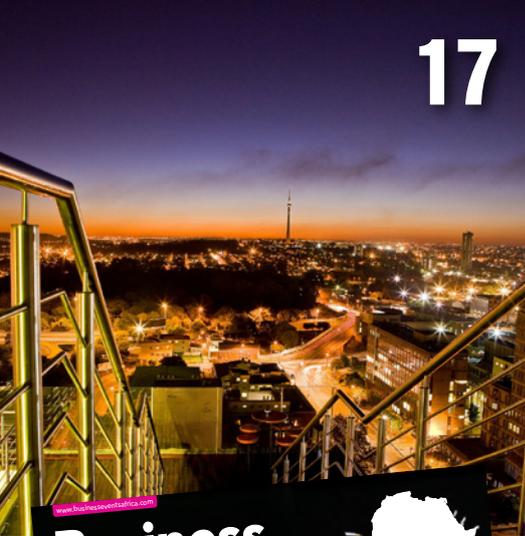
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Business Events Africa



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How much information **is TMI?**

In a world where we are always connected, I am often amused at the use of social media and how much we share about ourselves. Don't get me wrong, social media has connected us in a way we could never imagine over a decade ago.

It is immediate, it is "honest"; but the downside is it can be misleading and often what gets put up isn't always validated.

I suppose this is when common sense should kick in – if something sounds "fishy" – investigate before you "share" on your social media platforms. I am not very active with my own posts but do enjoy knowing what is going on with my "friends".

The concept of Facebook "friends" is also interesting. I actually think there should be various categories of "friends" as some are acquaintances, others work colleagues, and some school and varsity "friends" we will probably never see again, except on Facebook.

There are various privacy settings which can limit who sees what on your Facebook account but honestly, I think a lot of people overlook this setting.

There are, of course, more social platforms than just Facebook. They all have their own appeal. Twitter, LinkedIn, WeChat, Instagram, YouTube, Snapchat and the list continues ... To be honest, I am only on four of these platforms. The others are unknowns and I have no urge to delve into those.

This brings me to the point, where does the work – private life "invisible line" stand on these platforms?

The trick should be don't accept all "friend" requests – especially, it should go without saying, someone you don't know. Also, if it is someone you met once at a work function, does that classify this person as a "friend"?

Also, remember not all friends are "friends", so be cautious as sometimes things that you put up will be used against you. People have lost jobs for what started out as a "harmless" post or comment.



Credit: Hein Liebetrau

Basically, be smart about what you post and as much as it is your personal social media account, no matter what you say, you are still representing the company you work for.

I think this is something people forget, especially in the heat of the moment. Don't ever post something when you are angry, or upset. It will come back to haunt you.

Social media is here to stay. It is lovely being "part" of so many people's everyday lives, but within moderation. It certainly feeds the FOMO (Fear of Missing Out) generation. ■

Irene

Email: gomesi@iafrica.com



turning business into pleasure



The Durban KwaZulu-Natal Convention Bureau is an independent body dedicated to promoting and marketing the region's many business tourism facilities, capabilities and assets, both nationally and internationally. As such, we are perfectly equipped to help plan delegates' itineraries and provide marketing collateral while offering relevant on-site event support and assisting meeting planners to create a unique experience. Committed to transforming Durban and KwaZulu-Natal into South Africa's premier meetings, incentives,

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conventions and exhibitions destination, we can provide organisers, planners and business tourists with the latest information and unbiased advice.

Whether you require assistance with planning and organising your conference in Durban or anywhere in KwaZulu-Natal, information on accommodation and places of interest or simply want to provide feedback on your experience to an independent source, the Durban KwaZulu-Natal Convention Bureau is your first port of call.



South Africa to host UFI Congress 2017



Johannesburg was chosen as the official host of the 84th UFI Congress 2017 at the Global Association of the Exhibition Industry (UFI) Executive Committee meetings, held in Turkey last year.

Africa is now set to take its place at the forefront of the global industry, with South Africa's exhibitions, conferences and events industry as one of the country's most important sectors to attract foreign visitors and investment.

"Africa represents the next frontier for growth and development for UFI and a number of our partners have been working together to grow the continent's share of regional, continental and global business events," said **Craig Newman**, chief executive officer of Johannesburg Expo Centre (JEC) and vice-chair of the Middle East Africa chapter, UFI.

"We look forward to hosting this prestigious event and being involved in Africa's development as a promising future platform for the global exhibitions and events industry."

The 84th UFI Congress, which is open to UFI members only, will take place at the Sandton Convention Centre from 1-4 November 2017.

UFI members include members of the Exhibition Association of Southern Africa (EXSA) and the Association of African Exhibition Organisers (AAOX).

The annual event moves from region to region each year, having been hosted in Italy in 2015 and in Shanghai this

November, bringing together leaders and strategic thinkers for a four-day review of the state of the industry.

With more than 600 members from 85 countries, UFI's main objective is the worldwide representation, promotion and support of its members and the exhibition industry.

As an efficient networking platform, industry professionals are able to meet with key players and exchange ideas and experiences. Members also have the opportunity to improve their expertise, strengthen customer relations, exchange knowledge and share best practices.

UFI plays a major role in promoting trade fairs and exhibitions globally as a unique marketing and communications tool.

In addition, it provides its members with valuable studies and research regarding all aspects of the exhibition industry.

It offers educational training opportunities to both members and non-members through high-level seminars and education programmes, ensuring that the exhibition industry continues to develop the skills and knowledge necessary to hold its position as the top marketing media.

Mr Newman joined UFI in 2014 as a board member in order to draw more attention to the role that Africa can play

in this global industry.

"As the vice-chair for the Middle East Africa Chapter, one of my chief responsibilities is to see to the growth of UFI within Africa," Mr Newman said.

"South Africa, in particular, has the experience, the expertise, the know-how and the infrastructure – all in one place to become the official gateway for large global companies into Southern Africa.

"International exhibitions and events companies will continue to look at new opportunities and partnerships in South Africa as the country's industry becomes one of the top sectors for attracting foreign visitors and investment," he said.

"Large international exhibition companies have recognised the growth potential of this market and they will be looking to Africa to grow their companies, their footprint and their revenue."

The UFI Congress is well-supported and well-attended by the members of the association, and they are regarded as the major players in the exhibition industry.

The UFI Congress 2017 will therefore be a platform, for those who would like to launch their businesses locally, to meet with big potential partners from the international arena. There will also be an array of sponsorship opportunities available.

"We are excited to host the UFI Congress 2017 in South Africa and we anticipate that it will be a fantastic and dynamic programme for all who attend. We look forward to welcoming all members within their unique industries, as well as their colleagues to our country," he concluded. ■

The Carousel

Where business & pleasure meet



Conveniently located close to Pretoria and Polokwane on the border of the North West province, Sun International's Carousel Casino offers exceptional conferencing facilities, quality accommodation, an array of entertainment experiences, outdoor activities, a spa and a choice of restaurants, making it a prime destination for work and play.

It's all right here and we will tailor your package to suit your needs. With us, it's taken care of.

Conferencing with a difference

The Carousel boasts a holistic conferencing and events offering, and is one of South Africa's most well-known casino and entertainment complexes. Companies have access to a one-stop function and events solution – everything from catering, staff, entertainment, décor, sound and lighting to staging and bar facilities can be managed by our highly capable team.

When you host your conference or event at the Carousel, you have the option to build exciting gaming, entertainment and outdoor activities into your package. With a choice of entertainment, activities, function

venues and accommodation, you can customise your conference to suit your requirements.

Quality accommodation, exceptional service

At The Carousel, guests are assured of the strict standards of excellence for which Sun International is renowned. There are two accommodation options to choose from.

1 The Carousel Hotel

The Carousel Hotel is one of the most well recognised hotels in the North West – and for good reason. Located within The Carousel complex, it is the epitome of luxury and comfort.

With Victorian décor stretching from the hotel's grand staircase to the nostalgic artwork that lines the

corridors, The Carousel Hotel is a celebration of old-world luxury. Each of the 57 fully air-conditioned guestrooms is tastefully decorated and furnished for maximum comfort.

With all rooms enjoying views of the hotel's manicured garden and sparkling swimming pool, The Carousel Hotel offers guests accommodation near Pretoria that feels a million miles away from the city.

Conveniently located in close proximity to the casino, conference facilities, spa and restaurants, The Carousel Hotel is the perfect accommodation for business travellers, conference delegates, gamers and holidaymakers.



A choice of conference and event facilities

The Carousel has seven distinctive venues

that can accommodate conferences and events of varying types and sizes, from training, product launches, conferences and team building events to year end functions, gala dinners, weddings and birthdays.

All the conference rooms are fully equipped with state-of-the-art features in an air-conditioned, carpeted and well-serviced environment.

The Carousel meeting rooms offer the perfect business retreat for seminars, management meetings, training events and workshops. Equipment and services include:

- Full catering facilities
- Tea, coffee and refreshments (standard)
- Secure parking (standard)
- Service staff
- Event planning support (additional on request)
- Audio system
- Standard drop down screen (additional on request)
- Data projector (additional on request)
- Flip charts and markers (additional on request)
- Adjustable lighting
- Stationery kits (additional

- on request)
- Registration table (additional on request)
- Wi-Fi (standard)
- Televisions (additional on request)

Blue Room (up to 160 people)



Not too large, but not too small, the Blue Room with its sports paraphernalia and cocktail setting is extremely flexible.

The Acacia Place Lapa & Boma (up to 80 people)



The Acacia Place Lapa and Boma is the perfect venue for outdoor enthusiasts who prefer the bush atmosphere and big braais.

The Nickelodeon (1 000 people)



The pride of the Carousel, The Nickelodeon spans an impressive 1 354 m² and can accommodate up to 1 000 people.

The Pavilion (up to 300 people)



Located near the entrance, The Pavilion spans 462 m² and accommodates up to 300 people.

