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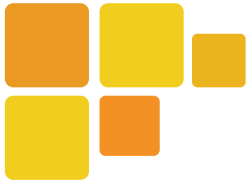
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CASINO CONFERENCING

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EVENT DÉCOR

First impressions are lasting, so ensure that you are up-to-date with the latest trends.



NORTHERN CAPE

This unexplored gem is opening a world of untapped possibility for business events.

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RUDI VAN DER VYVER

SAACI's new CEO on his vision, goals, and what makes him tick.



© SAACI - Rudi van der Vyver

Let's talk about SAACI. What are your short-term and long-term goals?

Short term, I want SAACI to go back to the basics. We seem to have been cluttered with trying to do too much, even though with the best intentions. We need to review our true core values and how that translates into benefits not only to our members but to our industry. I want the SAACI logo to be a stamp of approval for our members to use when bidding for business, a sign that we are a serious and top player within the business-events industry worldwide. Any strategy formulations and revisions we are

doing, will be done with one question in mind; "how will this benefit our members?". If we can't clearly identify and articulate a benefit to our members and industry, we simply won't be taking on that project. We will also be focusing on enlarging our branch footprint across South Africa again with the aim to providing member benefits and support within all regions in South Africa. We have three major responsibilities to our members in my view: education, regulation and providing platforms for business development. The latter we do by creating various networking opportunities for our members, through partnerships

with other industry associations and forums and through lobbying government support for industry initiatives.

Long term, I see SAACI being to the business-events industry what the Financial Services Board is to the finance industry. Regulating and truly professionalising our industry. Assisting our members in disputes through mediation and ultimately creating a truly professional and highly recognised industry. A big part of our long-term view will be to further strengthen and expand the educational and training component offered by SAACI, this includes playing a key role in the certification and accreditation of professional event organisers. We will continue to work closely with government and other stakeholders to attract influential events to our shores and by doing so exponentially increase the economic benefit this holds for South Africa. Further to our South African vision, we will also in the long term be using our identified best practice frameworks and methodology to move into Southern Africa and reap the same benefits for our continent. Lastly, I see SAACI as being able to provide valuable information and trend analysis to our members, I feel this is a space we have been severely lacking in the industry. Once we, as an industry, are in a position to start making strategic decisions on accurate data, we will be able to grow immensely as South Africa in the international business-events arena.

What gaps have you identified in the SA conferencing world that SAACI members could take advantage of?

Currently we have great support from the National Convention Bureau to bid on international association meetings and conferences. I feel this support has been completely underutilised till now. We at SAACI will also be focusing on this, in conjunction with the National and Regional convention bureaus, to educate and assist our members to be fluent in the bidding process and to

create value for their business, our industry and overall for our country. Another gap would be training and service, which leads to reputation. The players in the SA conferencing industry who make sure their teams are well trained and educated, their relationship with their clients are honest and transparent and who deliver a consistent high-value experience to their clients are the ones who are overflowing with business. At the end of the day, the space our members play in often means we are holding our client's brand reputation in our hands. For those who protect this and increase the value of their client's brands through impeccable levels of professionalism and the highest standards in business events, there will never be a shortage of business.

Now, on to you. What makes you tick?

I love the business-events industry. I'm a very passionate person, very competitive and will generally take on anything where I can win. I love traveling and engaging with people across the world. I have a passion for understanding peoples' thinking and way of doing things. Then, I have a crazy imagination and I truly believe anything you can dream, you can do. I get goose bumps at a well executed vehicle launch, it's like doing business in a theatre - smoke, lights and music you can feel. A gala dinner suddenly becomes a Broadway production with delegates almost forgetting they're actually at work. How many of the world's greatest ideas

were hatched at a strategic conference or how many of the world's current most influential people attend a conference and were inspired to action by the speaker on stage? My utter enjoyment of the industry combined with the thrills of the fast-passed corporate world allows me to be in the lucky position of doing what I love.

If you could spend an afternoon with your mentor/hero, who would you choose?

Richard Branson – I would love to know how he has managed to always stick to doing something he loves and find ways to drown out the criticism/advice that isn't valid.

What is the greatest piece of business advice you've ever received?

You're not successful because of what you know or can do alone, you're only successful when surrounding yourself with the right people and your measure as a leader is then based on how you treat, reward and grow those people. 📌

My utter enjoyment of the industry combined with the thrills of the fast-passed corporate world allows me to be in the lucky position of doing what I love.

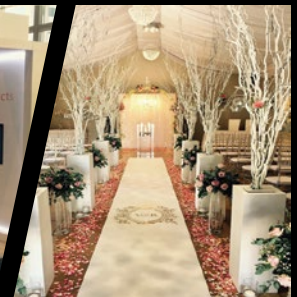


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WESGRO AND DNATA PARTNER TO PUT CAPE HALAAL TOURISM ON THE MAP

Wesgro, Cape Town and the Western Cape's official tourism, trade and investment promotion agency is proud to announce that we have partnered with dnata World Travel to promote the Cape throughout the Gulf Cooperation Council (GCC) states.

dnata provides comprehensive travel services across 66 countries as well as sales and marketing services for a broad range of hotels. For the next year dnata will conduct marketing and sales activities and actions on the Cape's behalf in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE).

According to the State of the Global Islamic Economy 2014-2015 report, estimated that 117 million Muslim tourists travelled during 2015 (close to 10% of the total travel population), with the number estimated to grow to 168 million by 2020, with travel expenditure expected to reach \$200-billion.

Of the six aforementioned GCC states, the UAE had the highest number of arrivals in the Western Cape, with a total of 272 290 flight seats booked for 2015. This was 30.5% increase from 2012, with a year on year growth of 2.5% in 2012, 6.6% 2013 and a double-digit growth for the 2014-2015 period. Doha, Qatar had the least flights coming in to the Western Cape in 2015 but


these numbers are sure to have grown last year as Cape Town is becoming a recognised Halaal tourism destination.

And although South Africa is considered a non-Organisation of Islamic Cooperation (OIC) destination, Cape Town is one of Africa's leading Halaal tourism destinations and the 2015 MasterCard-Crescent Rating Muslim Travel Shopping Index's OIC's ninth-best non-IOC destination.

"Through our Project Khulisa growth strategy, we are seeking to boost tourism to the Western Cape, and we have identified the Gulf Co-operation Council states as important target markets. At present, the global Muslim population stands at 1.6 billion, with around 60%

being under 30. This vibrant, family-orientated market has radically increased its tourism spend in recent years. We are well-positioned to increase our share of that market due to the strong cultural similarities between our regions.

A recent report suggests that the global Muslim Tourism Market is already worth an estimated \$151-billion. This partnership with dnata World Travel will play a vital role in our Project Khulisa plan to promote our destination more actively in the GCC states to secure more of this business."

With all this momentum, we look forward to working with dnata World Travel to make the Cape a more enticing Halaal tourism destination. 

A recent report suggests that the global Muslim Tourism Market is already worth an estimated \$151 billion.

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MINISTER KGANYAGO PREDICTS THE FUTURE

ATKV Resort's Manager: Resorts and Conference Marketing on repositioning the brand within the marketplace.



Minister Kganyago © Annchen Thotharam

How is ATKV Resorts repositioning itself in the market?

ATKV Resorts has placed itself as the ideal conference and meetings venue that not only caters premium infrastructure, facilities and personal services to their esteemed delegates, but a venue that fosters innovative and creativity stimulated conferences. We do it differently. At ATKV Resorts, gone are the days where conferences were monotonous. We emphasise that conferences should be fully captive, exciting and unique. To us, conferences should be memorable and leave the conference goer with an enriched experience. We say to our delegates that when you come to our resort, don't pack light, as these are not your average conference venues. Delegates should pack their shorts, swimming costumes, those hiking shoes and sunglasses as one may never know what to expect when at an ATKV conference. In as much

as we understand that conferences should meet a strict business goal, we urge that the business goal need not be should be reached in a dull way.

What's on the cards for 2017/18?

We have a number of exciting promotions that we will be running on a national level so conference organisers, businesses and travel agents can certainly keep an eye on our website in order to capitalise on the value. We also have two venue experiences that we will be hosting at two or more of our resorts where we will be inviting conference buyers to our resorts to showcase the wonderful things the resorts can offer for any conference groups visiting.

Which trade shows will you be attending to further your reach into the marketplace?

From a leisure side there are several, but

on the conference side, for the year, we are set on very specific and impactful expos being Meetings Africa, that we have already ticked off our box. Then we have three expo opportunities tied down with the Event Organiser's Network. There we look forward to engaging with conference buyers in Durban, Cape Town and Johannesburg for the three shows. Then to further reach into the marketplace, we will be exhibiting at World Trade Market Africa to engage with not only the local markets but the international markets too. Our resorts have a wealth of options that can cater to anyone from all walks of life.

Why are ATKV Resorts ideal for business travellers?

Besides for the premium infrastructure, facilities and personal service, ATKV resorts are all nestled in very tranquil and scenic areas of the country, from the foothills of the Drakensburg to the refreshing Garden Route, all the resorts are situated in unrivalled natural beauty that will easily afford a business traveller a conducive environment to carry out their business task. The peace and quiet will undoubtedly contribute positively to clear thinking, innovative solutions and unmatched achievements. The ATKV resorts venue set up plus the conference facilitation will certainly offer opportunities for creative inspirations. A business traveller visiting our resorts will not only leave the resorts having achieved their business goals but will certainly leave with a memorable experience from our unique conference product. 🌟



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BUSINESS INSIGHTS WITH CAROL WEAVING

On the changing role of exhibition organisers and the evolution of the industry.



