

# Business Events Africa



*Voice of the Business Events Industry in Africa*

Vol 36 No 9 2016



## Graceland

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Country Club Resort

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times  
Roll





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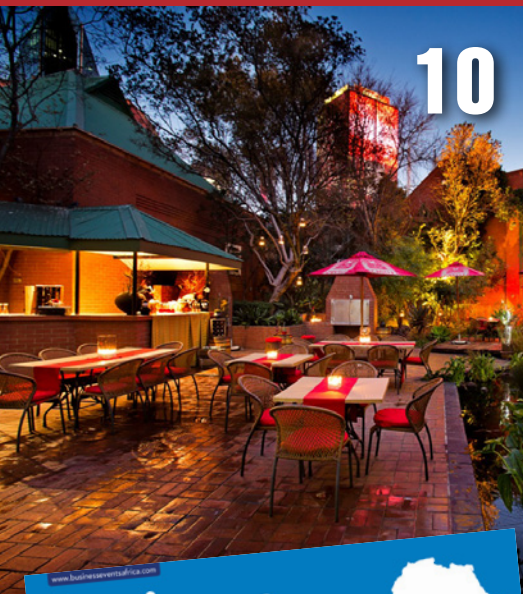


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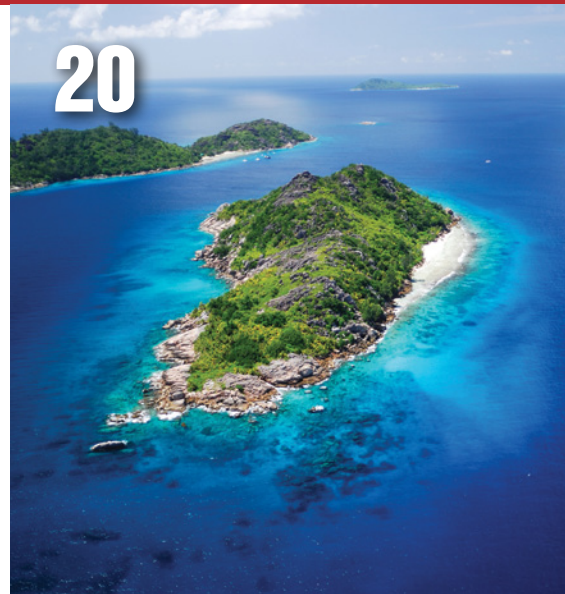




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## A focus on South Africa's business events industry

Situated in the middle of this issue is an 8-page Business Events Supplement, produced by Contact Publications Pty Ltd, publishers of *Business Events Africa*, on behalf of the South Africa National Convention Bureau.



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The authority on meetings, exhibitions, special events and incentives management

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# Business events is not leisure

In a world of much turmoil and often uncertainty it is often easy to sway from our core functions, positions and values.

I had a very interesting conversation recently with one of my longest standing industry colleagues. What came out, which has been with me ever since, is how do we stay true to ourselves? It really hit a cord and made me think about our industry and how we sometimes adapt to suit our clients' needs and call it "flexibility" when, in fact, we are actually crossing boundaries that we would probably never consider if times were different.

As my six-year-old son recently said to me – we have to be good so we don't go to the "dark side". Maybe he has been watching too much Star Wars, but this made me wonder what is our industry's "dark side"?

In all the years I've been in the industry, the one thing that has always been a bone of contention is, does business events fall into the leisure tourism category?

Quite frankly, it is a resounding no!

However, there are some that may argue that we sometimes lapse into each other's realms.

Business events is multi-faceted. It encompasses conferencing, meetings, exhibitions, incentives and events. Events is where I think sometimes there is a cross over between leisure and business events. It is a fine line.

For instance, a wedding is an "event", but it definitely isn't business events. Neither is a private party that isn't linked to any conference, exhibition, incentive.

Leisure and business events can definitely complement each other, but quite honestly, business events is worth a lot more to a destination.

A business events delegate spends an average of three times more than a leisure traveller ever would.

However, the business events delegate can become the leisure traveller and vice versa.

In 2012, South African Tourism made a concerted effort to acknowledge the business events sector as a separate entity to leisure. They did this by launching the South Africa National Convention Bureau.

In just four years the country has seen huge dividends with the increase of business events coming into the country.

In this edition, we look at the SANCB and what role it plays and its successes over the years.

**Amanda Kotze-Nhlapo**, head of this division and her team have to be commended for all their hard work and for keeping South Africa, as a business events destination, top of mind locally and internationally. Well done.

In closing, next time you consider being "flexible" ask yourself – what is your core business? Consider the consequences of taking that leap. Remember, leisure tourism is not business events.



Credit: Hein Liebetrau

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# Three new shows to co-locate with **Automechanika Johannesburg** in 2017

Next year's Automechanika trade fair for the automotive aftermarket, which takes place at the Johannesburg Expo Centre from September 27-30, will be co-located with three new, related shows.

**T**he new shows are Futuroad Expo (Africa's international commercial vehicle show), Scalex Johannesburg (South Africa's leading trade fair for transport systems, infrastructure and

logistics solutions) and REIFEN (the world's largest trade fair for the tyre industry).

All the shows will be organised by SA Shows Messe Frankfurt, a wholly-owned subsidiary of Messe Frankfurt Exhibitions of Germany. The local subsidiary, based in Sandton, is headed up by chief executive officer, **Konstantin von Vieregge**.

The announcement was made by **Michael Johannes**, vice-president for mobility and logistics at Messe Frankfurt in Germany, at an Automechanika Johannesburg media conference held at the SA Festival of Motoring at Kyalami recently.

"This is a huge boost for businesses operating in the automotive and transport environments not only in South Africa, but also in sub Saharan Africa," said show director **Philip Otto**. "We believe this will now be a particularly attractive offering for business people north of our borders as we offer four specialised shows at one venue over a four-day period."

"We expect a significant jump in visitors from outside South Africa compared to the numbers that visited Automechanika Johannesburg when it was a standalone show. The new arrangement enables us to optimise the synergies that exist between the industry sectors served by these related trade fairs," Mr Otto added.

Next year's Automechanika Johannesburg will mark the fifth time that this world-renowned trade fair for the automotive aftermarket has been staged in South Africa since the inaugural event in 2009.

Messe Frankfurt, the owner of the Automechanika brand, is in the process of co-locating the established REIFEN tyre expo brand with Automechanika trade fairs worldwide.

The Futuroad Expo replaces the Johannesburg Truck and Bus Show and will now be part of a four-day business-to-business trade fair instead of being located at an 11-day consumer exhibition.

Scalex Johannesburg 2017 is an innovative and pioneering trade fair for the logistics sector to provide a dynamic business platform for this vital cog in the global economy. ■



## Nicolette joins UFI

**I**t is with mixed emotions that Durban ICC bids farewell to **Nicolette Elia-Beissel**.

After eight years with the Durban ICC, Ms Elia-Beissel takes up her new position in Paris as programme manager for UFI, the Global Association for the Exhibition Industry.

The Durban ICC would like to express its sincere appreciation for her invaluable contribution to the leadership and good governance of the company during her time at the Durban International Convention Centre.

She was appointed in 2008 as exhibition manager, before being promoted to operations director in 2011.

Apart from her five years in the director's chair, she also held the reins of the company for a period of nine months as acting chief executive officer between July 2014 and March 2015. ■

## ABTA announces new regional manager for Africa

**T**he African Business Travel Association (ABTA) has appointed **Jeanette Moloto** as its new regional manager: Africa.

Ms Moloto previously held the position of sales manager: Africa & Airlines for Protea Hotels by Marriott.

**Monique Swart**, ABTA founder, said:

"We are so excited to have Jeanette on board. She brings with her a wealth of knowledge and expertise about business travel in Africa, having travelled extensively across the continent over the past five years."

"Jeanette's exceptional people

skills, strong industry network and passion for the travel industry makes her an extremely exciting new addition to the ABTA team. We have no doubt her energy and enthusiasm will help us take ABTA to new heights."

Ms Moloto said: "ABTA is offering me exactly the opportunity I have been

looking for which is to be able to make a difference to travel communities across Africa and sink my teeth into an exciting new challenge with a brand that is so well respected among corporate travel professionals. I can't wait to get started." ■





# Fun and goodwill at the Expo Centre

On behalf of its annual Corporate Social Investment (CSI) initiative for Nelson Mandela Day, the Johannesburg Expo Centre (JEC) prepared, refurbished and made a donation of 700 blankets to two schools.



**“If you can make a difference to one child, you can change a community,”** says **Craig Newman**, chief executive officer of the JEC. At his recent 10-year anniversary celebration as chief executive officer, Mr Newman asked guests to bring blankets with them, which were donated to the children of Inkwenkwezi Primary School and Riverlea Primary School.

“We collected more than 700 blankets, but we also had an amazing team of sponsors who each donated generously towards this cause,” says Mr Newman.

“We managed to help with repairs and refurbishments around the schools and we could give the children food and clothing to help them through winter.”

Over the past six years, the JEC has been involved in numerous CSI initiatives at Inkwenkwezi Primary School.

“We are extremely grateful for the donations and constant support we receive from the JEC and its associates,” says **Thembeke Mbane**, head of department of Inkwenkwezi Primary School.

“From the clothing, to the stationery and the food that was donated, we cannot express how thankful we are to all involved.”

The sponsors included Pioneer Foods; Pick ‘n Pay, Greenside Primary School, Signs & More, Spinnercom Media, IDM Cement, Afrisam, Prodec Paints, Expo Guys and Tile Africa.

“As an entity, we truly believe in CSI and in giving back to the community,” says **Kabelo Mokoena**, financial manager at Pioneer Foods.

“Children are the cornerstone of our future and as an organisation, we aim to empower the youth in any way possible.

“This partnership with the Expo Centre has given us a wonderful platform to create and to be a part of something amazing. We hope we can grow this union going forward.”

Says **Chantal de Koker**, general manager of IDM Cement: “Nelson Mandela idolised children and the JEC is a highly respected organisation.

## Expo Centre Year-end Packages

Make your year-end function an event to remember at Milner’s Restaurant in the Johannesburg Expo Centre, Nasrec. Choose between three carefully selected packages (but not restricted to) catering for up to 250 guests and more.

“Both of these factors match our *modus operandi* and complement our chief executive officer’s belief that children are the most important investment of our country. Our children are our future.”

Says Mr Newman: “On behalf of Riverlea Primary School and Inkwenkwezi Primary School, I would like to thank all our sponsors for their incredible contributions towards this initiative.

“You have made a huge difference to the lives of these children and together, we have given them the tools to better their education and forge a better future for themselves.” ■



# Work meets play at the newly-refurbished Graceland

Located in Secunda, Graceland Hotel, Casino and Country Club, has over the past two years, undergone a R60-million refurbishment programme – making it Mpumalanga’s preferred entertainment and hospitality destination for business travellers, golfing enthusiasts and families.

**F**irst opened in July 1997 as the “new” South Africa’s first official licensed casino, Graceland has modernised and opened many new facilities to cater for changing customer demand, including a newly-styled main casino, and the new Rockefeller’s Privé, VIP parking, upgraded hotel rooms at the four-star Peermont Walmont hotel and gym facility, upgraded golf course, improved entertainment areas for children, including a revamped video games arcade and modular play area at Blue Bayou, the New York loft-style Madison’s Bistro and

Family Restaurant, the sensational, new cocktail venue – Moo Bar, upgraded pool and leisure facilities, and a feast for the senses at Rootz Boutique Spa.

For the business traveller, Graceland offers superior corporate rate agreements, which together with the Crown Key Hotel Rewards programme, designed specifically for the business and government traveller, ensure that your stay and benefits are so much greater than your average city hotel or guest lodge. The resort also offers free Wi-Fi to all visitors, with 500 mb per device per day.

The four-star Peermont Walmont hotel has received an elegant make-over on three floors of the hotel as well as the junior and presidential suites, making any stay-over at Graceland a memorable occasion.

The gym has also received a smart refurbishment and the Rootz Boutique Spa offers massages and other health and beauty treatments for the weary road warrior.

When it comes to dining, guests are spoilt for choice with a wide selection of eateries from which to choose. The Blue Bayou restaurant remains the perfect venue for a special occasion and received an elegant softs refurbishment, and the new stacker doors, opening up the venue onto the pool terrace.