Hotel Boardroom (16 people)



The Carousel Hotel Boardroom accommodates

up to 16 people for small board meetings. A projector is available for use.

Masakhane (50 people)



Located near the entrance to The Carousel, The Masakhane meeting venue can accommodate up to 50 people.

The Cheyenne Saloon (up to 550 people)



A versatile and vibrant venue, The Cheyenne Saloon plays host to a variety of shows and events, but can also be booked for private functions such as products launches.

2 Acacia Place

The Acacia Place self-catering units are located next to The Carousel's game park, in a secluded part of the expansive property away from the hustle and bustle of the complex.

Offering laidback accommodation, the units provide convenient access to The Carousel's facilities while remaining distant enough to be peaceful and private. There is a complimentary shuttle between The Carousel complex and Acacia Place.

Perfect for groups looking for self-catering accommodation without compromising on modern conveniences, Acacia Place features a newly-installed



jungle gym, swimming pool and lapa braai area with braais available on request.

Each of the Acacia Place units comfortably sleeps two adults and two children, with two en-suite bathrooms each fitted with a bath or shower. The units include a spacious living room fitted with a flatscreen TV with selected DSTv channels.

The modern kitchen is fitted with everything you need to prepare a delicious meal, including a dishwasher to make cleaning up a breeze.

Guests are welcome to bring their bicycles and go for a ride in the game park. The park provides 22 km of

safe hiking and cycling trails among pristine fauna and flora. There is also a convenience store and bar serving pub food on the property.

Activities and things to do

Add an element of fun to your conference at The Carousel. Activities such as tables training in the casino, a concert, or an authentic South African braai in the bush are great for teambuilding, or as an icebreaker.

Shangilia Boutique Spa

A sanctuary for pampering, the spa offers 12 treatment



“Make your conference, corporate event, private party or function one with a difference at The Carousel, where business and pleasure combine, and great relationships are forged.”

stations, a massage therapy room, a specialised facial room, a waxing room, three dedicated pedicure stations and three manicure stations where guests are treated in utmost privacy. The spa also features a soothing steam shower and a standard shower.

The Cheyenne Saloon

The Western-inspired Cheyenne Saloon, which has seen the likes of **Kurt Darren** and **Dr Victor and The Rasta Rebels** grace the stage, features live music acts and comedians regularly.

Horseback Trails

The newly-introduced horse trails through The Carousel's game park encourages you to connect with nature and enjoy the bush from a different perspective.



Supervised Game Drives

Game drives with a trained guide are available at The Carousel's game park, which is stocked with an array of game such as giraffe, kudu, zebra, blue wildebeest, blesbok, bushbuck, impala, and many more. Our abundant birdlife, with more than 100 species, will delight you on the way.

Fun and Games

Enjoy fun and games for the young at heart at The Magic Company. Located next to Sweet Tooth confectionaries, the Magic Company features a range of

interactive games. A lighthearted competition between colleagues could add that element of fun to your conference or teambuilding event.

A world-class casino

Incorporate private tables training or a mini slots tournament into your event. We can also include casino and meal vouchers to your event package. Open 24-hours, the casino offers a first-class gaming experience with a choice of 700 slot machines in various denominations, two progressive jackpots and 25 tables. These include 11 roulette, 11 blackjack and three poker tables.

A selection of restaurants and bars

The Carousel offers an interesting variety of restaurants. From buffet style dining to great steaks and speciality coffees, there is something to satisfy all tastes and occasions.

Harvest Grill and Wine

The stylish new Harvest Grill and Wine offers an enticing menu of quality steak meals, other fashionable dishes, and premium wines. It opens daily for lunch and dinner, providing a cosmopolitan option for people seeking somewhere to meet, eat and socialise.

With its sophisticated yet vibrant interior, Harvest Grill and Wine is spacious and comfortable. It offers an extensive buffet



on certain days of the week, and can cater for groups.

Player's Restaurant

Conveniently overlooking the casino floor, Player's Restaurant is famous for its scrumptious buffet and extensive wine list.

The Hotel Lounge

The grand Victorian décor and elegant vibe of the Hotel Lounge is the perfect setting for a delicious buffet breakfast or private high tea.

Joker's Bar

Conveniently located inside The Carousel Casino, Joker's Bar is a vibrant spot serving a tempting range of drinks.

The Cigar Bar

The Carousel's Cigar Bar in the casino is the perfect place to enjoy a round of drinks with friends and colleagues.



Heart's Bar

With a great atmosphere and a super selection of cocktails and drinks, Heart's Bar inside the casino is one of The Carousel's most popular informal meeting places.

Where business & pleasure meet

The Carousel offers companies the opportunity to tailor their packages to combine any of the entertainment activities available at The Carousel.

This means that companies have access to awesome morale building activities to complement their conferences, all in one place." ■



Sun

Carousel

Dedicated to excellence, our professional staff will assist you with organising and implementing your event or conference. Please contact our Conference & Banqueting Department on 012 718 7535 for queries or bookings.

Darryl Erasmus

is all about authenticity

Darryl Erasmus, 35, chief quality assurance officer of Tourism Grading Council of South Africa is at heart a planner. "If you fail to plan, you plan to fail!"



The Tourism Grading Council of South Africa (TGCSA) is on an exhilarating and extraordinary journey of change.

Mr Erasmus said: "Multiplicity of my roles to date enable me to have such a holistic view of the industry and also allows me to make more informed decisions.

"The TGCSA supports the business events sector by providing the sector with a portfolio of quality assured, globally competitive accommodation establishments and venues which form part of the bidding process to secure business events," he added.

Where did you grow up?

My dad was somewhat a gypsy of the corporate nature. As a result, my family was fortunate to live and school in many different countries around the world.

Where did you start your career? I started out as a banker but quickly found my way into the travel and tourism space.

How long have you been in the tourism sector? I've been so fortunate to work for products, an e-commerce platform and at present a DMO in a truly awe-inspiring industry.

What do you love the most about this industry? Its people are the industry and make the industry the most hospitable and vibrant I know of in South Africa.

What has been the biggest change you've seen in this sector? The digitisation of the world we live in. Technology is revolutionising the travel experience. We must embrace this change.

What role does your family play in your life? I am blessed to have a close knit and supportive family

who are grounded on principles of love and respect.

What would you change in your life if you could when looking back? Study harder and more when I was younger. Studying while working is not for the faint-hearted.

Do you have any hobbies? I have many interests and hobbies and when time allows, I love picking up my camera to attempt to snap the perfect picture. I love, and waste, lots of money on motor cars and, of course, I love to travel and see the world.

Do you play any sports? I am able to annihilate most on a squash court, have been known to enjoy tennis, connecting with a golf ball on occasions and used to be a hockey player in my youth.

What do you do for leisure? I love spending time at home when I can. A great cup of coffee, a magazine, the couch and the company of my neglected animals, is an indulgence. I love nature and would love to spend more time outdoors. I also enjoy a touch of retail therapy.

What is your secret to success? The key, in my opinion, is to do what you love and enjoy and to work hard at it. Another key is always to stay authentic, humble and hungry and success is well within anyone's grasp.

What has been your biggest challenge as CQA at the TGCSA? It's important to me to work with people and develop a relationship of mutual trust. I think the biggest challenge for the TGCSA as a business and team is to ensure that the industry and the travelling consumer can trust us to ensure and assure the quality of tourism product across our beautiful country.

What is your pet hate? Peas... the little green round ones! Peas and Poor punctuality. The latter is disrespectful in my books.

What is the most memorable place you have ever been to, and why? I visited Auschwitz in Poland recently and the visit, while interesting and harrowing, will remain with me always. We all need to preach more love and less hatred in the world.

If you could be anyone for the day who would you be and why? JA billionaire ... any billionaire excluding Trump. I want to walk into a shop, car dealership or restaurant and order the most expensive thing they have. Just for kicks.

What is your favourite food? I love Thai, Indian and Italian. Also, I would drive miles to enjoy one of Mom's roasts or mac & cheese and would never turn my nose up at one of Dad's braais.

Who is your role model? Nelson Mandela. Two quotes: "There is no passion to be found playing small – in settling for a life that is less than the one you are capable of living."

"A good head and a good heart are always a formidable combination"

What advice do you have for anyone starting out in this industry? Remain authentic, which will allow you the opportunity to contribute your best.

What is your dream for the future? I dream of a South Africa that is thriving and developing while providing opportunities that eradicate poverty and the suffering of our people. I dream of South Africa that is an example to the world. ■

AFRICAN BUSINESS EVENTS

Separating the signal from the noise



By Malcolm King, managing director of Contact Publications

This is a big picture article that focuses on Africa and takes an enquiry approach from a starting point of naivety. I want to ask questions about the financial health of the business events economy in Africa.

What real contributions do convention centres make to their local economies? Where is our business events industry headed? Where are the opportunities? Can we measure the financial performance of the industry or components of the industry?

How should we view our continent in the context of the global industry? Where to from here in the context of the Global Financial Crisis of 2007-2008 that is still affecting the world economy?

Economic indicators are statistics about economic activity. An example is the Baltic Dry Index (BDI), which measures the price of moving raw materials around the world, by sea. The higher the index number, the greater the activity of transporting materials is.

The inference one can make is that there is a manufacturing or construction need in one part of the world, so raw material orders are made in another part of the world. The key question here is what inference to make about higher numbers.

The lowest point in the last five years on the BDI was in February 2016, where it bottomed out at 290. The BDI recently peaked in November 2016 at 1257.

Who's buying all these raw materials? Where are the raw materials originating from and where are they destined?

More importantly, is there an economic indicator for the business events world?

Are more or less events being held now than there were a year ago, two years, five years? Where is the demand for more meetings originating?