© Carol Weaving

How has your role changed over the last 10 years?

With Reed having bought into the business three years ago my day-to-day duties have changed significantly. Not only has the industry grown phenomenally, but we have launched quite a few new shows, some geo clones and some brand-new launches in new sectors and a few acquisitions that have either been completed or are in the pipeline. To manage this type of growth you need a fantastic team and I work with such an accomplished team of professionals.

In recent years I have been able to focus my energy on the strategic vision of Reed Exhibitions and, more recently, of the Association of African Exhibition Organisers (AAXO). Through AAXO, we are able to work with the most professional local and international organisers in South Africa and our aim is to continue to bring professionalism and credibility to the exhibition industry as well as train, educate and look for new opportunities for the greater good of the industry. I wish I had some of the resources we make available to our members when I started out 30 years ago!

How do you anticipate the exhibitions industry will evolve in the coming years?

The current global economic climate forces companies to curb their business travel expenditure and to be more selective about the expos they visit. There is definitely a case to be made for virtual meetings to save time and cost, but, as a *Forbes* study showed, though they are more cost-effective and can reach more people, they are definitely more suitable for information-sharing and training participation. I believe you will never replace the face to face benefit that an exhibition can provide. There is no other marketing platform that taps into all the senses. Customers want to meet, talk and engage with their clients. The digital opportunities are there to enhance the value proposition and ensure a 365 experience.

Face-to-face is still preferred for building the trust and bonds required for a successful sale and customer relationship. Mina Chang, chief executive officer and president of Linking the World International says it so well: "Understanding why people do business is more important than understanding what they do, and this kind of understanding is only attainable through in-person interactions." I think there will definitely be a need for both for a long time to come.

Please tell us about WTM Africa – has the show been well received?

World Travel Market (WTM) delivers the leading global events for the travel industry. The WTM Africa show was launched in 2014 to bring the benefits and opportunities of our global industry expertise to travel professionals in this region.

It has been extremely well-received globally and 2016 saw an increase of 23% in the number of visitors. These visitors travelled from 77 different countries with 10% of the total attendees being

international visitors. As AAXO members, WTM Africa's visitor numbers are ABC-audited and nearly 5 000 travel industry professionals attended last year's show. We also facilitated more than 7 500 buyer-seller meetings across regions.

This year we are expecting an even bigger turnout with more exhibitors, more visitors, more educationals, more international Hosted Buyers and definitely more media. It's really shaping up to be a phenomenal event.

Does a gap in the market exist for a greater diversity in exhibitions? Such as experiential products and services?

We have certainly seen the trend for smaller, more niche shows especially with trade shows. They are more focused and return greater value as the visitor's time is well spent. Whether trade or consumer shows, exhibition organisers need to migrate towards offering an experience. We need to evolve, re-invent and stay ahead of the trends. An exhibition should be a thought leader and trendsetter on their specific product.

The consumer exhibition market, particularly in South Africa, is seen as being possibly over-traded where it is now survival of the fittest but there are certainly more possibilities for trade shows in the country and certainly a migration to the rest of the continent

Can you please tell our readers about a success story that came from a Reed exhibition? Such as direct investment, contribution to the knowledge economy, etc.

WTM 2015 held in Cape Town was a huge success and deals of \$333-million were concluded as a result of the event. These are tourism deals so the economic impact in years to come will be massive.

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Our Conscious Conferencing packages plug into a more mindful approach. Excellent wines, farm-to-table food, seamless service and a welcoming spirit are all part of the conferencing experience at this recent Gold winner at the Virgin Holidays Partners in Sustainability Awards.

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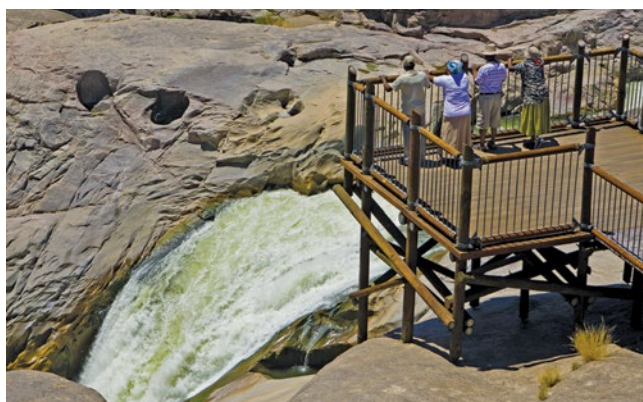
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EXPERIENCE NORTHERN CAPE

Sharron Lewis and Peter McKuchane of the Northern Cape Tourism Authority explore the highlights of this unique province for business and leisure travellers.



Is the Northern Cape suited to business events?

Sharron: There are two key locations in the Northern Cape that are prime for business events: Upington and Kimberley, which both have direct access from Joburg and Cape Town. Both areas have excellent infrastructure that meet international standards.

From an incentive perspective, what does the Northern Cape offer leisure travellers?

Sharron: The Northern Cape offers an abundance of incentive options with a broad, diverse range of activities. I am from the Northern Cape, and I holiday in the Northern Cape. Here you will engage with local

cultures, experience unique cuisine and extra-ordinary adventure activities such as extreme 4x4 desert experiences and also nature in places like the Augrabies Falls.

What about business travellers?

Peter: We have very good infrastructure. Our road infrastructure is one of the best in the country. The N12 connect Joburg to Kimberley, and our bus and rail infrastructure also suits business travellers. Luxury trains such as the Blue Train and Rovos Rail also stop in Kimberley. Our convention centres are unique spaces. Delegates are able to experience state of the art facilities at venues in Kimberley or Upington or unique bush venues for their conference or meetings.

Imagine a meeting in a fully equipped bushveld venue and then participating in a helicopter game capture experience for conservation purposes. We believe we are the most beautiful, unexplored meetings and events destination in South Africa.

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For further information, contact Peter McKuchane at peter@experiencenortherncape.com



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CONSTITUTION HILL

Constitution Hill is a living museum that tells the story of South Africa's journey to democracy. The site is a former prison and military fort that bears testament to South Africa's turbulent past and, today, is home to the country's Constitutional Court, which endorses the rights of all citizens.

There is perhaps no other site of incarceration in South Africa that imprisoned the sheer number of world-renowned men and women as those held within the walls of Constitution Hill's Old Fort, Women's Jail and Number Four. Nelson Mandela. Mahatma Gandhi. Joe Slovo. Albertina Sisulu. Winnie Madikizela-Mandela. Fatima Meer. They all served time here. But the precinct also confined tens of thousands of ordinary people during its 100-year history: men and women of all races, creeds, ages and political agendas; children too; the everyman and the elite. In this way, the history of every South African lives here.

Constitution Hill is a human-rights precinct and a world-class heritage tourist attraction incorporating cultural, historical, artistic, educational and recreational spaces that celebrate South Africa's ability to negotiate a peaceful, miraculous democracy out of bloody oppression.

It is located between the Braamfontein and Hillbrow precincts in Johannesburg and retains important national and international heritage buildings.

Constitution Hill is a place of perspective. It enables us to memorialise the past, imagine the future, and understand our place in the present. It is not just a heritage site – or a museum in which heritage is housed – but a vantage point that grants a view across time and space.

Constitution Hill has a history dating to 1893, when the doors to the Old Fort first opened as a prison for white men and later, briefly, as a military fort. In the early 20th-century, additional sections were added to the site, including a section for black male prisoners, known as Number Four, a Women's Jail and an Awaiting Trial Block. After South Africa became a democracy in 1994, the precinct was



renamed Constitution Hill and a historic decision was taken to locate the Constitutional Court on the premises.

Johannesburg's Constitution Hill remembers the horrors of the past, and yet embraces the promises of the future, marrying them with the reality of the present. It is home to the Constitutional Court, the birthplace of our democracy and protector of our human rights.

With its four lookout towers, the Old Fort was once a place of fear and hopelessness. Built by the Transvaal government in 1899 as a bulwark to protect the city against the advancing British during the Anglo-Boer War, it was converted in 1904 into a jail that for most of the century would house a variety of prisoners of all races.

The precinct also offers competitively priced unique conferencing facilities accommodating up to 120 pax. These are set in the backdrop of the well-preserved prison buildings. Conferences, functions and meetings can be held

here with full catering facilities. The site also incorporates an on-site restaurant for those significant gatherings of a more personal or group nature.

Best time to visit

Constitution Hill is open from Monday to Sunday from 9am – 5pm.

Events

- 1 April 2017
Weights and Measures exhibition
- 4 May 2017
Ubulungiswa/Justice exhibition
- 1 June 2017
Basha Uhuru Freedom Fest

Contact

Constitution Hill Visitor Centre
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CONSTITUTION HILL



10 TIPS FOR AVOIDING EVENT DISASTER

We find out from some of the country's most sought-after suppliers what their top tips are for creating truly memorable and inspiring events.



© Teerawut Masawat (Freepik)

There are many things that can go wrong or can catch an event planner off guard when running a show, but having an air-tight plan of action combined with a flexible, can-do attitude can overcome many obstacles. Add to that some top-notch advice from the suppliers you work with, and you're set for success. The *Event* finds out from those working on the ground what their pet peeves are, and how to avoid disaster on the show floor.