Madison’s Bistro and Family Restaurant is also a firm favourite with its New York Loft-style décor, and all-American menu.





A welcome addition to Graceland is the opening of a sensational new food and beverage venue – Moo Bar.

This innovative cocktail bar is ideal for pre- or post-dinner drinks, or for after-conference refreshments, catching the game or enjoying a lazy Sunday afternoon in the company of family or friends.

For conferences and events, Graceland is dedicated to offering excellent food, a variety of venues and superb value for money.

The Limelight Cinema Theatre can be used as a 120-seat presentation venue with permanent staging facilities for lectures, seminars and presentations. The versatile Liberty Hall features a pre-assembly area and a convention room – that can be sub-divided into two rooms of equal size and the multi-purpose, Graceland Arena can seat up to 1 200 people.

Due to the design of this venue and the availability of a comprehensive range of audio, lighting, video and staging equipment, it provides for almost any kind of event.

A highly advantageous new development at the resort is its recent association with Team Build Alliance, to offer professionally facilitated teambuilding activities as an add-on to conferences and seminars.

There are various teambuilding packages to choose from – all designed to infuse organisations with new enthusiasm and challenge teams mentally and physically.

Further, the new Thunder Valley Entertainment Centre, with its slick 310 go-karting track, is the ideal fun teambuilding activity. ■

Let the  
Good  
times  
Roll

## Teambuilding is child's play at Graceland

GRACELAND, in association with Team Build Alliance, have launched exciting teambuilding packages designed to mentally and physically challenge teams, organisations and schools. The activities are spread out across the 44 hectare property with participants undertaking various tasks, similar to the Amazing Race.

The Minute-to-Win-it challenges are designed to bring out the best in participants, with a variety of activities perfectly suited for different age groups and physical capabilities.

These packages are also great add-ons for conference organisers and a welcome distraction for conference delegates who would like to get their adrenaline pumping.

Boasting 17 years' experience, Team Building Alliance have created a variety of fun-filled activities that are guaranteed to stimulate individuals and challenge teams. They offer a variety of packages, including full day sessions that can accommodate both small and large groups.

For those who would like to combine their trip with accommodation, the graceful and newly-decorated four-star Peermont Walmont hotel offers 98 rooms and suites, many featuring panoramic views over the golf course or pool terrace. Inclusive of breakfast at the Blue Bayou restaurant, the rooms offer the comforts of a home-away-from-home, including complimentary 500mb Wi-Fi per day, per device and the luxury of 24-hour room service.

Let the Good Times Roll.  
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## ADVERTORIAL

# Book your beer-themed year-end party



You might say “we are just over the halfway mark for 2016”, but before you know it, it will be the end of the year.

Come the end of the year, corporates try to find a venue, within budget, for its staff year-end function.

While lunch will suffice, it's a tad boring and doesn't have everyone rushing from their desks.

This five-star Newtown venue is the only beer-themed venue in South Africa. Guests can enjoy guided beer tastings or beer and food pairings with one of SAB's brewers.

## WHO? (AND WHERE?)

SAB World of Beer, based in trendy Newtown in Johannesburg.

## WHAT?

Beer themed year-end functions in a private venue, catering between 30 and 50 people.

## OFFERING A CHOICE OF PACKAGES:

Tailor-made packages with set menus and a beer tour offering are available.

### Beer tour & beer and food pairing

Complete a beer tour to build up an appetite and then enjoy a five-course beer and food pairing.



## WHEN?

From 1 September 2016 to 31 December 2016, packages are available weekdays.

## WHY?

Why not? It is fun and something different to do this year.

## HOW?

SAB World of Beer has opened up bookings for corporate year-ends. ■

# THE SAB WORLD OF BEER

To book your year-end function, contact [events.co-ordinator@za-sabmiller.com](mailto:events.co-ordinator@za-sabmiller.com) or (011) 836 4900.



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### *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.

# THE ROYAL MARANG HOTEL

## Surrounded by heritage

The Royal Marang Hotel, a five-star hotel located in the North West, near Rustenburg, is surrounded by heritage sites dating back many centuries.

**T**he Royal Marang Hotel houses a high performance centre known as the Royal Bafokeng Sports Campus. The idea of building the hotel for the Bafokeng community was conceived prior to the 2010 FIFA World Cup.

Royal Bafokeng Holdings (RBH) is a community-based investment company whose growth uplifts and creates inter-generational wealth for the Royal Bafokeng Nation (RBN), a 100 000 strong Setswana-speaking community in South Africa's North West province.

The hotel has a dedicated five-star conferencing and events facilities. One room holds 70 people in cinema-style; two other smaller rooms each hold 35; while the Clubhouse Centre holds 200 cinema-style. There is also a raked 60-seater auditorium. The hotel has 64 luxury doubles and four presidential suites.

Many of the battles fought in the Anglo-Boer War took place in the hills and valleys not far from where the Royal Marang Hotel is situated.

### Some of the heritage sites: Kgosi Manotshe Mansion

This house belonged to **Kgosi Manotshe**, the 33rd king of the Bafokeng Nation who ruled from 1938 to 1956. The house remains incomplete because its architectural design was only known to Kgosi Manotshe who died before its completion.

### Paul Kruger Museum

Kedar Country Lodge houses the Paul Kruger Museum in what used to be his hunting lodge.

### Direpotsane Hill

Direpotsane Hill is of great historic significance to the Royal Bafokeng nation. From the early 1800s until the mid-1960s, this hill was the seat of the royal house.

### Spooner Memorial

Reverend **Kenneth Spooner**, of the Pentecostal Holiness Church (PHC), was the first African American pastor to work among Bafokeng. He arrived in Phokeng in 1915 and was allocated land by the royal family to build a church and a school.

### Kutwane Hill

Kutwane Hill is said to have been used as a rain-making site up to the mid-20th Century. The Hill is regarded as sacred by many.

### Lutheran Mission Complex, Saron

The Saron Lutheran Mission (also known as Hermannsburg Mission) was the first Christian mission to be established in Phokeng. It was built in 1867 on land that was jointly purchased by the church and the Bafokeng. ■



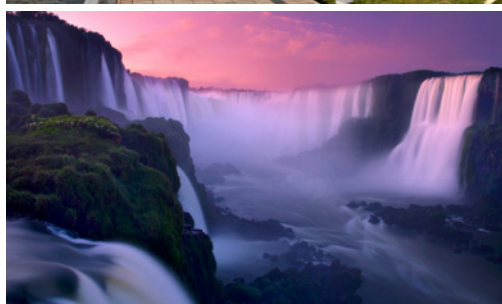
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# Discover Latin America with LATAM Airlines

LATAM Airlines is Latin America's largest airline, with the region's most complete network. From 3 October 2016, they'll fly passengers between Johannesburg's O.R Tambo International Airport and São Paulo's Guarulhos International Airport, three times a week.



**T**he route also opens up more than 115 other exotic destinations within Latin America, to travellers from across Africa.

"There are so many similarities – and so many differences between Latin America and Africa," said **Martin Modarelli**, commercial director UK, Nordic Countries and Africa for LATAM Airlines.

"We look forward to bringing our regions closer with exciting packages to showcase the beauty of both Latin America and Southern Africa."

Travel itineraries to Latin America can include an Amazon meander by entering the world's largest rainforest through the Iron Bridge in Manaus (Brazil), to taking in the majesty of the Foz de Iguazu's 275 waterfalls (Brazil, Paraguay and Argentina) that stand more than 60 metres tall, to feeling time stand still in the Ice Age in Patagonia (Argentina or Chile).

Buenos Aires is a cosmopolitan place and one of the region's cultural capitals, while sublime beach, surfing and kayaking bliss can be found at places such as Máncora (Peru) with its reliable sunshine nearly 300 days a year.

For the more archeologically-inclined traveller, Cusco (Peru) is known as the

Archeological Capital of the Americas or "the centre of the world".

Torres del Paine National Park (Chile) outright earns it the title of Eighth Wonder of the World. While in Ecuador, the enchanted Galapagos Islands are a paradise with beautiful white sand beaches ideal for snorkeling and scuba diving.

Not to be overlooked, Colombia is a hop, skip and jump to explore via Bogotá, a worthwhile trip for the foodie traveller and lover of museums.

This destination offers idyllic Caribbean island getaways to places such as San Andrés, Cartagena de Indias, and Santa Marta.

The flights between Johannesburg and São Paulo will be operated on LATAM Airlines' technologically-advanced Boeing 767-900. The aircraft features 191 seats in Economy Class and 30 in Premium Business.

Apart from LATAM's extensive network, passengers have access to more than 1 000 destinations in more than 150 countries through the oneworld partnership.

LATAM Airlines' Premium Business Class features the latest generation seats, with an emphasis on creating a feeling of space in the cabin.

**Clockwise from left: View over Avenida 9 Julio and the obelisk in Plaza Republica, Buenos Aires, Argentina.**

**Bicentennial Park, Santiago, Chile.**

**Boat sailing on the Amazon river, Manaus, Brazil.**

**Panoramic view of Buenos Aires at sunset, Argentina.**

**Iguazu Falls and the Devils Throat at sunrise, Iguazu National Park, Brazil.**

The 2-2-2 configuration means passengers can choose between privacy, or sharing with their travel partner, and also maximises accessibility.

The menu features the finest Latin American cuisine and was designed by a renowned chef, while the wine list has been curated by Master Sommelier **Héctor Vergara**, the region's most-awarded sommelier.

The LATAM Airlines Economy Class offering features ergonomically-designed reclining seats with adjustable headrests, for maximum comfort.

The 2-3-2 seating configuration maximises cabin space and comfort. The personal entertainment system offers music, videos, movies and games for all tastes. ■



# What's *hot* in teambuilding for 2016

by Jeana Turner, sales manager of Event Inspirations Teambuilding

Look at the majority of successful companies and you will undoubtedly find hard working and devoted teams playing an integral part in their accomplishments.

**A**t Event Inspirations Teambuilding we are experiencing a steady increase in requests for corporate teambuilding events despite a volatile economy. Client requirements are evolving with buzz words like "customised"; "bespoke"; "create"; "values"; "ROI" and "collaborate" becoming commonplace at many event briefings.

Current trends include event customisation, advanced technology, collaborative interactions, green events, corporate social responsibility projects, as well as mindfulness and wellness programmes, to name but a few.

Highlighted are three of the current top teambuilding trends.

## Customisation (Bespoke)

Corporations are turning away from standard teambuilding offerings, instead expecting tailor-made teambuilds that meet their specific goals and objectives.

Modifying activities to fit in with an event theme, incorporating learning about a new product or new business feature and a company's values, standards and ethics all help make teambuilding events unforgettable and appealing.

At Event Inspirations Teambuilding, we recently won a sizeable bid, pitching one of our new products called "Cat Walk Collaboration". Not only have we customised the activity to incorporate the company's seven core values, but we ourselves

are collaborating with a training company to include an element of learning and skills development.

## Technology

With technology advancing at such a rapid pace and with millennials now forming the biggest percentage of the workforce, clients are demanding technologically progressive events.

At Event Inspirations Teambuilding we have incorporated the use of iPads, smartphones, apps and wireless audience response systems, as well as modern video cameras, into a number of our products and offerings including our ever-popular Game Show, Amazing Race and Movie Making activities.

Using up-to-date technology makes a traditional activity a great deal more engaging and fun as well as promoting teamwork, communication skills, productivity and morale in the workplace.

## Collaborative Activities

Teambuilding has long been focused on competitive "team against team, winner takes all" style events. These types of activities are still commonly requested and provide a number of benefits such as team bonding, high impact learning, increased team skills, improved communication, co-operation, trust and respect all of which are beneficial in creating a winning team culture.

However, with the face of business ever-changing and developing, the spotlight has shifted to an outcomes-based model for team synergy.

Employees and teams within an organisation are no longer silos, forming instead part of a collective resolve to positively influence a common goal or outcome.

In short it is all about the BIG picture. Even when working in teams, it is no longer "us" against "them" but more about how we can all collaborate to reach a positive and beneficial result.

At Event Inspirations Teambuilding, we offer various activities around collaborative principles. The entire







group is given one common goal to work towards. Individuals work within sub teams and teams are encouraged to work with each other, as well as the individuals in their team to achieve the BIG picture outcome.