Two caveats should be mentioned here: economic indicators analyse performance

and predictions of future performance. The degree to which they're accurate is in the eye of the beholder.

A famous quote by the economist **John Kenneth Galbraith** states: "There are two kinds of forecasters: those who don't know, and those who don't know they don't know." The takeaway here is to be cautious with predictions and perhaps best to stay right away from them.

If not predictions, what about measuring financial performance? What would that yield? Well, we'd be able to see how well (or not) government or business entities are performing over a specific calendar period.

Depending on their status, some businesses publish their annual financial

statements publicly, separately or part of Annual Reports.

Applying some basic financial analysis to these financial reports can yield financial ratios that can show the relative health and performance of those business, either in isolation or in comparison to other industry competitors.

This is called Du Pont Analysis, which originated with the American paint company, Du Pont, in the 1920s. The Return on Equity formula is the primary formula here and shows how much profit a business generates with the money shareholders have invested.

The components of this formula are the drivers of the business and can indicate profitability, efficiency, leverage and liquidity. Is it relevant to dive this deep though? Is profitability important? Compared to what? Other, similar entities?

Do we have a homogenous grouping of business events industry entities that can be compared to each other? If we



focused on convention centres, we know there are some privately owned and managed centres, while others are government or publicly owned.

Not every convention centre publishes their annual reports publicly. Are their mandates the same or different? There are convention centres owned by corporate groups, while others have mixed government and private shareholding or are even wholly government owned.

Is profit a mandate or is it irrelevant in the search for more and more events and delegates to the region to benefit the local economy?

Scott Langley, from the Durban ICC refers to the hotel industry formula of RevPar, which is the Revenue Per Available Room and shows how effective a hotel is at filling the available rooms.

Scott suggests the possibility of finding a similar formula for the business events industry, where perhaps the annual number of delegates per square metre is used.

I asked **Geoff Donaghy**, current AIPC president if there was a formula that ICC's (or the venue component of the business events industry) use that has similar intentions of the RevPAR formula?

"RevPAR (essentially revenue per room) is a formula hotels are able to use as they are essentially measuring a large number of

identical units, both within their own property and a given city.

"By comparison, centre spaces are highly variable and so don't lend themselves to such standard measurements.

"They do typically measure occupancy but, again, this is really only useful for year over year measurements in the same facility as there are no direct comparability (typically only one major centre per city vs many hotels in the same destination) and provision must be made for unrentable time (i.e., the significant time required for event move-in, setup and move-out) as opposed to a hotel room that can be "flipped" in an hour.

"However, AIPC is currently preparing a benchmarking survey that will make an effort to create standards around some of these measures which enable comparability."

Cedric Laurie, financial controller at the Sandton Convention Centre adds the metric of revenue generated per square metre to the conversation.

The Sandton Convention Centre is privately owned and their annual reports are not public. Certainly though, their mandate is different to other government owned centres.

Mandates will determine operating models, revenue and reporting models. There are some centres around the world whose mandate is not to generate profit but attract delegates.

So, the context of each meeting building entity, their mandate and how they measure their performance metric can differ by varying degrees.

We know the business events delegates participate in meetings, events, conferences, etc, because their sponsoring companies are paying for flights, accommodation, transport, food and delegate fee.

After that, the individual delegate could spend their own disposable income in the destination of the business event. This differs greatly from regular tourism. The very implication here is that business events yield larger revenues for a destination and the destination convention centre.

"The fact is that, despite significant growth in much of the continent, Africa's entire GDP is still only about the GDP of France," claimed **President Barack Obama** in October, 2016.

This has been fact checked by www.africacheck.org and confirmed as mostly

correct in their article on: <http://www.polity.org.za/article/is-africas-entire-gdp-equal-to-that-of-france-obama-is-mostly-correct-2016-10-18>

So, the combined GDP of 54 countries in Africa, is more or less equal to the GDP of France, which in turn is more or less equal to the GDP of California, which, as of 2015, was 2.448 trillion US dollars.

There's room for growth. Economic growth is largely due to increasing populations and increasing productivity via technology.

We're seeing in developed economies, what **Christine Lagarde**

from the IMF refers to as the "new mediocre". They're not expecting high growth GDP numbers.

The US expects 2.1% in Q1/17, Japan 1.1%, United Kingdom 1.8%, France 1.4%.

Developing economies on the other hand, such as Ethiopia, expect a 5% growth in Q1/17, Benin 5.5%, Congo 7.8%, Djibouti 7.1%, Ivory Coast 8.5% and Senegal 6.27% to mention a few.

Yes, the counter argument is going to be that they're increasing off a smaller base. However, the point that there are opportunities there, is still valid.

In all the above, there's an element of trying to seek out the signal among all the noise. With all the sophisticated polling methods in Brexit and the US General Elections this year, the predicted results proved wrong.

In terms of assessing where our business events industry is, what is the noise and what is the signal? What is the signal of trying to see where we are heading? How and what do we measure what is happening on a relative comparative basis?

I will be analysing the annual report of the Durban ICC in our combined December 2016 and January 2017 issue, to see what insights it can yield in terms of their mandate and how they measure themselves both in performance and against benchmark venues around the world. ■

I would greatly appreciate any feedback on the above. I intend to include annual reports from as many convention centres in Africa as possible. Any ideas with respect to metrics, opportunities and even economic indicators would be welcome. Please email me on malcolm@businesseventsafrika.com



Expect the unexpected

Risk mitigation strategies for event organisers

When planning an international congress or conference, you can never plan enough. Civil unrest, terrorism and disease are a reality, and must be considered by planners. Putting together a risk mitigation plan is now a job critical function, but it does remain intimidating.

The partners of the World PCO Alliance have pooled together their insights to help planners better understand event risk management. Risk mitigation means:

- Identifying possible risks.
- Instilling measures to address risks before they occur.
- When risks occur, implementing your crisis management plan.
- Protecting yourself legally.

Identifying threats

Organisers must stay informed on the health and safety status of the region they are considering or have confirmed for their event.

Instilling measures to manage risks

1. Choose a destination that is relatively safe. **Gregg Talley**, from Talley Management Group, has noticed a marked increase in popularity of “second-tier” destinations. “Instead of world capitals, organisers are looking at accessible second-tier cities.”
2. Talk to destination representatives about the current political climate in the region.

3. Don't ignore airport security: “Airport security is a big deal, and associations should look at this when evaluating destinations,” Mr Talley said.
4. Keep abreast of travel advisory developments.
5. Hire a security expert.

If things go awry, have a plan!

Imagine that you're a few months or even weeks away from your event, and something happens. Your attendees are frightened and thinking of cancelling altogether. What do you do?

“You always need a contingency plan,” said World PCO Alliance president **Kitty Wong**, of K&A International.

Your plan should have a process for the following:

Decide whether you go:

Notwithstanding any dangerous threats, best to proceed as normal. The cost of cancelling can be high, not only in terms of money but also how the cancellation affects an event's reputation.

Show attendees that you are doing your job:

Reassure your attendees, exhibitors, sponsors and speakers that you are on top of the situation.

Make sure your event website includes a page dedicated to the risk in question. State why you have opted to hold the event, provide links to travel advisories and create an FAQ section.

Form a crisis management team with the following roles:

Team leader: Oversees the crisis management team, and decides what public announcements to make.

PR representative: Will provide guidance on speaking to the media and co-ordinate any communications.

PCO representative: Your PCO should be kept abreast of what is going on.

Destination representative with whom you will maintain regular contact.

Remain informed and respond accordingly

Become more proactive in managing any fear expressed by delegates, including providing more information or making media statements.

You may have to get creative so that the show can go on. Japan-based Congress Corporation has faced its share of unexpected issues.

Congress Corporation's managing director, **Kaoru Shibuta**, said: “We have dealt with the SARS incident in 2003 and MERS about two years ago. These types of disease outbreaks can play havoc with international conferences.”

Facing the sudden cancellation of speakers, the PCO used tele-conferencing. Congress Corporation also had people who were already at the conference give lectures or present papers on behalf of those who could not travel.

For Ms Wong, of K&A International, technology also saved the day when the Iceland volcano erupted four years ago, during a major meeting of 4 000 attendees. The volcano paralysed European air traffic, making the delivery of the printed conference programme impossible.

“We had to go paperless,” said Ms Wong. “We uploaded all the papers



The partners of the World PCO Alliance.

Give your clients a gift to last a lifetime

When considering corporate gifts to show appreciation to your clients, why not do something with enduring style and quality, those same attributes that you would like to associate with your brand?

Rogue Ice Coolers are set to become the latest 'must-have' outdoor adventure accessory.

A far cry from the old polystyrene cooler box, Rogue Ice Coolers are made to last the test of time and come with a three-year warranty on the roto-moulded components.

Brand Manager **Ashleigh Arthur** explained: "The look, in olive bush green, is rugged but refined and sophisticated, with robust features and genuine leather straps and handles for a uniquely South African feel."

They come in two sizes, 45 and 75 litres, and are ideal for bush adventures, hunting, camping, outdoor exploits as well as for your home.



They look as good at home as they do in nature, giving serious bush cred and a classic outdoor feel.

The coolers are environmentally-friendly, manufactured through CFC-free and ozone-friendly foaming processes. They are made to last, utilising heavy duty rotational moulding technology and are foamed, to ensure optimal thermal insulation.

Customisation for corporate gifting

Rogue Ice Coolers can be made to a specific colour plastic (minimum 20 units) and branded with your company logo, making it the ultimate long-lasting gift. Branded with a custom metal badge on the lid, you can ensure your brand will



not go unnoticed. Give your clients a gift they will remember forever.

Rogue Ice Coolers are sold online through their website, with free delivery in South Africa.