1. Your team is only as strong as your weakest link

Forging close and strong connections are integral to success, says Gill Gibbs of ConCept G. Understanding the needs of your team and creating a culture where they are valued is as important. "When you treat people well and communicate with

them, they will go above and beyond to help you solve any problems," she explains.

2. Involve suppliers in the initial planning

Most suppliers echo this sentiment – not enough is known early on in the game to ensure optimal performance. Justin Hawes, Managing Director of Scan Display Solutions, says that his single biggest piece of advice for organisers is involving suppliers in the initial planning of an event. "Suppliers look at events differently; we are more likely to notice the potential challenges that can affect an event build-up. By including us early on, we can make recommendations that will improve the speed and efficiency of a build-up, as well as ways to perfect the final product. What's more, we will be able to provide solutions that are cost-effective and creative –

benefits that become more difficult to achieve the closer we are to a build date."

According to Richard Baker, Director of LEDVision, planning early will mitigate unnecessary costs. "Start your planning as early as possible and confirm with your supplier as soon as possible so we can hand the job to a Project Manager, secure your equipment and crew, and plan better overall. Late confirmations, disorganisation and insufficient planning can have a significant impact on your costs. The earlier we can all plan, the smoother the event journey will be for everyone involved."

3. Consider all contingencies early in the game

Any great event organiser will create contingency plans, but getting a supplier's point of view on these plans early on can be very useful, says Gill Gibbs. "Make sure you go over the different scenarios with key team members to avoid unnecessary stress and ensure your team is prepared. Part of your planning should be to ensure that you are working with an experienced infrastructural supplier that is hands on, detailed and involved. Dealing with a supplier that has complete control of the project and is not a middleman ensures that communication is not lost in the process."

4. Don't leave your delegate in the dust

According to Danie Greyling, Managing Director: Meetings and Events MEA at Lumi Insights, planners should try to answer this question: what is the single best use of interactive technology you've ever seen? Things like a conference theme, décor, speakers and entertainment are well and good, but the original goal – impacting the delegate – cannot be lost. "Too often,

the conference delegate is forgotten," he says. "We recently did a conference where interactive keypad technology was required as part of the brief...when the CEO opened the first session, he said that nothing was prepared: no slides, no videos, no motivational speeches. What he wanted the delegates to do was to use the technology provided and type in any question or comment they would never ask him face to face. We've never seen such an engaged audience; some of the questions and comments received required further polling while others sparked new comments from fellow delegates. The CEO in question never experienced such a good ROI measured in real content that was generated. Our initial frustration working with an event organiser who did not incorporate the delegates, was replaced by one of the best interactive sessions we've experienced to date."

5. Understand the value of technology and technical providers

Low budgets can limit an event's capability to wow delegates, according to Jana Duvenhage, INHOUSE Venue Technical Management Sales Manager at CTICC. "Low budget allocation to technical sometimes results in clients missing the advantage that technical could have added to the event had they allocated budgets more cleverly."

"Be aware of your budgets and don't be afraid to share them with your supplier," adds Bill Lawford, Estimating Team at Gearhouse SA in Johannesburg. "We are not trying to sneakily extract the most money possible from you; we are trying to establish the parameters within which to devise the best solution for your event. Even if you have no idea about budgets, providing us with pictures of something similar to what you are after, will help."

6. Give us a proper brief and a budget!

One of the pain points cited is the lack of accurate briefs for suppliers. If suppliers know exactly what you're after, they are better able to execute your vision and provide the best solution. If they are aware of a budget, they will also have parameters within which to work. Says Duvenhage: "Be open to options – technical is what we do best. Let us do a set or LED screen option

separately as an option for you to send this to your end client. They might not know what the possibilities are from the outset."

7. Limit your liability when moving products to an event

Shipping products, stands and goods to an event is no easy technical feat, says Jacqui Nel of Exhibition Freight GSM. "As the world changes, so do the rules and regulations," she explains. This is where a seasoned freight forwarder has the knowledge and expertise to assist both organiser and exhibitor. "Attention needs to be paid to the timelines, and we would recommend that you allow at least one month before an event to prepare. Allow at least one week to plan what goods you want to take to the event, another week for the export formalities and airfreight travel, and two weeks for the foreign customs to complete the necessary import procedures." Of course this timeline can vary, so it's important to check with your agent before sending any goods.

8. Communication, communication, communication

As an event planner, effective communication is part of the job description. Yet many suppliers need more than just a basic brief to carry out requests. According to Baker, healthy discussions and relationships are part of providing the correct goods on time. "Have face to face meetings or at least a call to chat about the event and your end client's expectations before we start quoting. Discuss basic details like screen ratio and AV content from the outset. We do not expect you to understand what is required technically, but we can establish what you need with a bit of communication. Let us help you understand the implications of rigging or flying equipment versus stacking on custom stands. Use our quote as a communication tool, to discuss,

adjust pricing and share your concerns. A technical solution can be as big or small as you would like it, but we need to communicate fully around your particular requirements to make it work optimally."

9. Use our expertise, it's what we're here for

Don't be afraid to ask for help or advice. "Use our experience!" Duvenhage stresses. "If you need a production company, external designers, décor or any other event auxiliaries, we can make recommendations for you." She also suggest booking a project manager of all large jobs, ensuring someone else is dealing with technical aspects – giving you as an organiser peace of mind.

"Have custom AV content created for your event and checked by your tech supplier ahead of time – even if it is just a PPT presentation," adds Baker. "Trying to make a plan on the day will not work out well."

10. Are all your 'I's dotted and your 't's crossed?

As the event planner, you're always on top of things, but don't leave your suppliers behind. Be sure to request a floorplan to check and approve so there are no surprises on the day, and don't forget to send them a running order or programme with build-up and break down times as soon as possible – they don't like surprises, either. "As far as possible, don't change stands or floorplans too close to the exhibition date," says Nicholas de Klerk, Owner of Design and Display, and AAXO-approved supplier. "Event décor specialists take into account all the aspects of the client's current position such as access points, hallways, etc. Sometimes floor plans are changed at the last minute and because plans are designed for a specific position, the changes might interfere with the overall effect." 🕒

If suppliers know exactly what you're after, they are better able to execute your vision and provide the best solution. If they are aware of a budget, they will also have parameters within which to work.



© Flamingo Casino

CASINOS: MIXING BUSINESS AND PLEASURE

Hosting a conference or business event at a casino is a no-brainer. Here's why.

It comes as no surprise that some of the most popular event venues are often those with gaming facilities.

Sun City Resort, Emperors Palace, Emerald Casino and Resort, and Grand West Casino and Entertainment World are some that come to mind, and all offer some incredible conferencing options as part of their venue portfolios.

Most recently, people have been wowed by Sun International's much anticipated Time Square in Menlyn, Pretoria, spanning 7 530m² and which is set to be South Africa's most technologically advanced casino floor. The R4-billion complex is set

to see the grand opening of a state-of-the-art, 8 500 seater arena for exhibitions and events, as well as a 22-storey luxury hotel set to open in 2018. The casino is set to open on 1 April 2017, with Bianco Marini, Slots Manager at Time Square saying, "We are redefining the gaming experience with an offering that is currently unprecedented in South Africa. We cannot wait for our customers to see it. We are counting down; tick-tock."

Gaming itself is also a topic of interest for business events, and as such, the Betting and iGaming (BiG) Africa Summit will take place in Johannesburg in November. The

conference covers topics like regulation, licensing, payment solutions, big data and fantasy sport among many others.

Flamingo Casino

A little known venue with a difference, Flamingo Casino is located in Kimberley, Northern Cape. It offers a variety of leisure activities, and is named for the abundance of flamingos that make their home in the nearby Kamfers Dam. The four-star graded establishment is an easy 7km from the city centre on Transvaal Road (N12) and covers an expansive 10 hectares. The entertainment estate is reminiscent of the

intoxicating turn-of-the-century diamond rush era. With its Victorian age style and romance, this casino is an exceptional leisure and entertainment facility.

Ideal for sophisticated events, be it business or social, it can accommodate up to 250 guests cinema style in a multi-functional meeting space that can be subdivided into three smaller rooms, and is accompanied by an additional boardroom. The venue includes all basic conferencing necessities, and offers a Golf Club, Bar 129, and Harvest Grill and Wine for entertainment and recreation. Road Lodge, a nearby property, provides 90 rooms for accommodation.

For more information on its unique offerings, contact 053 8302677 or visit www.suninternational.com/flamingo.

The Benefits of Hosting Your Event in a Casino

- Fun is never far away. A range of gambling options is at your beck and call, but so is the boardroom. The transition from one to the other is seamless.

- There are over 35 casinos in South Africa, many of which have conferencing facilities, making it an easy choice for keeping delegates happy after hours, especially if you're on a strict budget.
- Need to blow off steam? You're just a slot machine away – no need to let frustration and deal breakers get the better of you.
- There's always a host of other activities for delegates who don't enjoy gambling, from shopping and live shows to other entertainment options. 🎰

Casinos in Numbers

- Total casinos in Africa **184**
- Number of gaming tables in Africa **1 811**
- Number of slot machines **31 153**
- Sun International gaming properties **35**
- Peermont gaming properties **14**

Source: World Casino Directory

Ideal for sophisticated events, be it business or social, it can accommodate up to 250 guests cinema style in a multi-functional meeting space that can be subdivided into three smaller rooms, and is accompanied by an additional boardroom.