The advantages of teambuilding are so numerous that most companies now

include teambuilding programmes in their training and development strategy.

Although teambuilding, organisations, businesses and events are constantly changing and progressing, one thing remains the same: investing in your employees, your most valuable asset, pays off in the bottom-line returns. ■



## WHO IS Jeana Turner?

**Jeana Turner** has been actively involved in the business events industry since 1996. She has a diploma in marketing management and has worked in multiple facets of the hospitality industry, including teambuilding and event management, hotel management, event technology systems as well as industry-related sales management.

She serves on the SAACI Advisory Board, as well as the SAACI Tshwane branch committee, and the Event Greening Forum. She is passionate about events, teambuilding and sustainability and believes in giving back to the industry. She has been nominated as one of the Top 40 Women in MICE for 2016.

# OBSTACLES DON'T HAVE TO STOP YOU.

FIGURE OUT HOW TO WORK AROUND IT AS A TEAM.

EVENT  
*Inspirations*  
TEAM BUILDING





## RUDI VAN DER VYVER

# Striving to make a difference



Rudi Van Der Vyver, 34, national sales manager of Orion Hotels and Resorts, serves on the Orion Group's executive committee (EXCO), as well as the Southern African Association for the Conference Industry (SAACI) board of directors as the venue representative.

**T**he Orion Group, founded by chief executive officer, **Franz Gmeiner** in 1991, has a portfolio of 13 hotels, resorts and lodges throughout South Africa and Lesotho in the three- and four-star categories, all of which boast conference facilities to suit any requirement.

"Our hotels are a fine selection of heritage hotels, luxury estates, city hotels, country retreats and private game lodges making Orion the only sizeable boutique hotel group in Southern Africa," Rudi said.

### When did you realise you wanted to be in hospitality?

After an eight-year tenure in the financial services industry, hospitality offered a fast paced and exciting change. This is an industry that South Africa is well known for on a global scale, and internationally our industry can hold its own with regards to setting trends and standards worldwide.

### Were you discouraged from pursuing a career in hospitality?

Absolutely not. The hospitality industry suffers from a general perception of having irregular and chaotic working hours, but I believe that any industry will contain a certain modicum of chaos and irregularity if you are truly passionate about what you do. The trick is to work smart and manage your time effectively. The industry also has many mentors and seasoned individuals very willing to provide mentoring and advice.

### How long have you been in the industry?

I have been involved in hospitality directly for almost a year-

and-a-half, having joined Orion in April 2015. However, in my previous positions as marketing manager and marketing director in various other business sectors, I have had close dealings with the hospitality industry, especially from a business events perspective.

### What challenges do you face as a young person in this industry?

A large amount of the people in the top echelons of the industry have been involved in hospitality for an extended period, and are hesitant to embrace new ideas and innovations, causing parts of the industry to stagnate.

The introduction and implementation of new ideas and perspectives to align the industry with current developments is often met with resistance.

In my current role at Orion and as a member of the board of SAACI, I have been given the platform and support to implement changes and introduce new ideas, making a conscious move towards revolution and reformation.

### What does your job entail? Do you ever have a typical day?

There is no such thing as a typical day in hospitality. My role entails identifying the strategic direction for maximum growth within the MICE sector (Meetings, Incentives, Conferences and Exhibitions), creating and strengthening long-lasting client relationships at the highest level, investigating opportunities for brand expansion locally and internationally and ensuring that Orion is a trusted and reliable brand within the

market segments we target. Through my involvement with SAACI, and with the strong coaching culture we foster in Orion, I have the opportunity to identify and mentor promising individuals to ensure sustainable growth and attracting the highest level of talent within the industry.

### Which personal traits do you need for this position?

Tenacity, passion, negotiation skills, a huge affinity for people and relationships, and the ability to think on your feet and problem solve. Being able to manage a very diverse team of people across cultural boundaries is a crucial element for my role.

### What advice would you offer young people who are reluctant to explore the hospitality industry?

Hospitality is perceived as a non-stop work environment. I, however, believe that any industry will require hard work and long hours to advance. Success is earned.

The greatest advantage to working in an industry as multi-faceted as hospitality is you encounter business situations ranging from service elements to operational aspects, through to strategic management.

Under the umbrella of hospitality are a wide range of sub-sectors, suitable to all tastes and talents. Hospitality is one of South Africa's most diverse industries. You also often get the opportunity to be a part of your guest's once in a lifetime experience.

### What is your goal for the next five years?

My five year plan entails making a noticeable difference and having a substantial impact not only within Orion, but within the industry as a whole. I hope to establish myself as a thought leader, incubating innovative youth and small business start-ups through relevant corporate and association ties, like SAACI.

We want to create a passion for the industry, and encourage individuals entering the job market to pursue a career within the sector.

We also aim to break down the misconceptions surrounding the industry and help with truly putting South Africa on the map as a first class international travel and event destination. ■



# A FOCUS ON *South Africa's* Business Events **INDUSTRY**



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[www.businessevents.southafrica.net](http://www.businessevents.southafrica.net)



NATIONAL CONVENTION BUREAU

Brought to you by *South African Tourism*





SOUTH AFRICA NATIONAL CONVENTION BUREAU

# Creating opportunities

South Africa's excellent track record in international events has seen it host meetings such as COP17, the 5th BRICS Summit, and the International AIDS conference (twice). Few other destinations offer the variety of meeting, exhibition and incentive options available in South Africa.

**T**HIS IS ONE of a handful of countries that has played host to most of the major sports world cups, including the 2010 FIFA World Cup™, the ICC Cricket World Cup and the Rugby World Cup.

Since its inception in 2012, the South Africa National Convention Bureau (SANCB) has grown and energised the South African business events industry.

In this supplement, *Business Events Africa* takes a closer look at the SANCB. The next few pages will give insight into the SANCB; what services they offer to the business events industry and what its contribution has been in the business events industry and in the country.



*Estimated total direct spend for business events:*

**2014: R38.5 billion**

**2015: R42.4 billion**

*Business Research Report 2014-2016 data  
(done in conjunction with Grant Thornton)*





# Who is the SANCB team?



**Amanda Kotze-Nhlapo**  
Chief Convention Bureau Officer  
[amanda@southafrica.net](mailto:amanda@southafrica.net)



**Bjorn Hufkie**, Senior Manager: Meeting  
and Convention Sales  
[bjorn@southafrica.net](mailto:bjorn@southafrica.net)



**Neil Nagooroo**, General Manager:  
Exhibitions & Strategic Events  
[neil@southafrica.net](mailto:neil@southafrica.net)

**Amanda Kotze-Nhlapo**, chief convention bureau officer, has taken the SANCB to new heights.

In April this year, Ms Kotze-Nhlapo was also awarded the IMEX Academy Award 2016 for Africa and the Middle East. The IMEX Academy Awards represent the very best in the meetings and incentive travel industry, honouring outstanding individuals.

A true achiever, more than a year ago, Ms Kotze-Nhlapo was elected geographical member for Africa to the ICCA board.



**Merryl Fairfoot**  
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# What is the SANCB?

The South Africa National Convention Centre (SANCB) is a 'one-stop solution' for independent information and assistance, giving neutral advice on all aspects of hosting and organising any business event in South Africa.



assistance of local convention bureaux.

The SANCB will also provide support when hosting conventions and facilitate collateral materials, assist with government advice and provide insights into destination and local issues. The SANCB provides assistance with marketing South Africa, as well as marketing business events in South Africa through promotion and publicity.

The SANCB is pro-active in providing event marketing support designed to increase delegate attendance and enhance your conference and in assisting you with providing a distinctly South African flavour to your event.

## WHICH SECTORS ARE TARGETED?

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

**T**HE SANCB, in conjunction with South Africa's city or provincial convention bureaux, provides dedicated assistance to meeting planners, as well as incentive and exhibition organisers who are considering South Africa as their next destination. Support is provided on every level, using expertise, strategic planning and destination knowledge to ensure the conference, exhibition or incentive in South Africa is memorable for delegates and hassle-free for organisers and associations.

## WHAT DOES SANCB DO?

The SANCB provides support when bidding for conventions, as well as during the hosting of conventions.

When you are bidding for conventions the SANCB will assist in providing research, formulating bid strategies, and in developing content for bid documents and bid presentations. The SANCB will also play an active role in liaising with relevant government officials and with bid lobbying and promotion, as well as organising local site inspections and garnering the

# THE DELIVERABLES

## TRADE SHOWS

Create a 'marketing platform' for local business events industry players through trade shows

## BIDDING SUPPORT

Support to regional and/or City Convention Bureaux (CCBs) in bidding for key business events

## BUILDING ATTENDANCE ON SITE SUPPORT

Generate maximum delegate attendance at business events

## PR, MEDIA AND ADVERTISING

Increase awareness about South Africa as a business events destination

## LEAD DEVELOPMENT

Develop a co-ordinated approach to generate leads for business events

## CAPACITY BUILDING RESEARCH

To create a more professional environment in which more business events will come to South Africa



## WHAT SERVICES DO SANCB DELIVER?

Support when bidding for conventions

Support when hosting conventions

Marketing support

Research

Bid strategies

Preparation of bid materials

Bid presentations

Government support

Bid lobbying and promotion

Site inspections

Co-ordinated approval

Meeting planner support services

Attendance promotion

Support packages

Airport meet-and-greet

Signage

Tour desks and visitor information services

Welcome ceremonies

Target: 35 Activations  
2015-2016

38 Activations



Delegates reached: 115 000

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## DELEGATE BOOSTING

The SANCB will co-ordinate efforts to maximise delegate numbers on behalf of associations.

The secret to a successful congress or convention lies in the number of delegates. The SANCB will assist in promoting and marketing your convention to maximise the number of delegates in a number of ways, including with promotional materials, special services and cultural displays.

## DELEGATE BOOSTING PACKAGES

There are three packages available to assist with delegate boosting: the standard package, the standard plus package and the elite package.

The package evaluations are based on various criteria qualifications, including being part of an international association agenda, support provided in the bidding phase, delegate numbers (and where they are from), seasonality, duration and economic development criteria.

## ON-SITE EVENT SERVICES

During SANCB-registered events, where active support has been given during

the bidding process, the SANCB will co-ordinate a number of on-site services that will enable South Africa to promote its image and take full advantage of the benefits of holding such events.

**The SANCB spends just over R30 million a year on creating marketing and sales opportunities through international trade platforms like Meetings Africa.**

## MEETINGS AFRICA

The South African National Convention Bureau (SANCB) certainly understands the need to create new business opportunities for the business industry to grow.

The SANCB's team is responsible for the delivery of Meetings Africa, South African Tourism's business events trade

show. One of the key objectives of Meetings Africa is to encourage and stimulate the rotation of meetings on the African continent and to use the exhibition as the ultimate platform for the regional business events industry to engage in a bid to attract more global and regional business events to Africa.

In 2014, the international meetings, conference and exhibition industry business contributed to

**267 660** direct  
and indirect annual jobs in South  
Africa and in 2015, it contributed to  
**280 555**







## BUSINESS EVENTS 2015

In 2015, South Africa hosted **140 international meetings and conferences**, which attracted about **80 000 delegates** to the country. These events generated just over **R1 billion** in economic impact.



## BIDS SECURED FOR SA: 2016 – 2022

Total bids secured	Total number of days	Estimated delegate numbers	Estimated economic impact
66	311	108 134	R1.4 billion

### BID SUBMISSION 2013-2016

Financial Year	Number of Submissions	Delegate Numbers	Conferences Days	Estimated Economic Impact
2013-2014	57	78 843	237	R977 million
2014-2015	52	119 477 (Aids Association 20 000 Delegates)	230	R1.4 million
2015-2016	53	86 192	242	R1.2 million
2016 -2017 Q1	26	30 406	112	R 567 million
Q2 (To Date)	7	10292	29	R 159 million

## BIDS PENDING 2016-2022

45 Bids Pending Outcomes

112 000 Potential Delegates

216 Conference Days

Estimated Economic Impact: R1.5 billion



## SA ICCA RANKING PERFORMANCE

Year	Number of Meetings	Global Ranking	African Ranking
2012	97	37th	1st
2013	118	34th	1st
2014	124 (69 000 Delegates)	32nd	1st
2015	108 (69 000 Delegates)	38th	1st

## 2014 NON-ICCA EVENTS

**32** Non ICCA Conferences

**9 896** Delegates

**108** Conference Days

**R100 million** Estimated Economic Impact



## ICCA'S RANKING CRITERIA:

★ Only association conference and meetings are counted

★ The meetings and conferences needs to rotate to at least 3 countries

★ The meetings and conferences needs to be attended by at least 50 international delegates

## Trade shows



**T**HE SANCB created four international business events trade platforms for the local industry at the following shows:

- IMEX, Frankfurt 2015
- IBTM, China 2015
- IMEX, America 2015
- IBTM World, Barcelona 2015

The SANCB subsidised 78 local business events products and services which enabled them to exhibit on the four platforms including nine companies that qualified for the National Department of Tourism's Tourism Incentive Programme (TIP).