A 100% South African product, the manufacturers are striving for Rogue Ice Coolers to be recognised as the best ice coolers in Africa, becoming a generic name for 'ice coolers,' as 'Hoover' is for vacuum cleaners... a Rogue for every discerning outdoorsman and adventurer. ■

AN INTERNATIONAL PERSPECTIVE

onto the conference website and gave attendees unique access codes. It was a huge endeavour, but worth it."

Congress Corporation has had to deal with the typhoons for which Asia is known.

"We have set up monitors so that participants can watch the news and obtain the latest information. We have also staffed counters where alternate ground transportation information is available."

Responding to crisis situations is not easy, but partnering with a reputable PCO can make all the difference. Ms Shibuta said: "We are able to give our clients

concrete advice on how to turn a difficult situation around."

Protect yourself

Caroline Knies, from MeetAgain said: "Cancelling or cutting a congress short is every organisation's worst nightmare. While there will always be practical measures to reduce the risks of cancelling the congress, circumstances could arise that are beyond your control."

Cancellation and abandonment insurance will help protect the financial investment you have made. If a problem arises and you incur additional expenses to keep your congress running. If you

must curtail or abandon the event halfway through, the policy can refund an appropriate proportion of your expenses.

Jan Tonkin, of The Conference Company, New Zealand, said: "It is imperative we compile a comprehensive health and safety management plan prior to every event we organise."

In conclusion, organisers must factor in risk management when it comes to planning their events. Begin with ensuring that contracts make provisions for such risks, and adopt a proactive approach that will keep you and your staff alert to potential threats that could compromise the organisation and/or outcome of your event. ■

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KRISTINE MOODIE

An adventurous spirit

Kristine Moodie, 29, head chef of the Mhondoro Game Lodge, is well travelled and still enjoys exploring new destinations.

“I was lucky enough to grow up in a very adventurous family, travelling around the world from a very young age. We didn’t stay in the big hotels or well-known establishments, but rather travelled among the ‘locals’.

“One of my favourite memories is touring the outback of Australia, where we slept over at a very isolated motel, saw flocks of parrots, dingos running wild, and ate with Aboriginal people in the local café. Travelling has really influenced me as a person.”

Kristine was born in Bredasdorp in the Western Cape in 1987. She completed her matric at Hoërskool Menlo Park (Pretoria) and studied at Silwood School of Cookery in Cape Town.

“I have worked with some amazing people, but my professional career really started when I worked with Mr Wolfgang at Allee Bleue, where I learnt so much,” she said.

“I started out as a private chef while studying psychology. I loved the ‘cheffing’ so much that I applied to Silwood and to my amazement I got in and changed careers.

“Studying to become a chef is expensive and takes commitment, so after I completed my course I decided to leave for the UK where I worked at No5 on Bond Street.

“When my UK visa expired I returned home to South Africa where I worked in Franschoek until the travel bug bit again. So, I left to work in Dubai, and after that again returned to South Africa to work at Tsala Treetop Lodge outside beautiful Plettenberg Bay, before my appointment at Mhondoro.”

In terms of goals for the next five years, she said: “My goals aren’t the same as other chefs who dream of owning their own restaurant. I want to be able to teach cooking and perhaps open my own cooking school one day.”

Kristine said there are many different aspects of her position that makes it

interesting.

“The fact that I am based in the bush, in the middle of nowhere, certainly makes it interesting. There are no nearby ‘neighbourhood’ restaurants to inspire and influence me, so I like to keep track of international trends by doing quite a bit of research, and using that to create my own cooking style.”

In terms of trends, she said there is a lot of interest in healthier options, and requests for special dietary requirements such as gluten-free.

From a global trends perspective, she said there is a definite move towards Japanese and fermenting.

Her advice to organisers is get as much detail as possible from the clients before the event – everything from dietary requirements, to special requests.

“Focus on individuality and the specific needs of the clients. I believe that can only result in a successful conference or event. Production schedules should be distributed to all departments to make it as stress-free as possible and constant communication with the host venue to convey the client’s wishes and expectations is essential.”

On the topic of local industry challenges, she said: “In this country, I would say the skills level and salaries, as we are losing a lot of experienced people due to unsatisfactory pay and long working hours within the hospitality industry.

“I don’t agree with the Gordon Ramsey attitude of working 18 hour days. I believe if you are organised and structured and plan in advance, you can maintain a good 10-hour working standard without losing quality chefs.”

Kristine is single and enjoys playing the guitar and travelling.

Her advice to newcomers is: “Hang in there. Learn as much as you can from your chef and remember everybody has their moment in the sun – and stay humble.” ■



What is your signature dish?

Slow braised pork belly, pork croquettes, apple cider puree, pork jus, saffron potato and apple crisps. My recommendation of wine would be a Pinot Noir.

What trends are emerging in the conference industry in regards to food?

Japanese-style cooking, for example, using small fish.

What has remained constant in this industry?

Healthy food options.

What is your favourite beverage?

Beetroot juice or Shiraz.

What is your favourite food?

Japanese food.

What is your pet hate?

A dirty kitchen.

What is your great love?

A clean kitchen.

Are you adventurous?

I am very adventurous. I am currently planning a trip to Nepal to solo hike and meet up with some friends there.

Living in the bush every day is an adventure as we are surrounded by the Big 5. The elephants especially like visiting our lodge and vegetable garden.

Avianto hosts corporate challenge

Avianto, in Muldersdrift, is a well-established, highly regarded events destination that has become one of Johannesburg's conference, teambuilding and function venues of choice.

Avianto offers a variety of options from conferencing, workshops to product launches, gala dinners and events. Avianto provides a relaxed environment with expert assistance, creating a meeting place that inspires constructive thought, camaraderie and positive action. Facilitators constantly remark on how effective their training sessions are at Avianto.

Turnkey Hydraulics recently hosted the Cycle Challenge on 28 October 2016, at Avianto, on behalf of SAFPA (South African Fluid Power Association).

Turnkey Hydraulics was established in 1984, and is now a leading supplier, designer and installer of hydraulic equipment in South Africa, and is a member of the Association.

The Association has been set up to raise the professional standards of the hydraulics industries, as well as to stimulate, promote education, and training in the pneumatics and hydraulics fields.

The cycle challenge is an annual event and is held to bring SAFPA members together. It is the fourth year this event has taken place at Avianto.

Samantha Zackey, from Turnkey

Hydraulics, said hosting the event at Avianto makes sense.

"The staff are friendly and helpful.

Richard Beswick, owner of Illumin8, who specialise in outdoor events, helps assist with marking the track, as well as having marshalls and paramedics on standby."

She added: "The staff of Avianto are very organised, which makes the day flow smoothly. The food and drink is also great."

The event has grown year on year. This year the event had 14 teams participating, each team consisting of four riders.

In conclusion, Samantha said: "We have received lots of positive feedback from the participating teams. The great thing about this event is that we are able to interact with companies within our industry on a social level in a relaxed environment." ■



AVIANTO

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BOOK YOUR CONFERENCE AT AVIANTO IN JANUARY 2017
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PLUS have your conference **before 15 January 2017** and you will receive an **additional 10% discount**.

A 50% deposit is required before 31 December 2016. Call our booking office to make use of this special.





NORTH WEST PROVINCE

THE ROYAL MARANG HOTEL

The review



5 STAR LUXURY HOTEL & HIGH PERFORMANCE CENTRE

Conferencing @ Marang



The sophisticated and luxury conference facilities at the Royal Marang Hotel guarantee your business or leisure event will run according to plan. Ideally appointed for executive conferences, business planning sessions and your lavish private function, this 5-star hotel's facilities are complemented by personalised services and a discreetly stylish setting.

Sports Campus @ Marang



Surrounding the luxurious 5-star Royal Marang Hotel, the Sports Campus @ Marang provides a comprehensive set of outdoor facilities for a variety of sports.

It is made up of a world-class training base with a range of professionally-designed sports fields. Lying at the high altitude of 1,200m above sea level, the campus is ideally located for professional and amateur sports people who seek the benefits of high altitude training.

The sports campus is enhanced by a fully equipped, dedicated medical and rehabilitation centre.

Please note that these facilities can be rented. Rentals may be short term or longer term and may be for single facilities or combinations of facilities to suit your purpose.

Royal Marang Hotel at the Royal Bafokeng Stadium in Rustenburg was a pleasantly surprising find that I was able to recommend to my clients.

The venue was chosen slightly by default, as Rustenburg is not an obvious choice. However, as the venue was large enough for the group and offered full exclusivity, it was a good find.

We found the hotel to be of good solid four-star standing. The public areas and rooms are attractively decorated and still very contemporary, considering it was designed and decorated for the FIFA 2010 football tournament.

The bedrooms are spacious and have the biggest beds ever.

The staff is most obliging and willing. Nothing was too much trouble.

However, we would suggest the hotel create a good relationship with event organisers who have a better understanding of their client's needs and able to convey this to the management team.

There is some room for improvement in terms of staffing levels and further staff training is required on an ongoing basis.

The hotel and staff are all open to this mentoring by organisers and I encourage other organisers and clients assist in making this an empowered venue.

With this assistance, the venue can only

grow and improve its service offering.

We had a full pre-conference team on site 10 days beforehand. The management and the chef were most obliging with our exact and pedantic/quirky requirements.

They went all out to oblige from a catering, service and presentation perspective.

Our 80s themed party on the terrace, with the glittering lights of neighbouring mines was a hit.

Huge fun was had by all and it had a carefree glamorous fun feel to it. Another plus – it was great to be able to continue with dancing and partying till whenever we wanted to, due to no noise constraints as we had the entire hotel.

We loved the idea that one could take over the property and have that feeling of exclusivity and brand the hotel as the client's private venue for a day or two.