FLAMINGO CASINO



The Flamingo is home to the best venue for hosting seminars, weddings gala dinners, exhibitions and more, in the Northern Cape. Accommodates 10 to 250 delegates. The Conference Centre provides facilities to suit whatever your requirements dictate.

The muted tones provide the perfect canvas for intimate wedding receptions, smaller conferences, and comprehensive cocktail events.

Contact: +27 53 830 2677
Location: Transvaal Road, N12
Kimberley, Northern Cape




Flamingo



EVENTUATE: INNOVATION, INTEGRATION AND 3D

Kim Crowie talks all things tech with Eventuate and finds out how this unique company is innovating in the audiovisual and technical realms.

A company with a unique outlook on what technology can do in the business-events sphere, Eventuate offers the full complement of technical products and services. Their most sought-after facets are within the corporate market, and consist of audio, video, lighting and IT system rentals, as well as 3D rendering and custom stage set designs. According to Bryn Jupp, Managing Director at Eventuate, they offer the highest level of production value available in South Africa – resulting in meaningful and powerful experiences.

"We are a small but highly flexibly and innovative company that prides itself on giving our clients what they want instead of a listed product. We use our skill set and ethos to do things a different way, provide personal service and achieve things that have not been done," says Bryn. "We have the ability to conceptualise, design and manufacture custom solutions for both eventing and systems integration, hence the slogan, 'We'll engineer your imagination'."

3D Rendering and How It Works

Imagine your event, what it will look like, and how everything will come together. Now imagine seeing that in front of you, before it even takes place. This is 3D rendering. Eventuate is one of the first local technical event companies to rely on this technology to assist clients. These

virtual models are essential in constructing the exact events clients request, by showing them where the cables will be, where the stage will be built, and even what components need to be included.

"Once you have a better understanding of how everything will fit together, you are able to move things around and add or remove elements virtually, saving time and money as we don't have to rebuild the technical aspect of the event," Bryn explains. "Also, should there be a layout issue, we can take the necessary precautions ahead of time. In addition, we can provide 3D printing and deliver 3D printed models of your event." They also provide 2D models for print, which are regularly used by real estate agents, architects and interior decorators in their presentations.

Asking the Right Questions

Planners don't often pay attention to the infrastructure and technical aspects of an event – and Eventuate believes this is just as it should be. "It is for us at Eventuate to ask the relevant and pertinent questions regarding the client's brief and ensure these details are covered by the final product," says Bryn. "3D rendering greatly facilitates this process, but my best advice to any planner would be to partner with a supplier with whom you can communicate openly and trust their personal service and technical knowledge."

These virtual models are essential in constructing the exact events clients request, by showing them where the cables will be, where the stage will be built, and even what components need to be included.

Clients of Note

Some of Eventuate's most notable clients include the Four Seasons Hotel The Westcliff Johannesburg for whom they provided full systems integration across the property with remote systems support and an in-house technical supplier for events. Another is Gallop Marketing, for whom they provide design, custom build and technical production services. They have also provided eventing and in-house technical support to the Institute of Directors South Africa.

A Snapshot of Products and Services

- Technical Equipment Rentals
- Audio/Lighting/ Video/ IT Systems
- Technical Management
- Project Management
- Technical 3D Rendering
- Presentation Management
- Video and Post-Production
- Custom Staging and Set Design
- Audio Recording and Post-Productions
- Full-Service Production
- AV system integration solution: custom Pro AV, broadcast, videoconferencing, display, digital signage and audio systems
- Architectural and Technical Design
- Information Technology and Network Infrastructure
- Custom Manufactured Solutions
- Architectural and Technical 3D Rending/Visualisation

For more information, visit www.eventuate.co.za 📍

BRYN JUPP ON TURNKEY TECH SERVICES

Bryn Jupp, Managing Director at Eventuate, shares his company's capabilities in a detailed interview.



What are your technical products and services; which are most sought-after by conferencing clients?

Our most sought-after facets are by far within the corporate market and consist largely of audio/video/lighting and IT system rentals, 3D rendering and custom stage set designs. We provide professional service and top-of-the-range equipment, as well as the highest level of production value available in South Africa to ensure that your events are meaningful and powerful experiences.

Our AV system integration solution offers custom, Pro AV, broadcast, videoconferencing, display, digital signage and audio systems. At Eventuate, we design, source, manufacture, install, maintain and service integrated AV systems to ensure you make the right investment and that the system is maintained and used to its full potential. We understand that no two projects are the same, which is

why we develop custom solutions to ensure that each project delivers a seamless, integrated experience.

One of the services you offer is 3D rendering and visualisations. What does this entail, and how would it enhance the planning of a conference or exhibition?

What if you could have a virtual representation of what your event will look like and how everything will come together beforehand? With 3D rendering, it is possible. Ultimately, clients will enjoy an enhanced service experience, because they will have a visual understanding of their event before it takes place. We use licenced 3D rendering software to build a virtual model of your event beforehand, giving you a visual representation of how the venue will look.

Upon request, we can also create 2D models for print. Real estate agents, architects and interior decorators regularly use these images in their pamphlets and

presentations to give their own clients, in turn, a better experience and understanding of what to expect from their products or services. By using this visualisation tool, we can deliver on our promise to give our clients the very best client service and technical event solutions possible.

How does Eventuate innovate, and what advice would you give an organiser wanting the support and systems integration you offer?

We are a small team with a hands-on managing director, and we believe that by bringing you the personal and intimate service you deserve, we can best serve your needs. Our knowledgeable team will look to their years of experience and expertise to find innovative and flexible solutions for our clients. We pride ourselves on providing ground-breaking, unique technical system solutions and customer service that are unmatched in South Africa. You never have to compromise on what you desire for your personal or business events.

How do you successfully straddle a number of different industries effectively?

We look at every project individually with a commitment to servicing each need with transparency and flexibility. We have an in-depth understanding that each market has its own culture and different requirements. We pride ourselves on developing strong reliable working relationships with both our clients and suppliers and ultimately we work hard. 📞





UFI CONGRESS 2017

UFI, the Global Association of the Exhibition Industry, has announced the theme of this year's UFI Global Congress: "Raising the Odds – Pressures and Profits in the Exhibition Industry". The event takes place 1-4 November 2017 in Johannesburg.

Under the African Sky

Sonia Thomas, UFI Director of Operations, says, "The UFI Global Congress was organised on a few occasions in North Africa but never in South Africa, so we are delighted to be taking the Congress to South Africa for the very first time, from 1-4 November. Johannesburg is such a vibrant, colourful city, an uncut diamond with so much beauty just waiting to be revealed. The Sandton Convention Centre is an ideal location with several world-class hotels a stone's throw away from the Centre. O.R. Tambo airport boasts numerous different airline connections, and the transfer from O.R. Tambo

airport is a mere 15-minute train ride.

The South African exhibition industry is as vibrant and interesting as its population, and the UFI Global Congress delegates, of whom the majority are exhibition organisers seeking new markets and opportunities to do business, will be keen to see what the country has to offer. The 400+ delegates will come from all over the world, and will be eager to discover this rainbow nation. Johannesburg Exhibition Centre, who is the Global Congress host, will also be the venue for the Gala Dinner, "under the African sky", a night for all to remember long after the sun goes down.

We are busy putting the programme

together, the theme of which is "Raising the Odds, Pressures and Profits for the Exhibition Industry". The world faces uncertainty, and pressure from numerous sources, but in that uncertainty are positives, and ways to help the exhibition industry strengthen and grow. A whole afternoon on Friday 3rd November will be dedicated to exploring the South African exhibition industry and the potential for doing business in this dynamic market. Saturday will provide the ideal occasion to relax and discover "history" or "nature", with two separate tours for delegates to choose from."

Craig Newman, CEO of the Johannesburg Expo Centre and Vice Chair of UFI's Middle




Skina Maseko, MIC South Africa Project Manager; Craig Newman, Johannesburg Expo Centre CEO; Jim McIntosh, Director, Business Developer and Marketing at MCI South Africa; Sonia Thomas, UFI Director of Operations; Jana Hofmann, UFI Event Manager; and Lisa Sebogodi, Managing Director at Batsumi Travel.

UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

About Johannesburg Expo Centre

For the past 30 years, the JEC has been consistently delivering events of a world-class standard. Having built a solid reputation for delivering professional and exciting entertainment, the JEC has welcomed a diverse range of exhibitions, conferences and events ranging from Rand Easter Show and Ultra festival to Church events and companies year end parties. As South Africa's largest purpose-built exhibition, congress, convention and events venue, the Johannesburg Expo Centre is a multipurpose venue offering 50 000m² of covered space and an additional 100 000m² of outdoor space. 

East Africa Chapter, said at the launch of the UFI Congress, "We have reached a very important milestone, launching the 84th UFI Congress that will take place in Johannesburg. 10 years ago, when I first attended an UFI Congress, the one thing that came to mind is that I had to make it my mission to come to the South African market. At that time I realised the huge potential for investment into the South African and African market. And bringing the Congress here to Joburg is going to give the local industry the opportunity to expose themselves to investors; people who are looking to grow their markets and looking to invest into companies and organisations focused on the exhibitions industry in South Africa."