**The SANCB generated 139 qualified leads** from these trade shows that can **potentially attract 92 000 delegates** to South Africa and can **potentially generate R765 million for our economy.**

### IMEX FRANKFURT



- SA Pavilion pre-scheduled appointments: 187 meetings
- 23 stand sharers (2 x TIP programme)
- The SANCB held 93 pre-scheduled appointments at IMEX 2016
- 19 group destination presentations: 245 hosted buyers
- These meetings generated 25 qualified leads

**Total value of combined leads: R150 million**

Estimated number of delegates: 22 285  
Number of conference days: 310

### IBTM WORLD 2015



- 21 stand sharers (4 TIP programme)
- The SANCB held 64 pre-scheduled appointments
- 7 group destination presentations: 91 hosted buyers
- These meetings generated 55 qualified leads

**Total value of combined leads: R311 million**

Estimated number of delegates: 25 274

### IBTM CHINA 2015



- Six stand sharers
- The SANCB held 28 pre-scheduled appointments at ibtm® China 2015
- Sales and marketing activities: client

dinner for 22 buyers

- These meetings generated nine hot leads

**Total value of combined leads: R134 million**

Estimated number of delegates: 5 953  
Number of conference days: 138

### IMEX AMERICA 2015



- SA Pavilion pre-scheduled appointments: 354 meetings
- 24 stand sharers (4 TIP programme)
- The SANCB held 79 pre scheduled appointments at IMEX 2015
- 19 group destination presentations: 150 hosted buyers
- These meetings generated 50 qualified leads

**Total value of combined leads: R150 million**

Estimated number of delegates: 17 000  
Number of conference days: 194





# MEETINGS AFRICA

## Advancing Africa Together

### EXHIBITOR STATISTICS

- Main Exhibitors - 142
- Sharers - 129
- Development Zone - 10
- First-Time Exhibitors (Main Stands) - 13



# 271

Exhibitors at Meetings Africa 2016

Final-year Tourism and Hospitality students took part in the IMEX-MP-MCI Future Leaders Forum Africa

# 55

### AFRICAN CONTINENT REPRESENTATION

Meetings Africa is a Pan-African business events trade show, where the following 15 African destinations were exhibited in 2016 (excluding SA):

Angola  
Botswana  
Egypt  
Ethiopia  
Kenya  
Lesotho  
Malawi  
Mauritius  
Mozambique  
Namibia  
Seychelles  
Swaziland  
Tanzania  
Zambia  
Zimbabwe



- 58 African Products
- 8 African Tourism Boards

### MEETINGS AFRICA APP



# 2 912

total in-app actions

# 171

active users

# 12.06

average actions per user

### DEVICE BREAKDOWN



### EXHIBITION BREAKDOWN

#### Top 5 exhibitors with the most meetings conducted

- AFRICAN PRIDE MOUNT GRACE COUNTRY HOUSE & SPA
- STARWOOD HOTELS AND RESORTS WORLDWIDE
- CARLSON REZIDOR HOTEL GROUP
- LAGOON BEACH HOTEL & SPA
- LIMO NETWORKING

### FINAL ATTENDANCE NUMBERS

- 207 International and African Association Hosted Buyers
- 137 Media
- 55 IMEX-MPI-MCI Future Leaders Forum
- 271 Exhibitors
- 1308 Visitors and Corporates

### EUROPEAN CITIES MARKETING ACADEMY

#### Inaugural European Cities Marketing Academy

- Participants - 75
- Global Facilitators - 6

### SOCIAL MEDIA

- 5 717 Mentions
- 32 029 994 Opportunities to see
- R7 720 036 Advert Value Equivalent
- 3 912 Engagements
- 3 620 Reshares/Retweets

Best Performing Day: 24/02/2016  
On that day there were 31 069 094 opportunities to see and R7 497 433 advert value equivalent.

### EXSA BEST GREEN SHOW AWARD:

- 2013
- 2014
- 2015



Finalist in the 2016 UFI Sustainability Development Award

# 73%

73% of qualified hosted buyers had never been to South Africa

### PRE AND POST TOURS (19 TOTAL)

- Mpumalanga - 2
- Gauteng - 1
- North West Province - 2
- Northern Cape - 2
- KwaZulu-Natal - 3
- Eastern Cape - 2
- Western Cape - 7

### MATCHMAKING PROGRAM

**15 943** scheduled meetings between 844 profiles in the matchmaking program

**537** participants actively used the program to schedule their meetings

27 FEBRUARY 2017: BONDAY  
28 FEB-01 MAR 2017: EXHIBITION  
SANDTON CONVENTION CENTRE  
JOHANNESBURG, SOUTH AFRICA

Go to [www.meetingsafrica.co.za](http://www.meetingsafrica.co.za)

### MEETINGS AFRICA GREENING

Social Investment:  
number of trees planted in various communities around Johannesburg and Tshwane (290% increase)

2015: 20 trees

2016: 78 trees

Energy Consumption  
(32% decrease)

2015: 7614 Kwh

2016: 5180 Kwh



NATIONAL CONVENTION BUREAU



# Glenn van Eck enjoys creating experiences

**Glenn van Eck**, 50, chief executive officer of Magnetic Storm, has always been in the industry. It runs through his veins. He started his career at Magnetic Storm at age 16.

**M**agnetic Storm celebrated 35 years of business this year. "From humble beginnings as a disco we are now a full-service events and tech company with offices in Port Elizabeth and Cape Town, servicing the entire country.

"I also purchased the Electroquip franchise which has been incorporated into Magnetic Storm and established Imagio Productions with **Glen Meyburgh**," Mr van Eck said.

## How do you see the business events industry at present?

There are lots of changes, budgets are tight and everyone wants "bang for their buck". Training and experience is going to become more important and the industry will grow as more and more people want "experiences".

## Where did you grow up?

I am Port Elizabeth born and bred, going to Alexander Road High School and briefly studying at the then University of Port Elizabeth.

**How long have you been in the business events?** I have been in events from the age of 16. Initially I assisted my brother with the setting up and de-rigging of AV equipment, and thereafter maintenance of equipment. Working in a full-service events business, I enjoy creating experiences for client and their guests to remember.

**What has been the biggest change you've seen in this sector?** It would have to be the speed in which new technology comes through, and the reduction in lead time we're given to create events.

**What would you change in your life if you could when looking back?** I would have taken

more structured breaks. Work/life balance is vital for your own well-being.

**Do you have any hobbies?** Who has time for hobbies? It has to be reading.

**Do you play any sports?** No, but I have started pilates once a week.

**What do you do for leisure?** I lose myself in a good book, or travel when time allows.

**What is your secret to success?** Hard work, dedication, and to always be approachable.

**What has been the most embarrassing moment in the industry?** I can't tell you that.

**What has been your biggest challenge in the business event industry?** Balancing staff well-being with the fast pace and immovable deadlines of the events industry.

**What is your pet hate?** When people don't take responsibility for their actions, and pass the buck.

**What is the most memorable place you have ever been to, and why?** Yosemite National Park for its sheer beauty and the abundance of water.

**What type of holiday would you avoid at all costs?** I would never avoid any holiday or experience. Life and the world is out there for exploring, although I must admit I do enjoy my comforts.

**What is your favourite city?** It has to be Port Elizabeth. It's a big city, with a small city vibe.



**What is your favourite book and movie?** I don't have one favourite book, but I enjoy books which allow for personal development. And my favourite movie has to be Star Wars – all of them.

**How do you relax?** With a good book or by sleeping.

**What is your favourite food?** Definitely lamb shank.

**What is the most impulsive thing you have ever done?** Trying to think of doing something impulsive.

**What advice do you have for anyone starting out in this industry and hoping to follow in your footsteps?** Do your time on the floor and in the trenches, and learn from others – especially in events. You can't only book learn.

**What is your dream for the future?** To one day do an around the world cruise. ■



# For conferences and incentives, MSC Cruises offers it all

A cruise on board the MSC Sinfonia is the ideal opportunity to host a conference, teambuilding or incentive event.



There is no comparable land-based venue where accommodation, all meals, entertainment and the company conference can be arranged with one call and it's all included in the fare, making a cruise a "best value" conferencing opportunity.

The return of the renewed MSC Sinfonia to South Africa for the 2016/17 season is an exciting prospect for both the business and leisure markets.

New destinations and cruise offerings allow the MICE market to tailor make a corporate experience on board.

The three-night weekend cruises to the Portuguese Island have proved to be the most popular with the corporate market and provide the ideal venue for groups from 20 to 2 000.

Widely-acclaimed for the spectacular interiors and facilities on offer, the MSC Sinfonia offers a luxury resort with

a view of the world that's different every day.

Departures out of Durban, and select departures out of Cape Town, offer exciting cruise itineraries to exotic islands and exciting ports.

The cruises range from two nights to seven nights, offering the perfect variety to suit budget and incentive need.

World-class conference facilities include a theatre for large corporate events, meeting rooms and complete technical infrastructures.

Varied modern sports and leisure facilities provide valuable teambuilding opportunities, while sumptuous spa centres, gourmet cuisine, varied entertainment and attentive staff pamper guests in elegant surroundings.

MSC Cruises offers a specialist groups department that can comprehensively tailor the facilities and services to your needs, advising on and taking care of every detail of your initiative.

The new extended season starts in November 2016 and runs until the end of April 2017.

The programme is already on the market allowing ample time for corporates to pre-plan their conferences or events. ■







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0860 11 44 11 or visit [www.msccruises.co.za](http://www.msccruises.co.za)







# Choose The Seychelles...

In an incredibly competitive incentive travel environment, destination marketing companies the world over are being compelled to add a little theatre to their already "out-of-the-box" travel incentive ideas – a challenging requirement as corporates try to balance their need to cut costs and deliver an exceptional travel reward that will drive employee performance.

**T**he Seychelles is widely recognised as one of the world's top leisure destinations, with three of the archipelago's islands recently having made the Conde Nast Traveller's list of World's 22 Most Incredible Private Islands.

But destination marketing companies (DMCs) will say there's more to a successful incentive than the destination, so we've selected our top "out of this world" incentive experiences in The Seychelles to give you a taste of incentive theatre you can expect:

## Ready, Steady, Kreol!

Creole cuisine is truly spectacular. From freshly caught fish, to locally grown fruit, spicy curries to sweet, fried bananas, there is something here for every taste bud and palate. So, how about learning to cook the Creole cuisine yourself?

Mason's Travel has introduced an incentive activity that is guaranteed to improve your knowledge of this succulent cuisine through interactive, authentic experiences.

Participate in a team challenge cooking escapade that takes guests to the markets of Victoria to purchase their fresh and local ingredients. After buying the ingredients and learning the basics, it's time for a team-cooking open kitchen challenge.

## Try your hand at laughing yoga

Who said yoga had to be serious? To lighten up your meetings or incentives, the Four Seasons Resort in Seychelles is organising laughing yoga classes.

In this innovative yoga class, guests will be guided on how to use one of the body's most positive emotions as an effective form of exercise.

Starting with a gentle warm up, the 60-minute session includes stretching, chanting, clapping and body movements.

Breathing exercises are used to prepare the lungs for laughter, with the Resort's yogi leading a series of specific "laughter exercises" that combine acting and visualisation techniques with playfulness.

## Who can catch the biggest fish?

In the office, your employees are probably competing to see who can land the biggest client. Build on their sense of competition while away on an incentive trip, and see who can catch the heaviest and biggest fish.