Royal Marang, you need to do more marketing and promotion for this property and find additional value adds to entice people to the mining areas of Rustenburg, as it could be a really great find for many corporates at flexible rates in good proximity to Johannesburg and, of course, to Sun City and the Pilanesberg and all that is on offer there. ■



THE ROYAL MARANG
HOTEL

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www.royalmarang.com
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Choose Randlords for its breathtaking views

Arguably the venue view with the 'most-est' is in Braamfontein at the western fringe of the inner city of Johannesburg, and it's a vista that belongs to Randlords.

Perfectly perched at the highest point in Braamfontein, Randlords is an exclusive rooftop bar and lounge venue, located on the 22nd floor of South Point Towers.

Floating high above the City of Gold, its magical 360° views stretch from the majestic FNB Stadium in Soweto to the suburban Sandton skyline and beyond. It is the ultimate address for exclusive corporate and private events.

Breathtaking during the day, the venue comes alive at night and is ideal for cocktail parties, weddings and product

launches. The space can facilitate a plated dinner for 200 to a cocktail party for 450. Ample off-street parking is located on two basement levels.

"People's reactions to the view are always the same – they're wowed by what they see," said marketing manager **Tatiana Prihodova**.

She believes there's something about a building being at the city's core, yet separated from any chaos and commotion thanks to its height. "We have used the cityscape to our advantage and we offer a true 360° view of Jo'burg."

Menus are tailored to suit each event. They offer a plated menu selector for seated dinners for a maximum of 200 people. Also on offer is their cocktail menu selector which includes choices of cocktails and canapés, as well as bowl-food and late-night food options. The Randlords menu selectors are complimented by a bespoke wine and beverage list sure to tantalise the most jaded of palates.

The exclusive venue has become a favourite for corporate functions, public events, weddings, birthdays and photo and TV shoots. ■

RANDLORDS
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A SOUTH POINT PROPERTY

The Protea Hotel by Marriott® Karridene Beach

Conferencing, banqueting and accommodation on Durban's South Coast



Situated just 20 minutes south of Durban, this modern and luxurious South Coast hotel resort is well-known for its excellent conferencing and accommodation, wonderful food, friendly hospitality and first-class service.

Karridene is known for its sporting, recreational facilities and attractions, including golf, squash, swimming, deep-sea fishing and shark diving.

The Protea Hotel Karridene Beach recently had a major refurbishment, creating even more luxury and comfort for our guests. The refurbishment included renovation of the bathrooms, new carpets, new air-conditioners, upgrading the three suites completely, and a facelift for the restaurant, bar, reception area and the public toilets in the reception and conference area.

Accommodation at the Protea Hotel Karridene Beach is luxurious, elegant and spacious, with 56 deluxe twin bedrooms,

Protea Hotel Karridene Beach has the latest in conferencing equipment as well as a 24 hour business computer and printing station.

21 deluxe king-size rooms, one paraplegic deluxe room, two junior suites, one presidential suite, 24 timeshare apartments and 64 caravan sites.

The Protea Hotel Karridene Beach has the latest in conferencing equipment and can accommodate up to 180 delegates.

The two venues can divide into five separate venues, an executive boardroom and a magnificent sea facing viewing lounge overlooking the Indian Ocean.

Banquets can be catered for up to 150 guests and 200 delegates with trestle seating.

BOARDROOMS & CONFERENCE ROOMS

KARRIDENE ROOM

180

DELEGATES (CINEMA SEATING)



CONVERTS INTO 2 SMALLER ROOMS

1x 100

DELEGATES IN 2/3 ROOM (CINEMA SEATING)

1x 70

DELEGATES IN 1/3 ROOM (CINEMA SEATING)



VIEWING LOUNGE
(WITH A PRIVATE LOUNGE)

80

DELEGATES (CINEMA SEATING)



WARNER ROOM

120

DELEGATES (CINEMA SEATING)



CONVERTS INTO 2 SMALLER ROOMS

60

DELEGATES EACH (CINEMA SEATING)



BOARDROOM

1 VENUE 6 TO 10 DELEGATES



Guest amenities include air-conditioning, tea/coffee-making facilities, hairdryer and work desk, making it perfect for both business and leisure travelers.



Rumours bar



Oakwoods restaurant



The outdoor undercover terrace overlooks the swimming pool and is suitable to host braais and themed evenings for guests up to 100.

KEY AMENITIES

- Free high-speed Internet
- Pool
- Restaurant Room service
- Airport shuttle on request at additional charge
- Parking
- Meeting event space
- Family travel

Teambuilding events can be arranged in various areas of the resort.

The Oakwoods Restaurant is housed in a glass structure overlooking the Umzimbazi lagoon and the lush KwaZulu-Natal vegetation surrounding it.

Decor includes stylish granite tables covered in the finest table linen, while designer chairs complete the ensemble, forming the perfect setting for hearty buffet breakfasts, terrace lunches and delicious buffet dinners.

There is also the well-appointed Rumours bar, with an outside terrace area overlooking the swimming pools.

A wheelchair-friendly boardwalk leads onto the beach.

There are two adult swimming pools and a separate one for the kiddies.

On-site recreational facilities include mini golf, a kiddies play park, trampolines, volleyball court and the sports centre that includes two squash courts, pool tables, table tennis, a video arcade and sauna.

A pool kiosk serving light refreshments is available on-site. ■



PROTEA HOTEL®

MARRIOTT

Karridene Beach

BANQUETING GROUPS & CONFERENCE

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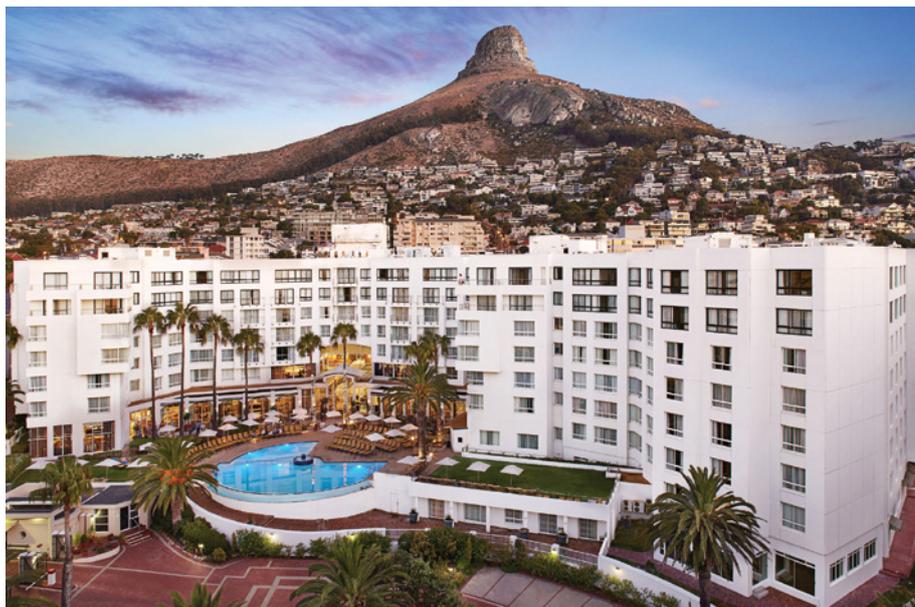
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The President Hotel undergoes upgrade

The President Hotel, one of Cape Town's most beautiful urban resorts, is excited to announce its upcoming renovations, with the aim of making the hotel bigger and better, especially for its tourism and business-minded guests.



“Few hotels have so expertly combined the often-contrasting requirements of business and tourism,” said **Jeremy Clayton**, general manager.

“Our conference and event facilities lend themselves to an almost inexhaustible range of adaptations to suit varying requisites, and the in-house events team is on hand for smooth organisation and preparation.”

The hotel has launched their newly refurbished, state-of-the-art conference centre, making it the go-to location for conferencing needs.

The facilities include a refurbishment of imported, ergonomic wooden furniture

from Germany, top-of-the-range sound and lighting in all the venues.

Unlimited 200Mbs Wi-Fi is available as well as cutting-edge AV technology, exciting food and beverage menus, and a professional on-site team to ensure hassle and stress-free conferences and events.

The conference room will now consist of fully automated sound, AV, AC and lighting controls. With three ceiling-mounted NEC HD quality projectors and three motorised screens, as well as 12 high-quality Extron speakers installed in the ceiling allowing for voice-lift and high quality sound for presentations and music, the conference facilities

and hotel have become a technology leader, being number one choice among business professionals.

With the conferencing facilities consisting of dedicated fibre line, the hotel is the perfect location for online content-driven product launches or high-end media events with specially designed packages providing an uninhibited internet experience.

In addition to its conference centre, the President Hotel has adopted the latest in intelligent Wi-Fi technology, offering the fastest hotel speeds in the country. The President's 200Mbs fibre link means guests can enjoy the fastest Wi-Fi in the comfort of the hotel, with no restrictions.

With an implementation of the industry's best practices, networks offer a safe and secure environment for a speedy internet experience.

This upgrade will also offer guests the ability to easily stream 1080p High Definition content from services such as YouTube, the iTunes Store, ShowMax and many other online movie services on their own device.

There will also be a newly implemented modern LED technology and lighting throughout the hotel, new branded amenity ranges, as well as room décor refurbishments including new scatter cushions, throws, décor items and prints on the wall.

The pool area will be receiving a make-over with the addition of new sun loungers, side tables and a new Deck Bar poolside.

While catching some rays, guests will be able to order their drinks from the comfort of the new and trendy pool bar and deck, set to be completed by December 2016.

The Deck Bar will stock various wines, beers, cocktails and artisanal gin selection, for all guests to enjoy.

The staff will also be receiving a make-over with new uniforms, inspired by Nelson Mandela and all the rich cultures of Africa. ■



A tranquil atmosphere at Aquila

Set in the pristine Southern Karoo Highlands against a backdrop of dramatic mountains, the Aquila Private Game Reserve & Spa offers an exciting taste of real Africa just under two short hours from Cape Town by road.



Aquila is home to an enormous variety of game, including the Big Five.