About UFI

UFI is the leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50 000 exhibition industry employees globally, and also works closely with its 55 national and regional associations members. 700 member organisations in 84 countries around the world are presently signed up as members.

Over 900 international trade fairs proudly bear the UFI approved label,



© Pantone

EVENT DÉCOR AND DESIGN TRENDS FOR 2017

From incredible lighting displays to sustainability, from slim budgets to eclectic design, we bring you some of the most exciting trends in event décor for 2017.

We all know that first impressions are lasting, and this is never truer in business events than décor and design. Event décor is that *je ne sais quoi* element, creating excitement, enthusiasm, pizzazz and beauty in any given space. "Make sure you get the desired emotional reaction from the guests at the event and you will have them in the palm of your hand for the duration of your banquet/corporate function/year-end-bash/milestone party, etc." says Douglas H Everett of The O Company. "Other than setting the mood, creating the ambience and theme, as well as the ultimate experience of your event, the décor also underscores the importance of your event."

Carol Weaving, Chairperson of AAXO adds: "Considering that the average large trade show exhibitor spends up to R2-million and the average large consumer show exhibitor R550 000 per exhibition

including space rental, exhibition stand design and building and break services, it is imperative that event décor serves its purpose, i.e. to attract visitor attention, draw them in and create buzz."

With this in mind, we bring you some of the hottest design and décor trends for 2017.

Budgets, of course, directly impact event design and décor, and according to Alastair Laing of Unlimited Events Group, businesses are in survival mode. "From an eventing perspective we've certainly evidenced the aftershock of the recession showing through in the most popular client event décor themes booked in the last quarter" he explains. "Many of them have been very colourful, vibrant and playful – demonstrating that South Africans have a need for fun and playfulness following the tough times we've all endured."

With this in mind, we bring

you some of the hottest design and décor trends for 2017.

The Eclectic and the Modern

As the year progresses, we're already beginning to see some of the same laid-back neutrals and rustic textures making their way across trade floors. But although unfinished, recycled wood material remains a firm favourite, it's increasingly being matched with simplistic, geometric furnishings, pops of colour and natural, green looks. "The rustic and vintage looks of the recent past are morphing toward this eclecticism too, combining art deco, modernism and urban industrial together for a more sophisticated residential vibe," according to Cort Events, the world's largest provider of rental furniture.

Going Greener and Greener

This is an ongoing trend that's only set

to deepen the more we realise that a) we do not live in a world that has unlimited everything, and b) we as the human race cannot afford to continue with this 'throw-away' mentality. A number of meeting planners, exhibitors and suppliers are getting on the green train in small ways, dipping their feet in the water with reusable printed fabrics, green stand designs and waste minimizing. A great example of a holistic outlook on greening is Meetings Africa, which did its best to present one of the most sustainable trade shows on the continent.

Nicholas de Klerk, Owner of Design and Display, a local stand design company and AAXO supplier, says 'junk' talks to him and he loves working with it. "I am forever being inspired by improbable, unexpected and recyclable materials and 'stuff' to design spaces that entertain and amaze when confronted by it. Be original and out of the box," he says, "I burned my box a long time ago."

But if burning the box is not an option, Alastair Laing suggests incorporating "dramatic, indulgent and dramatic,

indulgent and simply gorgeous succulents, blooms and moss, taking centre stage opposed to printed collateral." He adds that the use of fairy lights and candles can easily reduce electricity usage, while stretch tents enable clients to host stylish events in unused spaces like parking lots, gardens and basements. "To leave less of a footprint, clients can also host events during the day to eliminate electricity usage and through hiring our décor, less consumables, materials and paper and printed items are produced by client, only to be discarded at the end of the event."

But is it Functional?

With a no-nonsense look becoming the norm, functionality will naturally pick

up the pace. This approach to event planning and design is important in satisfying changing expectations set by the millennial generation – not to mention how it facilitates face-to-face networking, engagement and connections. The chosen aesthetics should still accommodate technology such as charging tables, for instance. "Today, planners must think about creating meeting environments that are comfortable and functional. Gone are the days of boring theatre seating using uncomfortable banquet chairs. Attendees expect a higher standard to help foster creativity and learning," explains Kevin Dana, Executive Director of Marketing and Product Development at Cort Events. >

I am forever being inspired by improbable, unexpected and recyclable materials and 'stuff' to design spaces that entertain and amaze when confronted by it.

GEARHOUSE GROUP OF COMPANIES

because
QUALITY
SHOWS



The Development Zone was all green and upcycled at Meetings Africa 2017
© Reg Caldecott



Wild Thing wall mural by Flavor Paper is inspired by the
Pantone Colour of the Year 2017 © Pantone

The Festivalization of Meetings

Listed as one of the things that are set to disrupt the meetings and events in 2017, the 'festivalization' of meetings is the physical manifestation of the rise of convergence that is reshaping business-event programming, according to Greg Oates of Skift. "C2 and SXSW define themselves as both conferences and festivals. The Airbnb Open Conference, bringing together over 5 000 Airbnb hosts from around the world to discuss business strategy, is positioned as: 'A Festival of Hosting.' XLIVE in Las Vegas is tagged as: 'The festival + live event industry conference and expo.' Trend Hunter's Future Festival is 'specifically designed to be the world's best innovation conference.' And the HUBweek Arts and Innovation Summit in Boston, co-created by MIT, Harvard, and The Boston Globe, describes itself as: 'Boston's festival for the future.'"

In South Africa, we have also seen

evidence of this trend, particularly in the creative realm, with a number of festivals like Cape Town International Jazz Festival, Breathe Sunshine African Music Conference and Moshito Music Conference and Exhibition turning their focus two ways to include a meeting programme as well as a live music experience. BizBash Founder Davi Alder commented in a recent *Medium* post that, "all experiences are morphing together into the festivalization of events. Concerts add conferences, meetings add new styles of collaboration, trade shows add consumer elements."

Event organisers are now not only competing for attendance, but are in a competition for our attention, and as a result, they're engaging all our senses more and more. Some also see it as a way to bring a few good events together and create a bigger event. A wonderfully orchestrated local example of this is Africa Travel Week,

which brings WTM Africa, ibtm africa and ILTM Africa together in one venue.

A Different Take on Texture

2016 may have been the year of the event experience, where we focused on how attendees are experiencing a show and retaining content. But 2017 is all about the little things, Kate Bartlett, Sales Manager for AFR Event Furnishings, told *Social Tables* recently. Small things added to an event design can up the experience factor by appealing to the senses. "A visibly textured sofa at an event is inviting and comfortable, a rough spun fabric on a linen is interesting and the 'flaws' draw the eye, and a differently shaped wall décor piece adds depth to the room, especially when paired with lighting. We all know the basics to transform the room, but in a world where there is so much to look at, and we're constantly blasted with the big, bold and the brazen, I find it is always a pleasant



© Pantone



© Pantone



The Gauteng Tourism Authority Pavilion had a rustic, recycled feel to it
© Reg Caldecott

surprise to find a small, yet interesting detail that catches my eye. Like the design was made for discovery, and maybe, am I the only one to notice the effect this small touch has on the overall event?"

LED Lighting Leads the Way

A trend that continues to grow, LED lighting offers endless possibilities – not to mention a more sustainable solution thanks to its efficiency and lifetime. Although the initial cost may be higher than other supplemental light sources, the return on investment for LEDs is much shorter and costs are constantly decreasing. According to Nicholas de Klerk, LED can go far, no matter what size you're working to. "I have just done a tiny stand (4m x 1m) at the SARCD Expo for leather handbags, using thatching lathes and wooden crates with some LED strip lights and big fabric prints added," he explains, "The stand was very well received and was awarded

Best Stand. It is the smallest stand I've ever done and I'm sure the smallest stand to ever win a Best Stand Award!"

Taking the LED trend even further is Unlimited Events' Alastair Laing. "Our stock offers clients LED furniture for hire to create a soft, energetic mood for parties and events. Many clients are looking to hire our futuristic LED tables, benches, orbs and cocktail tables that illuminate in alternating colours to create a variety of sophisticated party moods." 📺

I find it is always a pleasant surprise to find a small, yet interesting detail that catches my eye.



Meetings Africa's Sustainability Village is a great example of how this trend can impact SMMEs © Reg Caldecott

Stay Ahead of the Curve

Staying on top of design and décor trends can be difficult – but never fear, some useful ideas are here to keep you in vogue at all times.

- Pantone Colour Institute is recognised as the global authority on colour. According to www.pantone.com, Greenery is the colour of 2017. It is a refreshing and revitalising shade, and symbolic of new beginnings.
- Believe it or not, fashion and beauty help us define what's in and what's not. It's on the runway that you'll find the latest in colour, fabrics and textiles, not to mention avant-garde designers introducing new and interesting concepts.
- The box office still has an enormous impact on culture. Don't discount cultural trends and influences brought about by films. Great examples of its effect is the ongoing inspirations coming from *The Great Gatsby* in 2013 and the *Iron Throne* from *Game of Thrones* that was a huge hit at the Loerie Awards in Cape Town a few years back.
- Do you watch the Oscars, the Golden Globes or even the SAFTAs? If not, it's time to do so. Big award shows begin on the red carpet with fashion and colour trends, but the main event can also inform you on lighting design, digital displays, and multi-media production.
- Read up on celebs! It might be a weird idea, but people love celebrities and can be near-obsessed with them. Major celebrity events not only dictate style and décor, but also floral arrangements, event experiences and more.
- Sign up for newsletters and follow trendsetters on socials. Great local examples of these are Design Indaba, who always have something 'lit' up their sleeves, or Flux Trends, who are incredibly informed on market and business trends.