Undoubtedly one of the best team activities in Seychelles is sport fishing with some of the best sport fishing waters in the world.

This group competition, organised by Mason's Travel, will take everyone's fishing knowledge to a new level. The fish will also definitely not go to waste, and participants will learn how to prepare their catch in the traditional Creole style.

## Go on a Jeep Treasure Hunt

Nothing will build team spirit quite like an old-fashioned treasure hunt. Mason's Travel has put together a fun team building activity that will allow delegates to drive a Jeep and explore the island of Mahé.





## *Conferences, Incentives and Business*

*It's hard to find a more ideal venue than Seychelles for holding a Conference, company incentive trips or doing as several of the world's leading Companies are doing....providing the ultimate morale-boosting break for your staff that will be talked about for a long time to come.*

*Powder soft beaches, waving palms, clear azure water and nearly twelve hours of tropical sun every day – it's difficult to imagine a place so very far from madding crowd that still enjoys wide international access, excellent transportation and communication facilities and a modern infrastructure – everything In fact, to ensure that your particular combination of business and pleasure meets your expectations.*

*Seychelles welcomes business, group and conference trips and more and more hotels and exclusive island hideaways cater specifically for high-end incentive Travel arrangements with a range of dedicated amenities and professional staff on hand to handle the details and ensure your conference or incentive trip is a memorable one indeed.*

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The teams must solve a series of clues along the way and collect a number of local items to win prizes at the end of the trail.

Once the treasure is found, delegates can explore the island at leisure at the wheel of their jeep. A great idea is to tackle the Sans Souci pass, which takes one through dense jungle below the country's tallest peak, Morne Seychellois (905m). The Mission Viewing Station offers spectacular views of the coastline and islands.

### *Dance, baby, dance!*

Set your watch to the slow Sega beat and learn how to dance it on the beach. In its most authentic form, the Sega is performed exclusively with simple instruments such as rattles, hand drums, gourds and musical bows. It is used as accompaniment for a form of traditional dance in which the feet stay firmly rooted to the floor while the rest of the body moves.

Or, why not try the more suggestive Moutya dance around the campfire? Traditionally, the dance starts slowly to the beat of a single drum and then builds up and gets faster and more suggestive as the tempo increases.

Mason's Travel organises typical Seychelles Creole galas for incentive groups. In true

Seychelles style, your employees will enjoy an evening of traditional dancing and gastronomic delicacies at one of the few remaining authentic Seychellois 'Grann Kaz' (Plantation House).

### *Robinson Crusoe for a day...*

"It is said that God designed Seychelles for sailors." With so many granitic and coral islands to explore, as well as an exceptional choice of lagoons and picturesque bays with secure moorings, chartering a yacht or other boat is a great incentive option.

A fleet of professionally maintained and operated mono or multi-hull yachts are available with many other types of boats for scenic cruises, snorkelling trips and island hopping excursions.

Keelboats...Catamarans...Bareboat...Crewed...Cruising...Diving...Fishing. Whatever your plans for the ultimate boating holiday might be, Seychelles will bring your dreams to life.

A good choice is the Oplezir, a world-class catamaran that belongs to local destination management company (DMC), Creole Travel Services.

Oplezir has been manufactured in South Africa and cruises at 10 knots

under full sail power. It can hold a maximum of 100 people along with four crew members. The catamaran also features two forward trampolines, a hydraulic swimming platform and a diving compressor.

### *Scaling new heights*

Rock-climbing in a tropical paradise? Yes, it can be done.

Travellers can climb the island's beautiful 18-metre high granite rock faces, abseil or even zoom across the tree tops on a zip-lining adventure. Whether you're a novice or an accomplished climber, there's something to challenge everyone.

The specialised multi-adventure company, SMAC Adventures, is located on the beautiful Island of Mahé at the Constance Ephelia resort, offering some great Seychelles activities.

This group of dedicated adventure enthusiasts have embraced the facilities provided by nature and developed a new sport for the islands.

With many years of adventure sports experience behind them, the crew at SMAC Adventures has established a rock climbing, zipline and abseiling facility within the resort on Mahe's coast. ■





# Bleisure travel

## Combining work and play

It doesn't have to be all work and no play when traversing the world, or the country, for business.

**B**usiness trips mean long hours and days away from your home and family. So tacking a weekend or a couple of days leave on to your business trip, can be the ideal solution to having a holiday while saving on leave days, as well as the cost of flights and accommodation.

And, depending on the finances, it could be a possibility to arrange for your family to join you during the leisure time.

According to a local survey, at least 60 per cent of those who travel for business also use the same trip for pleasure.

Local corporate travel experts, Thompsons Travel, recently surveyed South African business travellers on their habits and requirements regarding all things bleisure. (The term 'bleisure', according to Travel Industry Dictionary Online, is "a

recent coinage for travel that combines business and leisure activities".)

The survey found that "67 per cent of respondents had already combined business and leisure trips in the past and were also likely to take time for leisure on a business trip in the next three years".

Most (almost 50 per cent), travelled for business more than four times annually. Driven by the economic downturn, more than half attributed their bleisure time to saving money as the cost of flights was already covered.

But the vast majority, more than 80 per cent in fact, covered their own costs for the extension.

Almost 60 per cent of corporate travellers surveyed went on business trips of three to five days. So, with a couple of weekends on either side, it's easy to double your time at your destination and see the sights in the process.

To subsidise some of the personal cost, more than 22 per cent used loyalty points to top up their business travel for leisure.

**Nicholas Barenblatt**, group marketing manager for Protea Hotels by Marriott®

and African Pride Hotels, notes that they expect many of their guests on business trips to use their Marriott Rewards, to add on days to their stay, and earn more points in the process for future stays.

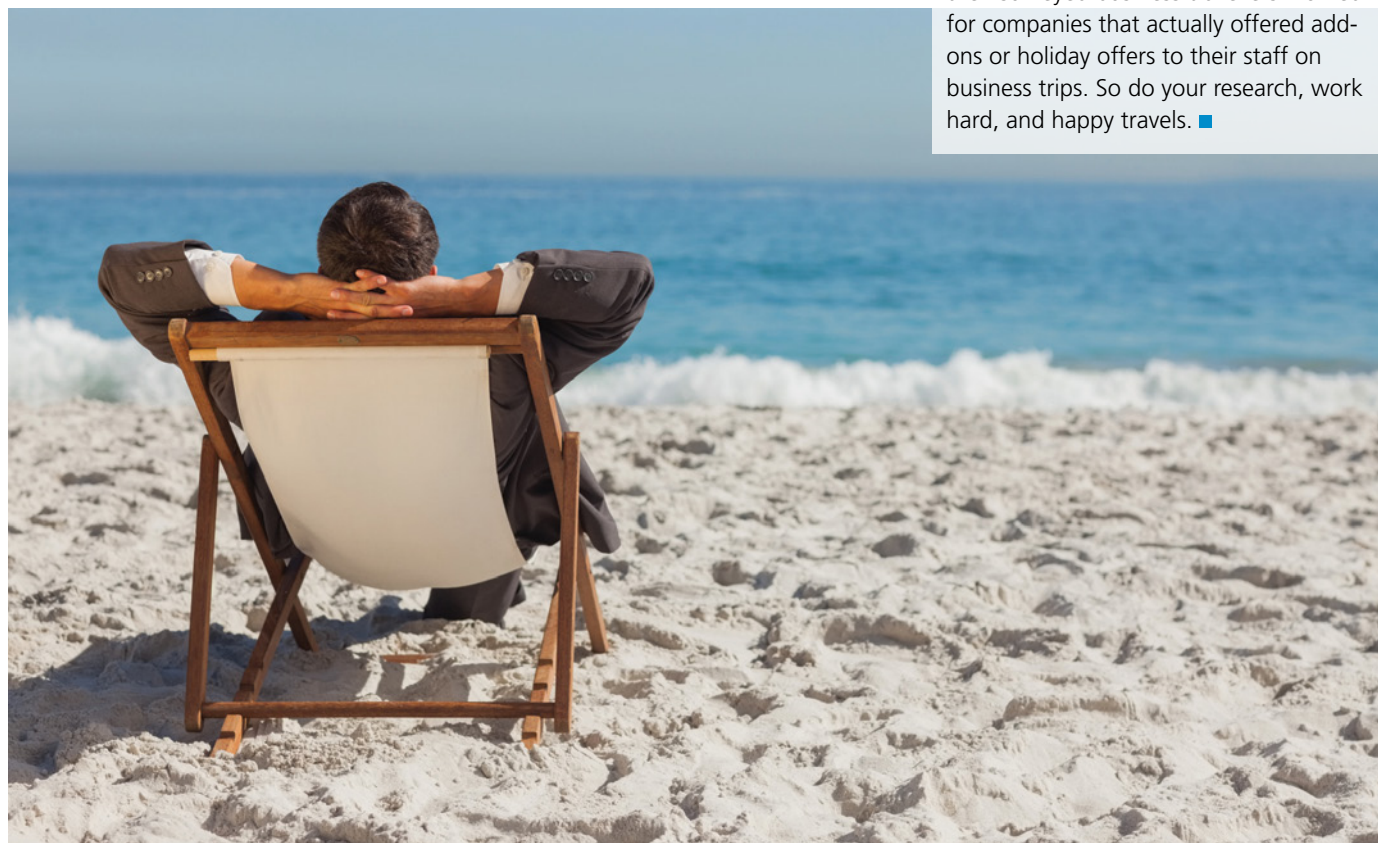
"You can choose to use loyalty points for accommodation, so for our regular South African business travellers it's a great way to turn all their work spending into rewards for their free time.

"People who regularly travel for business around South Africa can also gain points and use them on their next international holiday," he explained.

Just be sure to let your boss and colleagues know you're adding a bit of holiday to your hectic schedule, so they don't question your sightseeing selfies on social media.

But, more than that, check your company's travel policy. It may have strict guidelines with regards to staying on, and who picks up the tab, so keep all your spending separate and hold on to all receipts for their records, as well as your own.

According to the Thompsons Travel's survey, a little more than 14 per cent of their surveyed business travellers worked for companies that actually offered add-ons or holiday offers to their staff on business trips. So do your research, work hard, and happy travels. ■





# Site Summit 2016

## delivers high standard

By Irene Costa

The Society for Incentive Travel Excellence (Site) Summit recently took place at The Pivot, Montecasino, Johannesburg.

**N**atalia Rosa, from Big Ambitions, facilitated the Summit as master of ceremonies. **Tes Proos**, Site Southern Africa president and **Daryl Keyword**, Site Board member of Africa and Middle East, opened the Summit with a snap shot of Site locally and internationally.

Growing Site's African membership is a priority. Rwanda recently became a Site member. Site was invited recently to the first East African MICE congress in Addis Ababa, Ethiopia and participated by invitation of Zimbabwe Tourism in a business events workshop in Zimbabwe and would be returning to Zimbabwe in September for an additional training workshop.



"Our objective is to engage with these countries and assist in growing this sector," Ms Proos said.

Ms Proos announced that Site Southern Africa has further strengthened its relationship with SA Tourism by forming a Memorandum of Understanding which will improve the communication between SA Tourism and the Site members.

She spoke briefly on the Site Pavilion at Meetings Africa 2017. Ms Proos also touched on the youth and how it is one of Site Southern Africa's concerns in terms of attracting younger professionals to join Site. She mentioned there is a developing membership available for young professionals, which costs around \$200 a year.

On the youth front, she said Site Southern Africa is in talks with the Southern African Association for the Conference Industry (SAACI) to form a combined Youth Congress for 2017.

Mr Keyword touched on the various certifications available through Site for incentive professionals, namely CIS and CITE specialist.

**Ravi Nadasen**, Tsogo Sun, offered delegates a quick update on the hotel group and its new developments and further expansion into Africa.

Showing their commitment to the incentive sector, **Bjorn Hufkie**, from South Africa National Convention Bureau, part of South African Tourism, started by asking some pertinent questions directed at the audience.

**Douglas Kruger**, motivational speaker



**Daryl Keyword**, Site Board member of Africa and Middle East and **Tes Proos**, Site Southern Africa president

Basically, what came out is that not too many of the incentive professionals are aware of the support services the South Africa NCB is able to provide to the sector.