Birding is also rewarding with many migratory birds stopping en-route at Aquila's own wetland. Two- to three-hour game drives are a perfect way to see the animals (in four-wheel-drive vehicles, quad bikes or on horseback).

From a conferencing perspective, Aquila has two venues available. The larger venue can seat up to 92 delegates, has two breakaway rooms and an option to strategise in the Boma lounge.

The smaller, more intimate ARC centre, has a boardroom for 12 and a venue room seating up to 50 delegates. Both

venues have a variety of room set-ups available, full catering amenities and professional conferencing equipment.

Aquila's tranquil atmosphere encourages active brainstorming and out-of-the-box thinking among business people.

Aquila has an impressive activities list. Besides the traditional open vehicle game drives, the adventurous may choose a horse-back safari or a quad bike safari.

Teambuilding activities are also available and one of the more popular group excursions includes a Big Five safari game drives including sundowners in the bush.

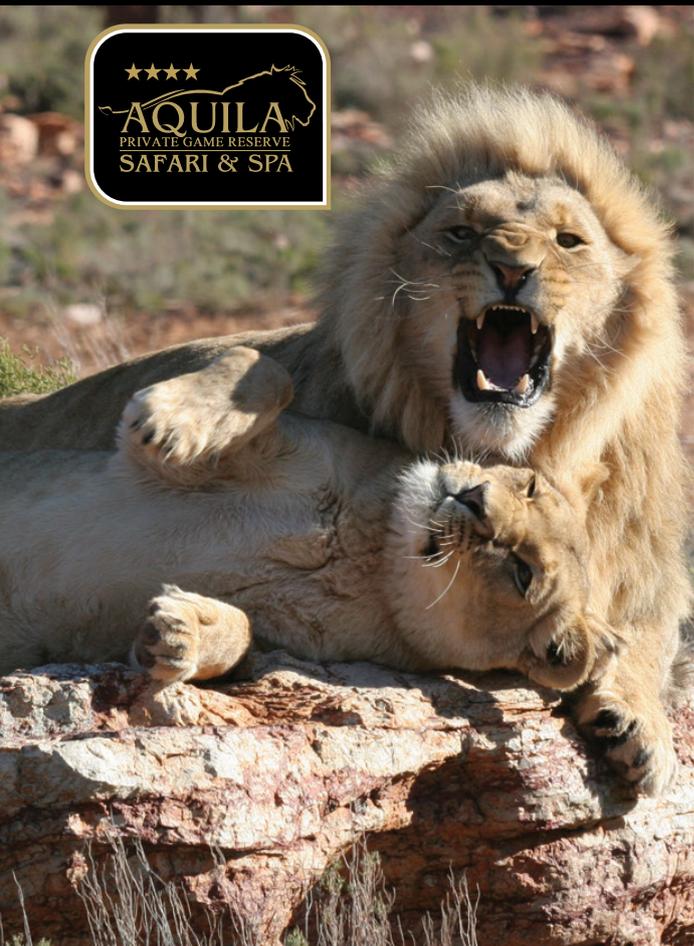
The newly-completed spa at Aquila adds to the already exceptional services and facilities on offer. It's a masterpiece

in luxury, defined by its serenity and the creative use of natural elements.

Year-end functions are also fully catered for as are gala dinners and there are smaller and more intimate venues available.

Dinner at Stone Cottage, deep in the reserve is a "never to be forgotten" experience for groups of up to 60 guests. Entertainment can also be arranged for functions. ■

BIG 5 SAFARI | Real Africa. Real Close To Cape Town. Over 10,000 hectares of Big 5 Conservancy.



4 STAR ACCOMMODATION | SPA | GAME DRIVE | HORSEBACK & QUADBIKE SAFARI

Eyeballing the Big 5 Close up, together with outstanding personal service, it just does not get any better than award winning Aquila Private Game Reserve and Spa. With game drives, quad bike and horseback safaris situated under 2 hours from Cape Town, it's the closest you can get to real Africa, in the raw, in the lap of luxury. The newly completed Spa at Aquila adds to the already exceptional services and facilities on offer. A masterpiece in luxury, defined by its serenity and the creative use of natural elements.

CONTACT US FOR OUR CONFERENCE PACKAGES

- 2 Conference Venues
- Meeting and Events
- Product Launches
- Teambuilding Activities
 - Gala Dinners
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The ongoing evolution of the technical director

By David Gladwin, technical/production director of Creative Presentations

The role of an event organiser is becoming increasingly more complex as the number of individual services required to produce a successful event increase exponentially. These days one needs to contract broadband suppliers, network engineers, health and safety officers, risk managers, and a host of other specialists simply to provide the basic services.

What is required therefore is a working methodology whereby the event is broken down into manageable areas of responsibility, each with its own project head responsible for the planning and management of their operation from the initial briefing through to the completion of the project.

Often the most complex aspect of an event is the technological requirement; a mix of disciplines ranging from the audio visual systems, video broadcast, interpretation, IT, Internet services and a recent requirement, a temporary power infrastructure installed in the venue to facilitate charging of delegate devices.

All these services require the employment of individual specialised companies and all must be dovetailed into a single seamless technical supply to the event.

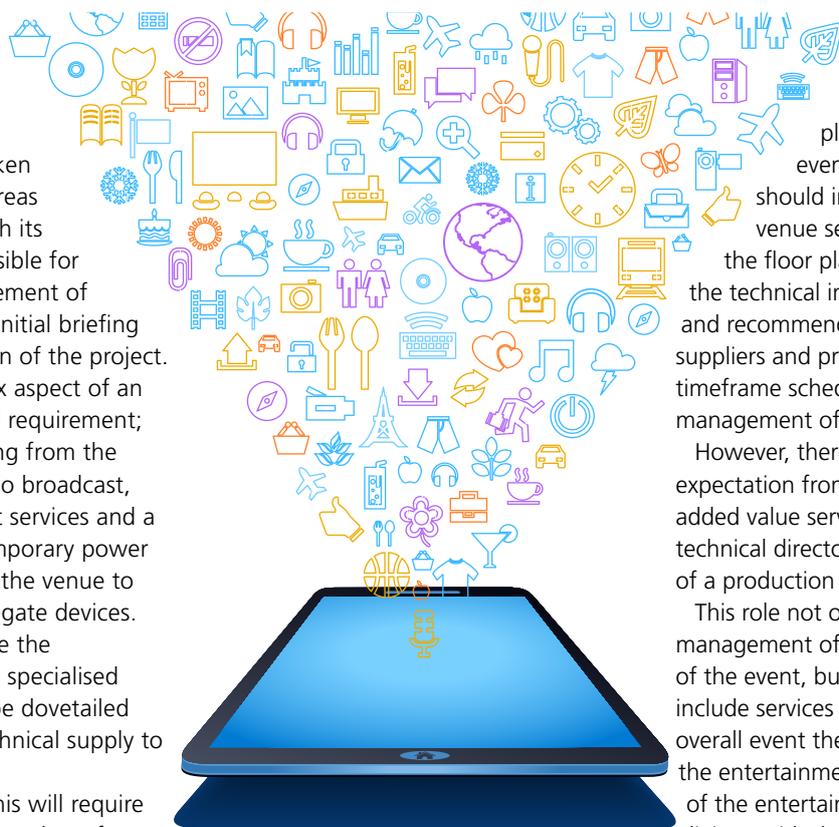
On an average event, this will require the management of any number of separate companies, each with their own working methodology and requirements.

WHO IS David Gladwin?



David is the technical/production director of Creative Presentations. He studied multimedia technology at the University of Lancaster, and has been involved in the audio-visual

industry since 1975. After working for a number of prestigious employers and running his own audio-visual company for ten years, he became an independent technical consultant to the events industry in 1994, and has managed numerous large events (both local and international) across five continents.



Therefore, it is essential that there is a single operational plan presented to all the suppliers in order to implement a logical and trouble-free technical service.

Because of the increasingly complex nature of the technical infrastructure, it is often difficult for an event organiser to manage not only the non-technical aspects of an event but also the audio-visual content, and unless they have an in-depth knowledge of the technical aspects, can often result in a less than perfect service.

Therefore, it is advisable to contract the services of an independent technical director who will facilitate the technical suppliers on your behalf and provide a single point of contact between yourself and the service providers.

It is also advisable for the technical director to be included in the initial planning of the overall event because the service should include assistance in the venue selection, production of the floor plans and the design of the technical infrastructure, evaluation and recommendation of the technical suppliers and production of operational timeframe schedules, as well as the management of the technical budget.

However, there is an increasing expectation from clients to provide an added value service and so the role of the technical director is now changing to that of a production director.

This role not only includes the management of the technical aspects of the event, but has also developed to include services such as the creation of the overall event theme, recommendations on the entertainment and the management of the entertainers during the event, liaison with the décor suppliers regarding the practicality of the suggested design, and interaction with the venue and the design of the seating layout.

It should also include a comprehensive knowledge of current health and safety legislation.

It is, therefore, advisable that the technical or production director become an integral member of the core team managing the event and is present at all of the post-event planning meetings and site visits.

The role, if contracted wisely, will have a positive impact on the overall success of an event and help reduce the workload of the event organiser and hopefully their stress level and while incurring a direct cost to the client, should be seen as an essential role in the ever increasing complexity of an event infrastructure. ■

Walthers DBS wins 2016 SITE Crystal Award

Walthers Destination Business Solutions was honoured with a 2016 SITE Crystal Award for “Excellence in Incentive Travel: Africa/Middle East” at the Crystal Awards Recognition Ceremony held 6 November during the SITE Global Conference in Panama City, Panama.

“The Crystal Award is the most prestigious form of recognition in the global incentive travel industry,” said **Rajeev Kohli**, SITE president.