ASSOCIATION CONFERENCE SUCCESS STORY: THE CONFERENCE COMPANY

Name of Conference: 26th World Society of Cardio Thoracic Surgeons and 17th SA Heart Congress

Date: 8 – 11 September 2016

Number of Delegates: 1152

Number of Accompanying Persons: 0

Number of Days: 4

About the event

The 26th Annual Conference of the World Society of Cardiothoracic Surgery was jointly hosted by the Society of Cardiothoracic Surgeons of South Africa and the South African Heart Association and incorporated the 17th annual conference

of the SA Heart Association. This event was held at the Cape Town International Convention Centre in Cape Town from the 8th to the 11th of September 2016.

Over 1 000 delegates from all over the world attended this event in the beautiful city of Cape Town.

The conference covered themes that included paediatric cardiology, coronary heart disease and general cardiology for nurses and other non-specialist health workers.

The congress aimed to unite the "heart team" and bring together perspectives and expertise from all corners of cardiology

and cardiothoracic surgery. With a target audience that also included paediatricians, anaesthetists and allied professionals, the joint conference opened with pre-congress workshops, courses and labs on topics such as imaging, congenital heart conditions and sutures valve implantation.

Event highlights

- One of the event highlights was honouring the Living Legends of Cardio Thoracic surgery Dr. Bernard J. Gersh; Dr. Stuart Jamieson and Prof Magdi Yacoub. Prof. Magdi Yacoub is the founder of the children's charity "Chain of Hope".

He also established the Aswan Heart Center in April 2009 in upper Egypt and received the order of merit from Queen Elizabeth II becoming the first Egyptian to ever receive this award.

- The interactive training village was also a highlight of the event. Dr Tomaz Stupnik from Slovenia was assisting at the Video Assisted Thoracic stations. Dr Stupnik has developed a VATS simulator and models to simplify the Video Assisted Thoracic Surgery Skills. His models were used at each of the five stations, together with the Johnson & Johnson Echelon Endocutters, Harmonic and other related products. There were five additional stations at which surgeons could familiarise themselves with endoscopic suture techniques, as well as an area where Dr Stupnik and other specialists could

present video's and short talks on VAT's techniques, complications and how to deal with them.

Dr Stupnik was available to chat one-on-one with his peers or by way of presentations on different procedures that could be done using the video assisted equipment, as well as how to become skilled in this technique of thoracic surgery.

Did the event receive support from the provincial or national convention bureau?

Yes, the event received financial support with International Marketing from the South Africa National Bureau.

Pre and post tour itinerary and highlights

Delegates enjoyed half day and full day

tours in Cape Town and its surrounding areas, visiting Table Mountain and the beautiful winelands amongst other sites.

Feedback from delegates

"I would like to thank you most sincerely again for all your hard work in organising such a successful SA Heart Congress alongside the WSCTS congress. The two gala events that I attended were excellent and the interview with the living legends was fantastic. The exhibition space was light and airy and I think the majority of the industry partners were very happy. The science was of the highest standard and all sessions I attended were excellent. I have the strangest experience of not being able to get into a room that I was chairing as it was so full! That is truly an excellent sign.

My interaction with all international faculty was extremely complimentary and positive and the local delegates enjoyed all aspects of the conference.

As with every year, I am aware of challenging aspects but I believe that these did not overshadow the strengths of the meeting; outstanding science, excellent networking and collaboration opportunities and furthering our work in the community to improve cardiovascular medicine and the lives of those with heart disease in the country and abroad."

www.confco.co.za

I am aware of challenging aspects but I believe that these did not overshadow the strengths of the meeting; outstanding science, excellent networking and collaboration opportunities and furthering our work in the community.

- Dr Liesl Zühlke, MB CHB DCH FCPaeds Cert Card, MPH FESC PhD, President South African Heart Association





IMEX IN FRANKFURT 2017 PREVIEW

IMEX declares new purpose for 2017: Reimagines key education programmes.

Meeting and event professionals can learn 'How to plan with deeper meaning, innovation and insight in mind' as part of Purposeful Meetings, the new IMEX Talking Point and focus of IMEX in Frankfurt this May.

The new Talking Point, which reflects an industry shift towards delivering 'memorable moments' instead of meetings, and 'experiences' not events, will be explored throughout the show, which takes place 16 – 18 May in addition to the education programme and its ten tracks, many networking events and extensive exhibition.

Carina Bauer, CEO, IMEX Group, explains: "Any event planner who cares about their craft and truly wants to have a competitive edge will be excited to dig deeper into the IMEX Purposeful Meetings Talking Point.

"Our chief focus is always going to be on bringing buyers and sellers together, face to face, in the most efficient and enjoyable way possible. But, from a strategic point of view, having an annual IMEX Talking Point, or headline theme, will inject more immediacy, stronger direction and a clearer distinction between each show year to year."

Targeted and inspiring Monday education

A new pre-show education programme, 'EduMonday', takes place on Monday 15 May, the day before the show. Free of charge and open to all, the day will incorporate five core streams covering event design, future trends and supplier education. This new IMEX Monday programme will have a contemporary flavour with experts from the new Zeus Eventtech Academy, GCB, Meetology Masterclasses, Play with a Purpose and PCMA Business School all providing knowledge and expertise. IMEX has also entered into a three-year agreement with the Event Design Collective which will allow 30 English and 30 German speaking event professionals to take their career to

This event is about getting us to think. To remind us not get stuck in our own ways of doing things.

the next level by taking the Event Design Certificate (EDC) Programme free of charge on the day (a saving of at least £600).

The popular Association Day also takes place the day before the show, offering free, tailored education exclusively for association professionals. The IMEX Association Day programme has been redesigned for 2017 and will feature a new Association Management Stream, covering topics such as understanding why members leave and how to persuade them to stay. There will now be two Meetings & Events Streams (A and B), discussing issues such as how to maximise member participation at your events, and how to identify and approach new sponsors.

Exclusively Corporate at IMEX, the dedicated event for corporate meeting planners and event marketers, has also been redeveloped for IMEX in Frankfurt this year. Tailored to address some of the challenges faced by planners, there is a full day of networking and free education on topics such as delivering ROI, creative event formats, new technologies, security risk and emerging destinations and trends. After a series of group sessions, the education then splits into two streams with sessions on strategic global programme management for senior event professionals and operational issues for event managers.

Emanuele Caprarelli, Meeting & Event Planner at CROMSOURCE, Italy, who attended the event last year explains: "This event is about getting us to think. To remind us not get stuck in our own ways of doing things."

More exhibitors to meet

The IMEX show itself offers a wide range

of business opportunities and inspiration with new exhibitors including Saudi Arabia, Meet Puerto Rico, Barcelona, Vienna House Hotels and Choose Chicago. Exhibitors with expanded stands include Tourism New Zealand, Royal Caribbean International, Latvia, Slovenia, Accor and NYC.

With the largest global array of exhibitors from every sector in the meetings industry, buyers can discover 3 500 worldwide organisations, the latest trends and hundreds of meeting professionals under one roof. Combined with over 200 networking opportunities with senior level meeting professionals, and social events including Site Nite Europe, CIM-Clubbing and the IMEX Gala Dinner, this adds up to three inspiring and productive days of business.

Mark Abbott, Director of Operations, Abbott Travel Group, USA, who visited the show last year sums up:

"My visit to IMEX was very fruitful. With 28 meetings in three days, I was able to cover more ground and obtain more information than I thought possible in such a short time. There is nowhere so much business can be done in so little time."

IMEX in Frankfurt takes place at Messe Frankfurt from 16 – 18 May 2017.

Registration is free of charge and open online - www.imex-frankfurt.com



INTERNATIONAL CONVENTION SOLUTIONS

International Convention Solutions (ICS), owned by Clarissa Carsten and Tsholo Wesi, is a successful, black female-owned business.

With head offices in Kimberley, branches in Springbok and Warrenton, Northern Cape, the company brings together a whole network of economic development skills through its consultants who are very experienced in the fields of events and logistics planning, hospitality and catering management services, programming and production, entertainment and special event co-ordination, high quality activities, and event promotion.

The company was appointed in 2012 to manage the Mittah Seperepere International Convention Centre in Kimberley and was tasked to raise the profile of the city and the Northern Cape as a sought-after local and international leisure and business tourism destination through the centre's state-of-the-art facilities.

ICS management expanded their services with the focus in the hospitality industry by recently opening doors of two guest houses, namely:

- Namakwa Guest Farm, 8km outside of Springbok in Namakwa
- Nare Guest House, Warrenton, in the Magareng District Municipality

Vision

Our vision is to see International Convention Solutions becoming the leading company in conference and event management providing services to clients throughout the private and commercial sectors.

Mission

Our mission is to be a strategic partner and to provide exceptional event management skills and services to assure desired outcomes, sincere efforts, intelligent direction, skilful execution and to see obstacles as opportunities.