After much discussion, Mr Hufkie did a short presentation on the SANCB support services and the MOU that they recently signed with Site Southern Africa.

He also introduced **Tshepo Maseko** from SANCB who is the incentive sector's "go to guy".

There was a very interesting panel discussing the changing face of corporate buying. In essence, all on the panel agreed transparency and working together is the only way forward. However, sometimes it isn't as easy as





clients are able to do a lot more research on their own and sometimes believe they can get a better rate than the DMC, but without giving the venue all the information.

The second panel discussion looked at food management. This session was really food for thought, and looked closely at Halaal food and the intricacies of catering for various dietary requirements.

It also looked at the legal side of dietary requirements, ie allergies and intolerances, etc.

The last panel discussion was on fair trade tourism and how critical it is in today's business environment.

**Derek Houston,**  
from  
Houston

Marketing Services, gave a quick rundown on IBTM World (Barcelona), IBTM Arabia and AIME (Melbourne).

The Summit ended on a real high with motivational speaker **Douglas Kruger** making us, the audience, feel like we can all become industry experts. He offered simple tips but more than that, he made his audience believe in their own ability.

He ended by saying "What's your story? What sets you apart from the rest?"

As always, the Site Summit delivered good content, insight and lots of food for thought.

The Site Southern Africa team need to be commended on a well-run Summit. I look forward to the next one. ■

**Ravi Nadasen,**  
**Tsogo Sun**



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**ADVERTORIAL**

# CTICC expands with an

The exhibition halls of the Cape Town International Convention Centre (CTICC) are renowned for their adaptability, allowing trade show and exhibition organisers the freedom to create big and inspiring events. What's more, the CTICC East expansion will effectively double the Centre's versatile exhibition capacity, making the CTICC the ideal stage for networking with business in Africa.

**I**n the trade shows and exhibitions game, flexibility and versatility are key requirements for venues to meet clients' wide-ranging and ever-changing needs. Three-time winner of the Southern African Association for the Conference Industry (SAACI) Members Choice Award for Best Venue, the CTICC provides 11 339 m<sup>2</sup> of dedicated exhibition space.

Rectangular and pillar free, the CTICC's halls lend themselves to a smooth flow and circulation of visitors. Access to power, water and data communications run every 4.5 m throughout the exhibition halls via the neatly-designed utilities floor pits. The halls can be used independently of each other if required as they have movable partitions with acoustic cladding for sound absorption.

In 2017, the CTICC's exhibition and trade fair capacity will increase significantly as its CTICC East expansion comes on stream. CTICC East will add another 10 000 m<sup>2</sup> of

multipurpose space to the CTICC's existing trade show and exhibition capacity.

Set to open in March 2017, the exhibition venue will be sub-divisible into six halls on two levels of 5 000 m<sup>2</sup> each.

In addition, the facility will boast 3 000 m<sup>2</sup> of formal and informal meeting space, a sky bridge connecting CTICC East with CTICC West and a tunnel underneath one of Cape Town's iconic thoroughfares to connect the two buildings' service areas.

**Julie-May Ellingson**, chief executive officer of CTICC, said: "The expansion will enable us to meet growing demand from clients wanting to expand their events into exciting new venues and to secure even larger, upcoming events in the pipeline. The expansion will also allow us to run multiple large-scale events concurrently."

## Launch pad into Africa

Africa is the destination market to watch in the business events industry and clients

who wish to access the African market often turn to Cape Town as a launch pad into Africa.

"The CTICC has played a pivotal role in raising Cape Town's profile as the number one destination for business events on the continent. Through hosting trade fairs and major exhibitions, the CTICC offers African businesses a platform to demonstrate their latest products and services, network with international role-players, study the competition and assess market trends," Ms Ellingson said.

## Focus on sustainability

The CTICC takes its environmental impact and footprint seriously and has made sustainability part of doing business.

The Centre actively partners with clients who wish to green their events, finding innovating solutions to upcycle, recycle and re-use exhibition material.

In keeping with its sustainability commitment, CTICC East was awarded a Four Star Green Building rating by the South African Green Building Council.

"We've paid considerable attention to climate control measures, especially concerning the extensive use of glass for natural light and minimising direct sunlight during daylight hours. The design also includes energy saving devices, electrical sub-metering, water conservation, waste



management and local sourcing or products," Ms Ellingson explained.

### Tech savvy

The events industry cannot escape the digital disruption sweeping almost every facet of business today. Exhibition clients want to take up opportunities offered by new digital technologies and services driving venues to stay on trend with technological advancements.

Added to the utilities pits of the CTICC East exhibition halls are fibre optic data cables allowing for greater bandwidth and faster, more reliable Internet connectivity.

The facility will also have a fully-integrated building management system that will provide effective control over venue variables such as air-conditioning, lighting, and access control.

"Advances in mobile technologies have allowed for a plethora of devices and operating systems. The CTICC's ability to seamlessly execute ICT-rich events such as AfricaCom – the biggest technology event in Africa – is a testament to the Centre's world-class infrastructure," Ms Ellingson said. ■

# eye on the future

## CTICC Expands! New doors open early 2017

With 10 000m<sup>2</sup> additional multi-purpose exhibition space, 3 000m<sup>2</sup> additional meeting space, a reduced environmental footprint and a significantly increased socio-economic contribution, we are ready for bigger and more concurrent events.

For more information about the even bigger and better CTICC visit [www.cticc.co.za](http://www.cticc.co.za) or email us at [sales@cticc.co.za](mailto:sales@cticc.co.za).

CTICC

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Cape Town International Convention Centre



# Exhibitions on the rise in the Western Cape

*Business Events Africa* investigates the current exhibition market to the Western Cape, in conjunction with The Cape Town & Western Cape Convention Bureau (a division of Wesgro).

“Not only do exhibitions provide opportunities for increased exposure and Return On Investment (ROI), they also play an important role in generating volume and impact to the local economy. Exhibitions create lifestyle experiences to those visiting and provide a business platform to the trade and investment community.

Like other business events, the exhibition sector also faces the harsh reality of competing globally and the challenge for exhibitions is retaining and marketing their relevancy of exhibitors,” said **Corné Koch**, head of the Cape Town & Western Cape Convention Bureau.

Although the region is a popular business events destination, especially for exhibitions, there is a shortage of space and in some cases opportunities are missed. With the expansion of the Cape Town ICC and the recently opened Century City Conference Centre, the city can now accommodate more events, providing a crucial conduit for stimulating increased business activity.

## An association perspective

**Phumulani**

**Hlatshwayo**, EXSA general manager, said:

“While volatile economic times continue to plague the exhibition and event industry in general, it continues to be resilient and dynamic. In order to remain at the

cutting-edge, the industry will need to continue being creative and dynamic in approaching ways of doing.

“A perfect example is the Cape Town and Western Cape Convention Bureau securing the World Ophthalmology Congress, which will see the CTICC West and East simultaneously occupied by an estimated 15 000 delegates in 2020.

“The World Travel Market has also grown since its inception in 2014 with more than 600 exhibitors this year and Africom is expecting more than 10 000 visitors with more than 300 exhibitors. These shows attract international attention and bring in a lot of work for our industry contributing to the Western Cape’s GDP, skills development and employment throughout the sector,” he concluded.

**Carol Weaving**, AAXO chairperson, added: “The Western

Cape is one of South Africa’s most popular exhibition and event hubs. It is a hotspot for

trade shows and tourism, culminating in a potent cocktail of opportunities for exhibition organisers.

“With the South African exhibition industry attracting more than one million visitors country-wide and generating

financial contributions in excess of R23 billion, the industry continues to drive massive economic activity, much

of which sits within the Western Cape – making the region a force to be reckoned with when it comes to business events.”

## Supplier perspective

**Jane Steel**, sales manager,

Cape Town, for Scan Display, said Scan did a calculation and found that over the 2015/2016 period there had been about 40 exhibitions in Cape Town last year. From those, about 24 are recurring, and others were once-off conferences

that are travelling shows throughout the world.

Ms Steel said the increase in exhibitions in Cape Town can be directly linked to international congresses, hence there are a number of exhibitions that will never be repeated again.

In terms of floor space CTICC currently has more than 10 000 square metres of exhibition space, and this will double once the CTICC expansion has happened. She said Cape Town is limited by exhibition space and this is an impediment and the reason the City cannot run more than one exhibition at a time.

In a nutshell, Cape Town’s exhibition industry relies on international shows, as Cape Town is one of the top destinations of the world. So visitors/delegates have more to see and do.

**Karen Healey**, managing director of Resource Design and EXSA Western Cape chairperson, said: “In spite of the present economic downturn South Africa is currently experiencing, the industry as a whole seems to be doing reasonably well. Profits may be down, but the turnover is still there. We just have to work even harder to get there.”

However, she said although Johannesburg gets the lion’s share of the turn-over, Cape Town is fortunate



Corné Koch



Jane Steel



Carol Weaving



Phumulani Hlatshwayo





in that it really is a desired destination.

"So we are finding more and more international exhibitions and conferences coming to Cape Town. Now that the already world-class CTICC is extending, I believe we will be seeing more and more of these international shows.

"While there are still the bigger players, there are more and more smaller companies starting out (and succeeding) which indicates that this industry must be contributing significantly to the GDP, employment and skills enrichment. More and more companies are seeing opportunity in Cape Town and are opening offices here.

"One thing we do not have in our favour on a national level is the red tape that organisers, exhibitors and visitors often have to negotiate in order to travel to this country. This includes visas, exporting of goods (even just for samples) etc.

"I think our government is trying to implement complicated (albeit sound and well intentioned) protective regulations that they are unable to service due to lack of systems, staff, infrastructure etc," Ms Healey concluded.

Lastly, **Liam Beattie**, managing director of HOTT3D, said: "The Western Cape is in an envious position when it comes to business events.



Karen Healey

"The CTICC is a world class venue that is attracting many world congresses.

International delegates are treated to excellent conference services and also to exceptional tourism possibilities throughout the Western Cape. Many of our

international clients are simply stunned by Cape Town and all that it has to offer.

"With the CTICC expanding and the completion of the Century City Conference Centre, Cape Town is poised to secure larger world congresses and events and so too its share of South Africa's business tourism is also bound to increase.

"Our personal experience has indicated that many larger conferences in Cape Town have considered moving to Johannesburg (due

to capacity), but have rejected the idea because they fear losing delegates and quality of event."

He concluded: "Though I don't know the financial figures, I am certain that the exhibition and conference market in the Western Cape has grown substantially these last few years. It most definitely outstrips the average GDP growth by many points and should continue to do so in the foreseeable future. Our own growth reflects this and we will continue to leverage the market growth here to our own advantage." ■

Email: [conventionbureau@wesgro.co.za](mailto:conventionbureau@wesgro.co.za)

**CAPE TOWN  
& WESTERN CAPE  
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a division of **WESGRO**



Liam Beattie







# A culture of providing **creative technical solutions**

By Robyn D'Alessandro

LEDVision (Pty) Ltd, South Africa's top full-service LED rental provider, has just taken delivery of the latest in a string of technological acquisitions that continues to set them apart in the LED arena.

**L**EDVision's **Graeme Baker**, said: "We are now able to rent high resolution indoor screens to our clients, in the form of 105 m<sup>2</sup> of ROE Visual BP3 screen product, with an HD pixel pitch of 3.9 mm.

Known as Black Pearl, this product offers the same award-winning tile design as its predecessor, the Black Onyx and is powered by Tessera LED processing – a cutting-edge system from Brompton Technology.

It makes use of Tessera management software, which provides a user-friendly yet powerful interface for controlling all aspects of the system.

Along with a built-in scaler and de-interlacer, users can benefit from real-time adjustment of position, rotation, colour, brightness of panels and high-spec video performance with 3G-SDI input.

"The product features a high refresh rate, outstanding colour processing and great contrast ratio, as well as a fast and simple assembly system, which makes it equally well suited to music concerts, exhibitions, corporates and conferences," he explained.

The LEDVision team has noted a growing awareness of high resolution screens in the South African market, and has engaged directly with their existing clients to determine their specific requirements.

"This new product means that we can give our clients a larger variety of products to suit their needs and strengthens our culture of providing creative, technical solutions as opposed to merely technical supply.