“It not only recognises the outstanding organisations that win them, but also showcases the innovative ways planners can create extraordinary motivational experiences to maximise human potential and achieve tangible business results for their companies.”

Cementos Moctezuma, a Mexican producer of cement and concrete products for the construction industry, conducts an annual incentive programme for its internal staff and distributors.

Africa was selected as the preferred destination – a continent that few Mexicans have visited.

While the global trends are for shortened programmes and staying closer to home, the programme demonstrated that an exceptional incentive travel experience – even a nine-night programme to a destination more than 24 hours away – can motivate spectacular results.

Working closely with Walthers DBS, the company selected a nine-night programme covering three regions and four countries – South Africa, Zambia, Botswana and Zimbabwe.

Participants spent four nights at Cape Town’s Table Bay Hotel, followed by two nights on safari at 13 lodges located in three South African regions. The trip concluded with a three-night stay in Zambia at The Royal Livingstone Hotel overlooking The Victoria Falls, during which participants also visited Botswana and Zimbabwe.

“Pushing boundaries makes for a great incentive. Having an open-minded client, who was willing to consider some creative ideas, resulted in a truly special programme.

“We sincerely thank Cementos



Moctezuma for placing their trust in our team and for the creative freedom to design a 10-day programme that allowed the 300 qualifiers to fully appreciate our region,” stated **Daryl Keyword**, managing director, Walthers DBS.

“The complicated logistics of this programme were no mean feat, and we are particularly proud of the entire Walthers team who managed to pull off a really memorable event.”

Cementos Moctezuma believes the incentive programme to Africa was a major factor in motivating both the staff’s and distribution partners’ performance.

With primary objectives to drive sales growth and market share, the company achieved record results – a 36.6 per cent increase in earnings.

The return was phenomenal considering the construction industry GDP growth for the same period was only 2.6 per cent. ■

OTHER 2016 CRYSTAL AWARDS WINNERS ARE:

- **Best Destination-Based Experiential Incentive Travel Programme:** Distant Frontiers, Gurgaon, India.
- **Excellence in Incentive Travel Europe:** Spaintacular, Madrid, Spain.
- **Excellence in Incentive Travel Latin America:** Argentina Travel Partners, Buenos Aires, Argentina.
- **Excellence in Incentive Travel North America:** Maritz Travel – a Maritz Global Events Company, St. Louis, Missouri, USA.
- **Most Effective Incentive Marketing Campaign:** ICP Group S.A., Warsaw, Poland.
- **Most Impactful Effort Toward CSR as Part of an Incentive Travel Programme:** BCD Meetings & Events, Chicago, Illinois, USA.
- **Programme Partner Winner:** Amstar.

First **Exhibition of Exhibitions** delivers high standard

Since its official launch earlier this year, the Association of African Exhibition Organisers (AAXO) has presented groundbreaking, high-quality, much-needed training events, and knowledge-sharing workshops to enable the industry to strive for new heights.



Their efforts to contribute to a standardised, profitable and thriving exhibition industry culminated in the first ever Exhibition of Exhibitions which took place on 19 and 20 October 2016.

The event was a resounding success and AAXO members were privy to world-class training, industry tips, networking and a glimpse of the exhibitions to take place in 2017.

Over the two days, the Blue Wing conference and events venue at the Ticketpro Dome in Johannesburg was packed with more than 275 delegates and a host of local and international industry experts per day.

For organisers, topics such as new exhibition technology for organisers, and how to deliver unique value that is not currently being offered by other marketing channels were discussed, while exhibitor training delved deeper into why exhibitions work, measuring ROI and incorporating new interactive technology into stand design.

The first day of the organiser training leg kicked off with exhibitor case studies.

During this session, organisers gained valuable insight into how companies like Pyrotec and Franke leverage their PR relationships to use the media to help promote their presence at trade shows.

Blue Label Telecoms ticketing and marketing executive, **Brandon Duffield**,

followed with a look at the latest innovation in ticket and registration technology and offered valuable expert insight into how technology can be better harnessed to drive user experiences at exhibitions.

Washington-based Cadmium CD project manager, **George Heitzmann's** presentation covered everything from marketing and technology, to floorplan development and an optimised operations checklist.

Originally from South Africa, George graduated from the University of Cape Town and has Project Management Professional (PMP) Certification – this allows him to tailor his approach to the South African market in particular. The team from Lumi Global followed with a detailed discussion on global technology trends.

A big drawcard of the event was one of the world's top sales gurus and renowned motivational speaker and trainer, **Andy Preston**, the UK's top international sales speaker.

Organisers got to rub shoulders with him on the second day of the Exhibition of Exhibitions, while exhibitors enjoyed sessions with Andy on the first day of the event. He delved deeply into prospecting and lead generation, objection handling and sales leads conversions, all designed to grow their revenue and business.

On the second day of the Exhibition of Exhibitions, exhibitors learnt about current trends, what works and which pitfalls to avoid.

Exhibitors also had a chance to listen to **Nicholas de Klerk** from Expo Guys who talked about unique stand designs as well as how to best dress and decorate your stand to differentiate it from those of competitors.

Justin Hawes, founder and chairperson of Event Greening Forum, a non-profit organisation that promotes sustainability in the events industry, spoke on event greening ideas and the future of the drive for sustainability.

As the managing director of Scan Display, Mr Hawes enjoys a unique 360 industry perspective which enabled him to deliver deep insight into the world of sustainable exhibitions.

For exhibitors, this event was their passport to exhibitions with world renowned international speakers and more than 50 exhibits of both shows available to participate in as well as stand designers and suppliers they can choose from.

Suppliers, too, benefited from attending this pioneering event as they marketed themselves to organisers and exhibitors.

The event was of outstanding quality and further cemented AAXO's position as the authority in the exhibition industry and a credible governing body passionate about growing the industry and upholding world class exhibition standards.

Carol Weaving, chairperson of AAXO, is thrilled by the feedback received after the Exhibition of Exhibitions.

"This year's Exhibition of Exhibitions exceeded our expectations. As we grow and educate our exhibitor universe this will result in growing our exhibitions which in turns benefits the venues and suppliers.

"AAXO is geared for growth and means business. Exhibitors have been reminded to only deal with AAXO approved members who are credible and governed by a code of conduct that is meaningful." ■

Bonjour Union of International Associations (UIA) Round Table Europe

By Adriaan Liebetrau, chief executive officer of SAACI

AS I write this article I am on a train approaching Marseille enroute to London via a stop-over in Paris to attend the World Travel Market and meet up with Team South Africa.

The UIA Round Table took place in Monte Carlo, Monaco this year. Home to our very own **Princess Charlene**, this 2 km² city is home to 37 000 people from 128 different nationalities.

The round table was attended by CEOs of various associations and other NGOs mostly from Europe, but there were a few outsiders such as myself and **Amanda Kotze-Nhlapo** from South Africa National Convention Bureau.

UIA has very strict attendance rules and requirements allowing only 30 per cent of participants to be from suppliers or convention bureaux.

Within the first 10 minutes of arriving at the Grimaldi Forum, we were approached by associations who had placed South Africa on their radar to host their events in the next few years.

I realised again how lucky we are to have the South Africa National Convention Bureau along with some provincial and city bureaux as the CEOs were not shy making it clear having one was a necessity, as they will not approach a country without it.

The opening session of the UIA focused on the United Nations 17 Sustainable Development Goals and how each association but more specifically its

members can play a part in helping the UN reach these goals.

Of the 37 000 members of UIA, it is estimated that more than 10 000 of these have a consultative or partnership of sort with the UN.

It was encouraging to see how the challenges SAACI face are similar all over the globe. Some of these include membership growth and retention, meetings and events, fund raising, social media and moving to digital platforms. The main one, of course, is how to take your members from spectator to volunteer?

The talks made me think hard about the future and where we are going, not just as an association, but also as a society. Currently, 50 per cent of the world's population live in urban areas. By 2050 it is expected this will increase to 75 per cent.

How do we turn our roof tops into gardens, address water shortages which are here to stay? By 2030 more than 50 per cent of the global workforce will be millennials. As one myself, I see the challenges dealing with older generations and bridging the generational gap will have to be a priority for ALL organisations.

The good news, however, is that millennials really do care about making

a difference and needs to be allowed to play the role of an active citizen, be it running an office greening project or getting involved in other corporate social investment programmes.

Some associations are even introducing boards with members under the age of 35 to advise the directors on their plan for the future. Shouldn't our corporates start doing the same?

At the AGM at the 2015 SAACI Congress during I urged members to adapt or die, so it was no surprise to me when three associations presented case studies called "Evolve or Die".

Ask yourself: Can we still reach our organisational goals and share our vision; Are we stuck in the analogue world?; or Can we move into the digital area?; Can we just remain relevant or do we need to up our game and face future demands at the same time?; If we don't create it, someone else will; How do we build on our own strengths and leverage on others? We have some work to do ...

Watch this space: During the conference SAACI, SANCB and UIA met to see how we could work together to host our own Round Table Africa meeting in the coming years... ■

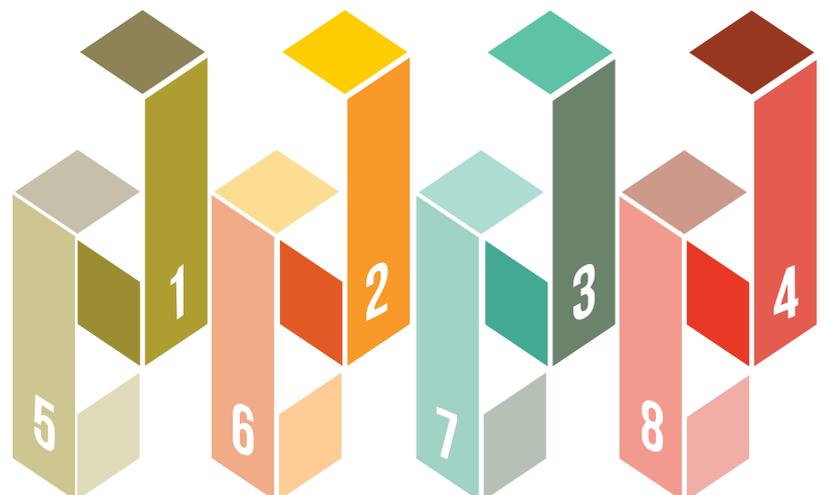
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- 2) SAACI Intelligence
- 3) SAACI Academy
- 4) SAACI Into Africa

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EXSA-LLENCE Awards announced

Celebrate success with the Exhibition & Events Association of Southern Africa (EXSA) at the Annual EXSA-LLENCE awards, taking place 26 January at the Ticketpro Dome, in collaboration with the Association of African Exhibition Organisers's (AAXO) ROAR awards.