The Team

As a young and ambitious team, we are committed to providing facility usage to academic groups and our unique vision, mission and values capture the essence of who we are and how we interact with one another.

Key Services

Concerts

As a multi-purpose platform for local and international acts, the MSCC is the city's premier indoor entertainment venue. We offer a special concert package for events of between 500 and 3 000 fans!

Conferences

We have a wide array of versatile and sophisticated meeting options to ensure your next conference is not only effective, but truly remarkable!

Banquets

Whether it's a business breakfast meeting or a gourmet dinner for thousands, an exceptional dining experience and impeccable service are guaranteed. Our world class chefs will personally assist you in your culinary

selection and our dedicated team of professional co-ordinators will ensure that your event runs smoothly, down to the very last detail.

Exhibitions

As a key part of the marketing mix, exhibitions remain one of the most effective marketing tools, be it a consumer based show or a trade exhibition.

Sports Events

There is nothing like the roar of the crowd around you to get your heart racing!

Contact

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Email: info@ms-conventioncentre.co.za
Website: www.internationalconventionsolutions.com

I | C | S

International Convention Solutions



NORTHERN CAPE

The Northern Cape is a delightful province with a number of extraordinary incentive experiences and event facilities to match.



Stargazing Northern Cape



© SA Tourism

Opt for a conference that's off the beaten track in the Northern Cape. This little-known province of South Africa offers much in the way of natural beauty, incentives, and in recent years, has grown to offer some world-class business-event venues. It is a favourite for government conferences, with sporting and cultural events taking up a number of spots on the calendar. The Northern Cape is also a hotbed of creative talent, and combined with state-of-the-art facilities, it has produced some of the most innovative and inspiring teambuilding activities in the world.

The region has proven its ability to present mega-events, and hosted the Uruguay team during the 2010 FIFA World Cup, followed by the highly successful Maloof Money Cup Skateboarding World Championships, the Association of Public Accounts Committees and the 7th International Wildlife Ranching Symposium all in 2011. Since then the region has been growing its brand and visibility on the local and international stage, with a focus on bringing more business events to the Northern Cape in 2016 and 2017.

Key Venues

Mittah Seperepere Convention Centre

A multi-purpose venue, the Mittah Seperepere Convention Centre can accommodate up to 2 500 delegates. It is ideally situated

opposite the Kimberley Big Hole and 4-star accommodation, and is designed to host a range of events in its indoor and outdoor spaces. For more information, contact Nolan Eilerd on info@ms-conventioncentre.co.za.

Mittah Seperepere Convention Centre	
Meeting Place	Plenary
School Room Style	900
Cinema Style	2 500
Gala Dinner	1 000
Amphitheatre	2 500
Breakaway Rooms	50

Namakwa Guest Farm

A beautiful remote venue 8km outside Springbok, the Namakwa Guest Farm offers venue space for between 20 and 600 guests. They have endless space open air spaces,

ample parking, and qualified chefs that can cater for up to 2 000 on and off-site – not to mention a 4-star graded guest house with magnificent views. For more information, visit www.namakwaguestfarm.co.za.

Namakwa Guest Farm				
Meeting Place	Cinema	Classroom	Banquet	Boardroom
Pool Deck	-	-	250	-
Banquet Hall	600	450	450	-
Boardroom	-	-	-	20

Incentive Travel Products

A little-known province that is often overlooked, the Northern Cape offers some incredible incentive experiences. Visitors can explore the Kgalagadi Transfrontier Park and discover the ancient ways of the Bushmen, or enjoy the wildflower spectacle of Namaqualand in August and September. Its powerful Orange River allows for a range of adrenalin-pumping water sports, while Sutherland's unending night-time starscapes are breathtaking to behold. For those in search of

history, Kimberley's Big Hole and Mine Museum are worth a visit, while the Richtersveld National Park is popular with 4x4 enthusiasts, and Upington is known for its cognac tastings. 📍



Currency

South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan (CYN)
50	3.96	3.67	27.30

Its powerful Orange River allows for a range of adrenalin-pumping water sports, while Sutherland's unending night-time starscapes are breathtaking to behold.



Climate

Mostly arid to semi-arid, the Northern Cape receives less than 400mm of rainfall per annum. The eastern summer rainfall areas experience thunderstorms that resonate across the wide plains, while winter days are warm and the onset of night brings dew and frost.



Access

The Northern Cape has a number of airports connecting the region to the rest of South Africa and beyond. The major airports are in Upington and Kimberley. Carriers flying here include:

- South African Airways
- Fly Blue Crane



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Web: www.experiencenortherncape.com

| Professional boardroom | Large Glass and Aluminum Marquee | On and Off-Site Catering | Luxurious Modern Rooms | Beautiful Landscape | Pool and Deck | Event management | Weddings | Corporate Functions and Conferencing |

Namakwaga Guest Farm



www.namakwaguestfarm.co.za

info@namakwaguestfarm.co.za

Tel: +27 61 426 9945



Situated 8km outside of Springbok, we pride ourselves on bringing you the best of both comfort and nature. The breathtaking views coupled with the comfort of 4 star quality, are enough to win any guest over. Bringing you premier banqueting, events space, a bar and braai area as well as a pool. Be it a wedding, a birthday celebration or a conference, we have the facilities to accommodate all.



© David Livingstone Safari Lodge and Spa



InterContinental Lusaka © IHG

ZAMBIA

A country that continues to grow in its tourism, incentive and conferencing offerings, Zambia has much to offer the African business-events industry.

A landlocked country in central Africa, Zambia is fast becoming a business-events hub in the region. It is a land of remote, mesmerising wilderness, with an astonishing diversity of wildlife. It has a number of reserves such as South Luangwa National Park, Lower Zambezi National Park and Kafue National Park – not to mention the majestic Victoria Falls which is shared with Zimbabwe. Vic Falls is one of Earth's greatest spectacles, and as a result is a magnet for tourists and conferences alike.

Because of its location in the Copperbelt, a number of mining, construction and manufacturing trade shows are held in the region, such as Power Africa, Mining Copperbelt, and Intermodal Africa. Conferencing hubs include Lusaka, Kitwe, Livingstone and Victoria Falls. Some upcoming events taking place include Zambia International Mining and Energy Conference and Exhibition, Mining Copperbelt Trade

Expo and Conference, and African Finance Association Conference.

Lusaka has a number of quality venues for business events, including the Mulungushi International Conference Centre, which has 21 conference halls, can hold up to 2 500 delegates and is a convenient 15km from the airport. Another is Mika Convention Centre in Lusaka's Chongwe District which can host between 10 and 800 guests indoors, and 10 000 outdoors in its amphitheatre.

Key Venues

InterContinental Lusaka

An exquisite venue that can host up to 600 delegates theatre style, the InterContinental Lusaka is designed for prestige. It offers nine meeting rooms for conferences and special events, including a ballroom of 517.50m², an exhibit space, a separate meeting registration area, and four sales and meeting professionals on site to support any function. For more info, visit www.intercontinental.com/Lusaka.

InterContinental Lusaka						
Meeting Place	Area (m ²)	Theatre	Class Room	Banquet	Board Room	Cocktail
The Ballroom	517.50	600	450	500	200	700
Nalikwanda	208.08	200	100	100	50	120
Siavonga	40.70	30	25	20	20	25
Nsumbu	27.14	30	25	20	20	25
Insaka	36.40	25	20	20	20	25
Kafue	41.25	30	25	20	20	25
Makumbi	300.00	250	100	120	40	250



Victoria Falls Conference Centre

The Victoria Falls Conference Centre at the David Livingstone Safari Lodge and Spa is a state-of-the-art facility that can accommodate small conferences and events for up to 250 guests. It also has an

outdoor Bedouin tented patio for up to 160, an exclusive boardroom, an open-air Boma, and an amphitheatre area where traditional cuisine, experiences and performances by local talent can be arranged. For more info, visit www.aha.co.za/davidlivingstone.

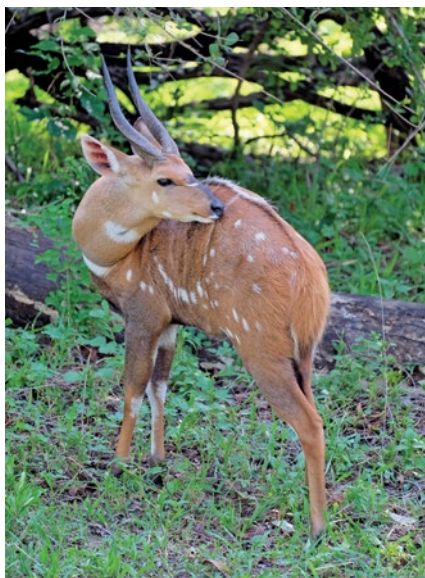
Victoria Falls Conference Centre

Meeting Place	Area (m ²)	Plenary
Event Space	250m ²	250 cinema, 176 banquet, 170 conventional
Boardroom	-	12

Incentive Travel Products

When it comes to incentives, Zambia is a must-see. Not only does it offer an abundance of wildlife, water and vast open spaces, it also has warm, welcoming people and some of the finest safari experiences. 17 magnificent waterfalls besides Vic Falls provide

'cascade followers' with adventure, while canoeing and fishing on their five great lakes are unforgettable. Adrenalin junkies will also enjoy their white-water rafting, kayaking, river surfing and abseiling while those with more laid-back agendas can soak up an orange sunset cruise or two along the Zambezi. 📍



© Lars Plougmann

Not only does it offer an abundance of wildlife, water and vast open spaces, it also has warm, welcoming people and some of the finest safari experiences.