The product will also relieve our stock demand somewhat."

Along with the new screen acquisition, LEDVision has taken delivery of 600 m of ROE Strip product.

Mr Baker added: "The strip LED was first requested for an advertisement shoot and has since gained popularity as a scenic element on events like Ultrafest. The strips are flexible and lightweight,

with many variations in length and light coverage.

"This product gives us an additional linear creative dimension for LED usage on live events. The strips can be applied on just about any surface – from a car roof to set edging – to create interest and movement. We look forward to producing some unusual eye-candy with these in the near future."

Graeme believes that ROE has been leading the way with creative LED for a while now and has seen a rise in the prevalence of this product on the international circuit of late.

"ROE's ability to curve is a great example of their creative thinking. The latest investments give LEDVision a healthy stock holding of ROE product and strengthens our already flourishing relationship with ROE," he said. ■

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# 5 tips to get everyone using your event app

By Karmen Vladar, Lumi

These days, many meeting professionals are abandoning the printed programme guide in favour of mobile apps to communicate with and inspire attendees at their events. But, how do you successfully promote your event app to make sure everyone feels that they've received the maximum value?

**W**ell, there are no dark arts involved. It's mainly about being organised and giving yourself enough time to do your app justice. You need to be prepared to invest the time in putting the relevant pieces in place.

So, while there are loads of ways to increase both adoption and utilisation, we're going to focus on what we would consider to be the top five.

## Choose the right app

According to the 2015 Event App Bible, there are 125 apps out there – each one with their own unique benefits and features. It's about finding the right tool for the job. When choosing, start by thinking about the following:

### For you

What is the right app for you. Think about your budget, your objectives and your stakeholder's objectives. What are the desired outcomes of your app? Finally, will it be a self-service or a full service solution from your provider?

### For your event

What will work for the event. What type of event is it? How long is the event? Will you need to have an app packed with content, or is interaction and engagement your primary goal?

### For the attendees

Don't forget the attendees – what app will add the most value to their experience?

Will they want to sift through lots of event content (thus an event app)? Or, will they mainly want to ask questions to presenters (thus an engagement app)? Maybe they want to do both?

Once you've decided what your objectives are and what kind of app you require, it will make it a lot easier for you to select a supplier.

for pre-event adoption numbers and really drive it to ensure you don't have too many people trying to get on your app when they arrive at the meeting.

### You know your audience. Will they engage early? And if so, how early?

When it comes to pre-event promotion, it is vitally important that you, firstly, have a strategy, and secondly, stick to it. Where appropriate, promote early and often, but whatever your strategy, create a timeline where you can map out all your communication dates clearly.

## Social Media

Use all available and useful channels, but avoid any which will not touch your audience as it's a waste of effort and most probably, budget.

Social media is a powerful channel but you might want to think about whether or not it is appropriate for your audience.

Don't forget to include some traditional methods which are still "easy wins" (for example, an SMS or e-mail) – tactics like placing a "download now" button on your conference website and including the download link in all "know before you go" communications and possibly a link on staff e-mail signatures if appropriate.

If you think it will help, ask speakers, exhibitors and sponsors to share the app via their channels as well. It is important to make your promotion communications compelling. Attendees are much more likely to download the app if they think it's a good idea.

Remember: app promotion doesn't stop the day before your meeting. It is unlikely you will manage to get everyone to download your app ahead of arrival, so make sure you continue your promotion during the event.

## Promote your app

Event apps full of content are more likely to be accessed in advance of your event, so highlight a point in the timeline of your plan to make sure you're reminding and encouraging attendees regularly enough. Incentivising them will come in handy at this point. In our experience, one month is normally ideal, but two weeks is perhaps more of a realistic target to have.

Downloading event apps also tend to be more taxing on Wi-Fi, so set yourself a goal





Don't forget to talk to your app provider. If you have chosen well, they should be doing this stuff day in, day out and will be able to help you with your individual needs.

When it comes to engagement apps, they are generally accessed for the first time on the day. However, if you think it will be a struggle to get attendees to download the app on arrival, you might want to send instructions a couple of days in advance.

This way attendees will, at the very least, be aware that it is something they will need to do. Of course, if downloading a native app isn't going to suit attendees, they can access the web version of the app as an alternative.

### Avoid barriers

Give your audience a reason to download the app. That might be content, interaction or rewards:

- Inform them of the benefits to them.
- Keep your instructions for accessing and using the app simple, but accurate.
- Apps with the simplest user interface tend to score best on the utilisation measurements.

### Wi-Fi

Wi-Fi is the biggest issue we hear in regards to apps for meetings and events? Both in our experience and according to the results of a recent conference news survey! It can be a real villain when it comes to apps, so it is vital that you get written confirmation from your venue or supplier that their infrastructure and Wi-Fi can support your requirements.

### How-to guide

Whether it's a simple introduction slide on screen showing how to use your

engagement app, or a detailed digital document stored in your Event App, be sure to let your attendees know how to get it and how to use it.

### Helpdesk

If you are using an event app, having an "app" or "tech" helpdesk will help mitigate many potential issues. In my experience however, it is rarely actual "App" issues that gets the most questions at Helpdesks, it is "how to access the Wi-Fi" and then "what are my log-in details, I can't find the e-mail".

### Encourage and incentivise

Hosts and presenters should be encouraging engagement as often as possible.

### Intro

A clear and strong introduction to any meeting technology is vital. Where live polling is going to be used in a meeting, make sure you demonstrate how it works early on with a warm-up poll. Having your meeting host do this during the welcome will position the app as an important meeting tool and not just a gimmick.

### Speaker buy-in

Make genuine appeals for engagement with your app, be it poll responses or question submission, can really drive attendees' behaviour. The beginning of a session is the perfect point to get speakers encouraging the use of your app.

### Gamification

Gamification is worth a mention here, as no matter who your audience is, a bit of healthy competition and a leaderboard can really drive people into the behaviours and activities you want from them.

If you are using a content loaded event app, regularly updating the content allows you to contact your audience to drive them back to the app. One of the key measures of success of an event app is user retention and this is one of many valuable metrics that you will get from your analytics.

### Keep it simple

It's no secret that simple works best – and if it appears in The Event App Bible, it's worth thinking about. Meeting attendees will have a list of things that are more important than your app to them; what time does it finish, what's for lunch, is there a free bar tonight ... That's why it's so vital to give them simple, clear instructions and benefits to engaging with your app.

If you get your promotion right and your adoption rate is high, your attendees still need to use your app to demonstrate a return on investment, so choose an app that is simple to use, or at least intuitive, and make sure your messages of encouragement are simple so they can follow.

I hope these tips have given you some food for thought, and if you're using an event app or engagement app at your next event, I hope it's a massive success. ■



### WHO IS KARMEN VLADAR?

**Karmen** completed her honours degree in Marketing Management at the University of Pretoria in 2005. She has been active in the events industry ever since, actively advocating for increased participation at events through technology.

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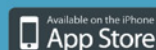


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2016 is a special year for the team at Magnetic Storm as it celebrates 35 years of connecting people through creating memorable experiences which last a lifetime.

## Magnetic Storm celebrates 35 years

“We began as a two-man disco, and today we’re a national full-service event management and technical solutions company, with numerous successful long-term relationships with clients, suppliers and stakeholders,” said **Glenn van Eck**, chief executive officer, Magnetic Storm.

“Of course we experienced growing pains. Every business does, but Magnetic Storm stands today as a strong business which has stood the test of time. And whether it be for the corporate sector

or for the public to enjoy, we thrive on the opportunity to create a memorable brand experience.”

Today’s world turns to innovation and creativity to bring events to life: lighting design for ambiance, 3D mapping to awe and inspire, and set design to elevate events – these are some of the tools of Magnetic Storm’s trade. “One thing that’s exciting about the event industry is how technology has evolved and allows our team to execute their creativity,” Mr van Eck added. ■

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# Ticketpro Dome continues to upgrade

The Ticketpro Dome is truly a unique venue with infinite possibilities and innovative solutions. If you're looking for a blank canvas with superior infrastructure to host any event, then the Ticketpro Dome is a one-stop option catering to every organiser's event and exhibition needs.

**T**his versatile multi-purpose venue recently won the Golden Arrow Award at the PMR Africa 2016 in the annual survey on exhibitions and events venues in South Africa. Ticketpro Dome scored 4.18 out of 5.00.

The Ticketpro Dome is undergoing a R33.5 million facelift in order to upgrade and enhance its offering.

The Ticketpro Dome has already completed two phases of its make-over – the first being the launch of Blue Wing Conference and Events Venue, a massive 2 000 m<sup>2</sup> versatile venue; and phase two, an impressive upgrade to the main entrance, which now features a brand new canopy. Furthermore, an additional R10.7 million has just been invested in a new air-conditioning system for the main arena – just in time for summer.

Since its launch, the Blue Wing Conference and Events Venue has been well utilised for various events, including a number of smaller expos and as an extension for larger expos. MamaMagic – The Baby Expo used the additional space to stage the popular Barney Show.

Another expo that recently made use of the venue was the Small Business and #BuyaBusiness Expo for the Simama Ranta's Schools Expo which showcased school entrepreneurial works to business people.

The direct access from the Ticketpro Dome Main Arena allowed for seamless entry to this venue.

The Blue Wing Conference and Events venue has also been used independently, when the venue recently hosted the India Instyle Shopping Festival. ■

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Turning the first sod for a new three-star hotel at Sun Meropa are, from left, **Kenny Maboea**, chief director: business regulation at the Department of Economic Development; **Thabo Mosololi**, Sun International's director of operations; **Serobi Maja**, chief executive officer of the Gambling Board; **Raleigh Maesela**, chairman of the Meropa Board; and **Ruben Gooranah**, regional general manager: Sun International.

# Investment plans for Sun Meropa

Sun International and Domba Empowerment Corporation (PTY) Ltd announced its expansion plans for Sun Meropa at a sod-turning ceremony for a new hotel at the complex recently. The R75-million development is scheduled for completion in August 2017.

The chief director: business regulation, **Kenny Maboea**, from the Department of Economic Development, Environment and Tourism; the chairman of the Limpopo Gambling Board, **Mashile Mokono**; chief executive officer of the Gambling Board, **Serobi Maja**, chairman of the Meropa Board, **Raleigh Maesela**; chairperson of the Domba Empowerment Corporation, **Ndivhu Ramalibana**; and Sun International's director of operations, **Thabo Mosololi**, were among the special guests who attended the sod-turning event.

The investment forms part of the company's commitment to the City of Polokwane and the Limpopo Gambling Board.

In the last financial year, Sun Meropa directly contributed more than R850 000 in socio-economic development projects mainly in education, sports and culture initiatives.

Through the Domba Trust, it also ploughed back another R4-million into various educational projects.

This development reaffirms Sun Meropa's commitment to supporting the city's economic priorities, and growing Polokwane into a destination of choice for international and domestic travellers.

The development will provide economic stimulus for the region, both during the construction period and after, through job creation and tourism to the area.

About 500 new on- and off-site jobs will be created during the construction phase, with the majority of the labour sourced from the local community.

"Sun International takes pride in its role as a corporate citizen of Polokwane, and we continuously strive towards excellence to enhance Sun Meropa's appeal so as to promote tourism to the city and thereby contribute to the local economy.

"By extending Sun Meropa with a hotel, we believe we can increase our contribution to economic growth and tourism in the area."

Mr Mosololi said: "We will be able to extend our offering to include a high standard of accommodation and service to our guests visiting from other provinces.

"And, with the largest contemporary casino floor in Polokwane, a selection of dining and entertainment options and a quality hotel, Sun Meropa is poised to become the premier entertainment, business and leisure destination in the region."

In keeping with the complex's exquisite Moroccan architecture, the hotel will

reflect the discerning style, architecture and aesthetics that make the complex distinctly Sun Meropa.

On completion, it will boast 60 rooms with a Moroccan theme; 54 of the rooms will be standard rooms.

In addition, the hotel will have four junior suites and two superior suites.

Catering to business and leisure travellers, the hotel will feature all the amenities and the high quality of service guests are accustomed to.

Sun Meropa, which celebrated its 14<sup>th</sup> anniversary in March this year, is a vibrant entertainment hub at the heart of Polokwane, offering an array of entertainment and experiences for young and old.