Winning awards can help raise your company profile, instill trust and attract and stimulate new business. EXSA aims to give great companies the recognition they deserve and to celebrate Industry excellence.

The selection process for the 2016 EXSA-LLENCE Awards will include pre-screening, followed by deliberation from a panel of judges with varied event and exhibition backgrounds and design perspectives.

Doug Rix, EXSA Supplier Forum chair, explained that the awards call companies to submit evidence of their own top quality projects via the format of a new Power Point template. The template allows for the inclusion of reference photographs, renders and plans, as well as supporting

rational to fully represent design stand projects that have been realised during the 2016 year.

This process will also be opened up to non- EXSA members so as to allow for total industry inclusion and ensure that the best are rated against the best.

The submissions deadline for entries has been set for no later than 12h00 on Tuesday, 10 January, 2017 and the final review process, by a panel of senior designers and design professionals, will be held on Thursday, 12 January, 2017.

All entries that achieve a Gold level status from this first round of judging will be judged by an external panel of design experts to find a category winner.

"The ultimate aim of the Awards process is to provide a platform for the recognition

of EXSA-LLENCE within our Industry," Mr Rix said.

To find out more about the judging process, awards evening, or have your stand judged, contact the EXSA office at 011 805 7272 or e-mail info@exsa.co.za. ■

Have you got what it takes to achieve EXSA-LLENCE?

- Was the stand design innovative?
- Did the stand design help drive impressive results?
- Did the stand design help the client's campaign display transferable principles that other marketers can learn and apply to their own campaigns?
- Did the stand design help the client's campaign transform its organisation?



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Site Southern Africa and ICCA **team up**

SITE Southern Africa and ICCA Africa recently teamed up to present a detailed workshop discussing business events to the Zimbabwe Tourism Authority/National Convention Bureau in Harare.

The group comprised 54 delegates from various departments within the ZTA.

Esmarè Steinhofel, ICCA regional director, Africa, presented on day one covering destination marketing and the functions of a convention bureau and role of ICCA as a global industry association, while **Tes Proos**, president of SITE Southern Africa, covered the second day, starting with background on what SITE stands for, followed by a detailed workshop on incentive travel.

Industry guru, **Glen Byrom**, kindly agreed to participate as a guest speaker and shared a wealth of experience with the audience. Zimbabwe remains one of the world's most exciting incentive



destinations with Victoria Falls being a world wonder and its close proximity to Botswana, Zambia and the great Hwange National Park.

Ms Proos said: "At the end of the presentations, the various groups were each given an incentive brief and an impromptu competition was held to see who could come with the most creative incentive programme.

"The groups were full of fun, interactive, and highly competitive. The resulting creativity was fantastic and we ended up handing out first, second and

third prize with the winners having blown the judges away with a phenomenal presentation and programme that addressed the brief to the full and then some."

SITE Southern Africa hopes to roll out more workshops into the rest of Africa during 2017, including the SITE Certified Incentive Specialist course prior to Meetings Africa.

In addition, a regional business tourism workshop is being considered for June 2017. More details will follow once these events and dates are confirmed. ■

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For free entries in this calendar, please supply information to:

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LOCAL: 2017

26 FEBRUARY: 2nd Annual AfSAE Education Conference (held in conjunction with Meetings Africa) Venue: Sandton Convention Centre, Johannesburg More information: Natalie Kensley, The Conference Company Tel: +27 (0)11 465 0334 Email: natalie@confco.co.za

28 FEBRUARY - 1 MARCH: Meetings Africa 2017

Venue: Sandton Convention Centre, Johannesburg
www.meetingsafrica.co.za

19-21 APRIL: WTM Africa 2017

Venue: Cape Town International Convention Centre, Cape Town

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16-18 MAY 2017: Tourism Indaba 2017

Venue: ICC Durban and Durban Exhibition Centre

Tel: +27 11 467 5011 www.indaba-southafrica.co.za

2-4 JUNE: SAACI 2017 Congress

Venue: Tshwane (Gauteng) More information: Adriaan Liebetrau

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NOVEMBER 29-DECEMBER 1: IBTM WORLD. Venue: Barcelona, Spain. More information: ibtmworld.sales@reedexpo.co.uk

INTERNATIONAL: 2017

FEBRUARY 7-9: IBTM Arabia. Venue: Abu Dhabi, United Arab Emirates. More information: Tel: +44 (0)20 8271 2143.
www.ibtmarabia.com

MAY 16-18: IMEX Frankfurt. Venue: Frankfurt, Germany. More information: Tel: +44 1273 227311.
www.imex-frankfurt.com

JUNE 14-16: IBTM America. Venue: South Florida, United States of America. E-mail: ibtmamerican@reedexpo.com

AUGUST 23-24: IBTM China. Venue: Beijing, China. E-mail: cibtm.helpline@reedexpo.co.uk

SEPTEMBER 26-28: IT&CMA Asia 2017. Venue: Bangkok Convention Centre, CentralWorld Bangkok, Thailand. www.itcma.com

OCTOBER 10-12: IMEX America. Venue: Las Vegas, United States of America. More information: Tel: +44 1273 227311.
www.imex-america-2017.com

NOVEMBER 12-15: 56th ICCA Congress. Venue: Prague, Czech Republic. More information: Mathijs Vleeming, marketing project manager, ICCA, Toren A, De Entree 57 1101 BH Amsterdam, The Netherlands. Tel: +31 20 398 1962.
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Surviving Trump

SA businesses to focus on R&D

By Elaine Bergenthuin, Patent and IP specialist at De Beer Attorneys

The Republican nominee, **Donald Trump** has sensationally won the White House as the next President of the United States of America and democratically elected Leader of the Free World. But what, if anything, does this mean for South Africa?

US Consul General of the United States in South Africa, **Teddy Taylor** recently advised that there is no reason to expect any changes in the US' relationship with Southern Africa.

"People change, but our institutions remain the same. Our institutions will survive the results of the elections," Mr Taylor said. According to Mr Taylor, US foreign policy is (currently) geared to strengthen governance and institutions of governance to enhance trade and create jobs.

A key question would therefore be the extent to which Obama's successor will deviate from the present trajectory of US foreign policy.

In this regard, the economic policy which has strongly been advocated by President-Elect Donald Trump to date, has been very isolationist. During his campaign, Mr Trump indicated multiple times that should he

win, harsher trade restrictions will be put in place with emerging markets such as Mexico and China – thereby creating more job opportunities for Americans.

In addition, on the topic of South Africa, Mr Trump stated during his campaign: "South Africa is a total and very dangerous mess". Trump also expressed his views on South Africa upon the passing of former-president Nelson Mandela: "I really like **Nelson Mandela** but South Africa is a crime ridden mess that is just waiting to explode – not a good situation for the people". Mr Trump has also during his campaign been less engaged on international trade, foreign aid and providing multilateral solutions to international problems such as climate change. It is therefore likely that Mr Trump will loath to engage with South Africa during his tenure as President.

What would this mean for South Africa? The African Growth and Opportunity Act (AGOA) is a United States Trade Act, enacted on 18 May 2000.

This Act seeks to provide assistance to African economies and to facilitate bilateral trade between Africa and the US through the provision of, for example, tax free exports from African countries to the US.

As one of South Africa's largest trading partners, trade with the US amounted to US\$12.7-billion in income for South Africa in 2015. South African exports to the US were valued at US\$896-million for the year to date, in June 2016.

The AGOA has also since its inception created 60 000 jobs for South Africans in the labour-intensive agriculture and automotive industries. The AGOA Act has since been renewed to 2025.

However, negotiations regarding the renewal of the Act are set to take place during Mr Trump's tenure as President. In view of the above, it is at this stage

uncertain which position Mr Trump will take in relation to the renewal of this Act.

In addition, in terms of the role of US banks in project and trade finance, short term financing and the like, South Africa has the largest exposure of any country within the Eastern Europe, Middle East and Africa (EEMEA) region at 43 per cent of our Growth Domestic Product (GDP).

Uncertainty regarding the stance that Mr Trump will take in relation to the emerging economies such as South Africa is likely to mean that foreign investment will move to safe-haven markets or markets with minimal (or beneficial) exposure to the USA such as Russia and Hungary. This may therefore result in a direct decline in foreign investment into South Africa.

In an emerging economy such as South Africa we need to remain focussed to ensure that our companies and our country remains globally relevant during an economic downturn.

The only way in which we can do so is to continue to actively invest in the development of new technology and ideas, especially where the potential market spans beyond the borders of South Africa.

This can only be done by maintaining investment in the R&D (Research and Development) and innovation processes during tough economic times.

Globally, we are moving towards a "knowledge-based economy" and South Africa cannot afford to fall behind in this regard.

The short-term impact of Mr Trump's election as the next President of the United States may hold less than ideal consequences for the fledgling South African economy.

However, it is up to South African businesses to ensure that we remain ahead of the game and remain competitive internationally in the longer term. ■



WHO IS Elaine Bergenthuin?

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