The complex features the upmarket Harvest Charcoal Grill; the contemporary Jembe Tavern, which hosts regular live entertainment, and a conference centre.

Sun Meropa hosts a variety of events annually, with artists such as **Mi Casa**, **The Parlotones** and **Loyiso Gola**, among the well-known entertainers who have graced its stage.

The casino itself boasts 417 slot machines and 17 tables, including classics like Roulette, Blackjack and Poker. ■



# CSIR ICC nurtures students

In support of developing young potential, the CSIR International Convention Centre (ICC) has appointed students for a six-month experiential learning programme geared to help them receive their respective national qualifications.

**T**he programme exposes the students to a real-life environment that links the value generated from day-to-day work to organisational impact.

The learning experience challenges the students to move beyond their established classroom routines into a professional working zone.

The 2016 intakes are **Kagiso Makoe, Princess Buthelezi, Ouma Sithole** and **Ntombifuthi Buthelezi**.

These young women are expected to experience and explore, share and reflect, process and analyse while they apply their theoretical work into practical scenarios.

Based in various fields within the hospitality industry, the students will get exposure to meeting protocols, implementing marketing campaigns, how to engage with clients, plan and implement events, prepare and even cook different dishes.

**Bronwen Cadle de Ponte**, CSIR ICC general manager, said: "Our students are encouraged to focus on the essential skills, take risks and learn from their mistakes, because the training is meant to empower them and help them reach their potential.

"The ICC is a safe place where they are at ease to enjoy their own personal growth and unlock their own strength.

"We wish them well during their stay with us and believe it will be a mutually beneficial relationship." ■

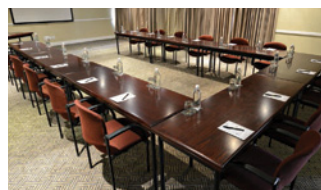


From left: Kagiso Makoe, Princess Buthelezi, Ntombifuthi Buthelezi and Ouma Sithole.



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# innovation@work

## Preparing for multiple futures

As we gear ourselves for our industry's busy season many of you will agree with me that pulling off major conferences and events takes time. The SAACI 2017 congress is no different; with planning already started in May 2015.

The 31st SAACI Congress and 30th anniversary is set to take place from 2-4 June 2017 in the capital City of Tshwane under the theme innovation@work, preparing for multiple futures.

Keeping with the theme, the SAACI Board of Directors, Congress Programme Committee and the Local Organising Committee have left no stone unturned and are excited to celebrate SAACI's 30<sup>th</sup> anniversary milestone.

The Congress has moved from starting on a to now take place from a Friday to Sunday to accommodate more of our entrepreneurial members.

SAACI's membership is grouped into eight forums and has designed the programme to represent the various forums under three streams: Conferencing and Event Organisers, Venues and Services Suppliers.

The programme streams are focused to give each delegate the opportunity

to learn and share with specific interest groups or change perceptions by attending any of the other streams.

The Congress kicks off on the Friday morning with a fun run or walk at 7am as global trends show that delegate wellness has become a key factor to consider when planning an event.

This is followed by a welcome brunch at 10h30 with the official opening starting at 12h00.

Minister **Derek Hanekom** will address members on innovation in the business events sector followed by a high impact keynote speaker customary at the Congress.

The afternoon session will focus on sales and negotiation techniques as we are all in sales regardless what our job title says.

Delegates will be taken to a secret location on Saturday morning to enjoy the sunrise over this beautiful city, followed by plenary sessions.

**Maarten Vanneste**, CMM from Meeting Design Institute, the FRESH Conference, ABBIT meeting innovators and author of meeting architecture textbook is the first speaker of the day. He will share with delegates his insight into the future of business events.

An Event Architecture International Master Class on Meeting Design by Maarten Vanneste will be held directly after the Congress at CSIR ICC on 5 and 6 June 2017.

Saturday will be a culinary explosion with six different refreshment breaks through the day between the various programme streams specifically designed to showcase different food trends for conference breaks and a gala dinner fit for the kings and queens of our industry.

Sunday will start with a unique plenary session called "O' what a beautiful am" followed by the day's various programme streams.

Another new addition to the programme are learning lounges where delegates will get the opportunity to meet and chat with 10 industry thought-leaders on useful tips for their business, and will close with the Gauteng Lecture and closing ceremonies.

Save the date! ■

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# Integrate social media in your next exhibition

In the face-to-face industry, social media is becoming one of the most popular ways to engage attendees at exhibitions, events and conferences. Knowing how to reach both existing and new customers online isn't an option, but rather a necessity.

**“P**eople view Twitter, Facebook and other social media as social networks, not marketing tools. As a result, they're less likely to see what you post as an advertisement and will be more likely to hear what you have to say.

This translates to serious web traffic when you link to your site and posts that market themselves as your friends and followers share what you've posted,” said **Phumulani Hlatshwayo**, EXSA general manager.

Done well, social media can be very successful, but done wrong it wastes valuable time. Follow these tips to stay on track.

## Develop a detailed social media strategy

As social media is so embedded in our daily lives as a tool to capture, document and instantly share, it's a common mistake to think you can use it the same way for marketing.

You need to approach it like you would any other marketing plan, including your objectives, schedule and chosen platforms. With clear objectives, you are able to determine what a successful outcome for the show would be, as well as, measure and understand what elements in your campaign were effective, post-show.

For example, you could want more engagement with your brand which could be measured in likes, retweets, comments and shares.

If you want to grow your database, this could be measured in the number of people who signed up for a competition.

## Choose the right platform to engage

Each social media channel will communicate with an audience differently and be best for posting at different times. Choose the channels that you know how to use and already have a presence.

**Facebook** allows for a variety of posts both long and short. However, constant updates could flood follower's feeds and in turn they will unfollow you.

Instead, opt for competitions, mass photo albums that are updated, videos or pictures of visitors engaged with your samples or watching a demo.

**Twitter** is the best platform to share timely, intermittent bite-sized content before the show to create hype, with set up and preparation tweets during the show to answer questions, post live comments, create hashtag competitions, share workshops and post show to share more valuable content.

Almost all events now also have their own hashtag. Find out what it is. Use it in all your related tweets, and search for it to connect with others. Many events even have their own Twitter handle.

## Share valuable info that visitors want to read

The goal to exhibiting is giving attendees what they want, and for social media it's not all that different. Pay attention to what people want from the hashtags. That could be some expert advice, unique content that you may have on a blog, or

*Continued on page 40*





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*Continued from page 39*

tips in the industry. However, remember to focus on engagement, and not selling.

### Use social media to develop your cold leads and find new leads

Ease possible leads into getting to know your brand, business style and products or services by connecting with them on social media. This solidifies the connection and prompts them to like and follow you back in turn, getting to know your business.

You can also search for and connect with leads you might have missed at the event by searching the show's hashtag and other key event terms.

### Evaluate your success post-show and nurture and grow your new social community

After the show, compare your results to your pre-determined goals to establish which elements worked and the elements that need to be changed for the next trade show.

You also need to continue interacting with new followers, providing them with more valuable content, information and expertise so that when they are ready to do business, your brand will be top of mind as the industry leader. ■

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**NOVEMBER 12-16: 55th ICCA Congress.** Venue: Kuching, Malaysia. More information: Mathijs Vleeming, marketing project manager, ICCA, Toren A, De Entree 57 1101 BH Amsterdam, The Netherlands.

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**MAY 16-18: IMEX Frankfurt.** Venue: Frankfurt, Germany. More information: Tel: +44 1273 227311.

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# Sustainable events: showcasing modern Africa

By Roger Simons, CMP, regional sustainability director and president of the Green Meetings Industry Council (GMIC),

**S**ustainability is in vogue. 21st century businesses and governments are investing huge amounts of resources into meeting the challenges of our brave new world, the newly coined "Anthropocene Epoch", which scientists recently declared as the dawn of the human-influenced age.

So what does this mean for the events industry of South Africa, with its rich history of human evolution and the very home of the Cradle of Mankind?

Firstly, sustainability is not a nice to have. It addresses the very core of the longevity of both your business and the physical environment that sustains all life on earth. Are we really still asking ourselves "Do we want clean air, water and abundant natural resources?"

Therefore the question evolves from whether sustainability is important to rolling up the sleeves and taking action, ie how do we make our events more sustainable? And the answer is by taking a broader focus on how our events

and businesses impact the environment and engage the community, as well as making sure we meet our financial or commercial goals.

Event sustainability should not be an add-on component such as a CSR project planting trees, but rather a spirit weaved throughout the event that gives the participant a deeper connection to the experience.

It's not about having recycling containers everywhere. It's about:

- Finding a cool venue (which is connected to public transport and is powered by alternative energy and takes good care of its employees).
- With stylish screens, lighting (energy efficient) and natural material furnishings.
- Beautiful food and gorgeous cocktails (seasonal cuisine, crushed organic fruit and local beer in real glasses).
- Cutting-edge event design (high-tech networking elements, non-traditional sessions, artful elements).
- Collaboration with the local community, a social entrepreneur or NGO to provide event materials. Diversify and give a sense of purpose (eg CO<sub>2</sub> emissions measured and offset to a project benefiting this group).
- Measuring and communicating impact through carbon emissions, waste, water and social benefit.

This is the standard template for sustainable events, but perhaps taking a wider view there's an opportunity for South Africa to develop its infrastructure and commitment to sustainable events in its own unique way.

Perhaps the answer is not to just look elsewhere at what other destinations are doing, how they are succeeding in strong recycling infrastructure, renewable energy or state-of-the-art water processing plants. Rather to ask, what are both the greatest needs of today's South Africa and what are the most powerful human stories we can tell about this great nation?

Musing on this leads me to think that South Africa has a fantastic opportunity to

lead the world in social enterprise. With the International Labour Organisation (ILO) estimating that we have a youth unemployment rate of 52.9 per cent in 2014 with 46.95 per cent of the population being under the age of 24 – the gap to bridge and the opportunity for huge impact is clearly here.

Imagine a South Africa both fostering and promoting a raft of community-led initiatives that fabricate everything for events and hospitality from lanyards and bags through to the cuisine flavoured with township recipes, ingredients and history. Local beers brewed by black-owned businesses and ice creams provided to delegates sweetened by honey, the fruit of labour of bees tenderly cared for by disadvantaged youths.

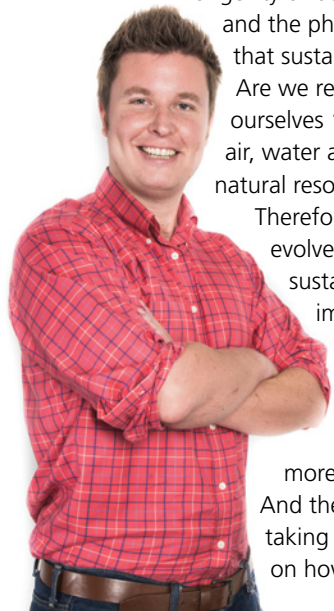
The events industry touches on so many industry sectors, from catering, to accommodation to transport and floral, to list just a few. Each sector and supplier should showcase the best of South African produce and would support the growth of smaller manufacturers engaging the broader society in the economy.

This is not about charity. It's about showing the world the modern face of Africa, young entrepreneurs with great ideas, a rich tapestry of humanity buzzing with innovation and ability showcasing South Africa as the leading destination for events and investment on the continent.

The events industry in South Africa must do all it can to foster this approach, taking a broader perspective at both social opportunity alongside mitigating environmental impact and increasing technological innovation.

In the words of Madiba: "We must use time wisely and forever realise that the time is always ripe to do right."

South Africa has a fantastic opportunity to be a world leader in sustainable events, in creating a new narrative about community engagement across the whole supply chain, but it requires the genuine desire and the focus of the industry to get there. I'm excited to see what the future holds... ■



## WHO IS Roger Simons?

**Roger Simons** is the regional sustainability director at MCI and the president of the Green Meetings Industry Council (GMIC).

Mr Simons has over 14 years' experience in designing and delivering winning sustainability strategies and organising sustainable events. He is recognised internationally as a thought leader on sustainability issues and will share global insights into how brand communications strategies are evolving in the 21st century, and how events are increasingly an important component of major brands' sustainability strategies.



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