Currency

Zambia Kwacha (ZMK)	South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)	Chinese Yuan
10 000	17.17	1.93	1.79	13.10



Climate

A tropical climate modified by its altitude, Zambia has wet and dry seasons, as well as small patches of semi-arid steppes in the south-west.



Access

Kenneth Kaunda International Airport in Lusaka is most popular, while Harry Mwanga Nkumbula International Airport located in Livingstone services the southern regions. Carriers flying to Zambia include:

- British Airways
- Ethiopian Airlines
- Emirates
- Kenya Airways
- South African Airways



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Zambia Tourism Agency Livingstone

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Email: livingstone@zambia.travel



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APRIL

BORSA INTERNAZIONALE DEL TURISMO

2 – 4
MILAN, ITALY

AUDIT AND RISK INDABA

3 – 5
CAPE TOWN, SOUTH AFRICA

NAACAM SHOW

5 – 7
DURBAN, SOUTH AFRICA

SIGN AFRICA EXPO

7
POLOKWANE, SOUTH AFRICA

PROPERTY BUYERS SHOW

8 – 9
CAPE TOWN, SOUTH AFRICA

UNESCO/IUPAC CONFERENCE ON MACROMOLECULES AND MATERIALS

10 – 13
STELLENBOSCH, SOUTH AFRICA

AUTOEXPO KENYA

11 – 13
NAIROBI, KENYA

THE RAND SHOW

14 – 23
JOHANNESBURG, SOUTH AFRICA

INTERMODAL AFRICA

18 – 20
CAPE TOWN, SOUTH AFRICA

SIGN AFRICA EXPO

19 – 20
DURBAN, SOUTH AFRICA

WORLD TRAVEL MARKET AFRICA

19 – 21
CAPE TOWN, SOUTH AFRICA

SPORTS AND EVENTS TOURISM EXCHANGE

19 – 21
CAPE TOWN, SOUTH AFRICA

IBTM AFRICA

20
CAPE TOWN, SOUTH AFRICA

SHANGHAI WORLD TRAVEL FAIR

20 – 23
SHANGHAI, CHINA

INTERNATIONAL LUXURY TRAVEL MARKET AFRICA

21 – 23
CAPE TOWN, SOUTH AFRICA

SA INTERNATIONAL CONFERENCE ON EDUCATION

24 – 26
PRETORIA, SOUTH AFRICA

ARABIAN TRAVEL MARKET

24 – 27
DUBAI, UNITED ARAB EMIRATES

AFRIKABURN

24 – 30
TANKWA, SOUTH AFRICA

WEB SUMMIT

25 – 26
CAPE TOWN AND JOHANNESBURG, SOUTH AFRICA

HEALTHCARE TRAVEL EXPO

25 – 27
KIEV, UKRAINE

A'SAMBENI AFRICA BUSINESS TOURISM EXPO

25 – 29
BULAWAYO, ZIMBABWE

ZIMBABWE INTERNATIONAL TRADE FAIR

25 – 29
BULAWAYO, ZIMBABWE

ULTIMA 8 HOME

25 – 29
BULAWAYO, ZIMBABWE

NEXT GENERATION TELECOM SUMMIT

26 – 28
LUSAKA, ZAMBIA

EGY-WASTE AND RECYCLING EXPO

27
CAIRO, EGYPT

DECOREX CAPE TOWN

27 – 30
CAPE TOWN, SOUTH AFRICA

HUNTEX

28 – 1 MAY
JOHANNESBURG, SOUTH AFRICA

MAY

WE ARE AFRICA

1 – 4
CAPE TOWN

THE DUBAI SHOW

1 – 31
SANDTON, SOUTH AFRICA

WORLD TOURISM FORUM LUCERNE

3 – 5
LUCERNE, SWITZERLAND

WESTERN CAPE PROPERTY DEVELOPMENT FORUM

4 – 5
CAPE TOWN, SOUTH AFRICA

FOOD AND HOSPITALITY AFRICA

7 – 9
JOHANNESBURG, SOUTH AFRICA

UNWTO WORLD FORUM ON GASTRONOMY TOURISM

8 – 9
SAN SEBASTIAN, SPAIN

ISPO 16TH WORLD CONGRESS

8 – 11
CAPE TOWN, SOUTH AFRICA

MACHINE TOOLS AFRICA

9 – 12
JOHANNESBURG, SOUTH AFRICA

INDABA

16 – 18
DURBAN, SOUTH AFRICA

BUILDEXPO ETHIOPIA

12 – 14
ADDIS ABABA, ETHIOPIA

FOODAGRO ETHIOPIA

12 – 14
ADDIS ABABA, ETHIOPIA

AUTOEXPO ETHIOPIA

12 – 14
ADDIS ABABA, ETHIOPIA

ICCA ASSOCIATION EXPERT SEMINAR

13 – 15
FRANKFURT, GERMANY

IMEX FRANKFURT

16 – 18
FRANKFURT, GERMANY

AFRICAN UTILITY WEEK

16 – 18
CAPE TOWN, SOUTH AFRICA

INDUTEC

17 – 19
JOHANNESBURG, SOUTH AFRICA

MAMAMAGIC THE BABY EXPO

18 – 21
JOHANNESBURG, SOUTH AFRICA

DIGITAL CONSTRUCTION EXPO

23 – 24
JOHANNESBURG, SOUTH AFRICA

AFRICA CONSTRUCTION AND TOTALLY CONCRETE EXPO

23 – 24
JOHANNESBURG, SOUTH AFRICA

SMART BUILDING INFRASTRUCTURE SUMMIT AFRICA

24
JOHANNESBURG, SOUTH AFRICA

AGRICULTURE EAST AFRICA

24 – 25
NAIROBI, KENYA

IATA BUSINESS TRAVEL SUMMIT

30 – 31
GENEVA, SWITZERLAND

SECUREX

30 – 1
JOHANNESBURG, SOUTH AFRICA

JUNE

SAACI CONGRESS

2 – 4
TSHWANE, SOUTH AFRICA

KENYA INTERNATIONAL TRADE EXHIBITION

2 – 4
NAIROBI, KENYA

MEDEXPO AFRICA

2 – 4
NAIROBI, KENYA

FOODAGRO KENYA

2 – 4
NAIROBI KENYA

BIG 3 AFRICA SHOW

2 – 4
NAIROBI, KENYA

SAPICS 2017

4 – 7
CAPE TOWN, SOUTH AFRICA

AFRICA AUTOMATION FAIR

6 – 8
JOHANNESBURG, SOUTH AFRICA

MARKEX

7 – 8
JOHANNESBURG, SOUTH AFRICA

MADEX

7 – 8
JOHANNESBURG, SOUTH AFRICA

AFRICA HEALTH

7 – 9
JOHANNESBURG, SOUTH AFRICA

THE WINE SHOW

8 – 10
DURBAN, SOUTH AFRICA

AFRICA RAIL

13 – 14
JOHANNESBURG, SOUTH AFRICA

IBTM AMERICA

14 – 16
SOUTH FLORIDA, USA

WATER AFRICA

14 – 16
ACCRA, GHANA

IFSEC INTERNATIONAL

20 – 22
LONDON, UNITED KINGDOM

SAPOA CONVENTION

20 – 22
CAPE TOWN, SOUTH AFRICA

RETAIL SOLUTIONS AFRICA

25 – 27
JOHANNESBURG, SOUTH AFRICA

SAITEX

25 – 27
JOHANNESBURG, SOUTH AFRICA

AFRICA'S BIG 7

25 – 27
JOHANNESBURG, SOUTH AFRICA

THE HOTEL SHOW AFRICA

25 – 27
JOHANNESBURG, SOUTH AFRICA



Carol Weaving

Chairperson
of AAXO

AAXO MEETINGS AFRICA HIGHLIGHTS

One of the unequivocal highlights of March 2017 was Meetings Africa which saw the Association of African Exhibition Organisers (AAXO) join global leader and AAXO associate, UFI, in leading a panel discussion regarding the opportunities presented by the African exhibition industry and the readiness of African organisers to develop these markets.

South Africa is a hub of economic development with the exhibition industry contributing an estimated R23 billion to the tourism industry according to a Grant Thornton survey in 2016. We urged convention and tourism bureaus in Africa to contact us to assist them in developing smaller venues and encouraged local organisers to connect with us to help them take established shows into Africa.

At our stand, visitors could find out more about AAXO and why our members make up 80 percent of the organising community. Member benefits include the AAXO 'Badge of

Approval', which organisers can display, providing exhibitors with peace of mind that the event is of exceptional quality and will receive maximum exposure.

Having created Meetings Africa, it was exciting to see the spotlight this event shines on Africa, South Africa and the opportunities to compete in the global market in so many areas. The announcement of the bidding fund was especially exciting and we look forward to partnering with local and global exhibitors and associations to maximise the effect of this investment in the industry.

For more information on AAXO, visit www.aaxo.co.za or contact Annamari Erwee on 011 549 8300 or at admin@aaxo.co.za. All membership inquiries, including a full list of membership benefits and information on how to join can be directed to members@aaxo.co.za.



Phumulani Hlatshwayo

EXSA
General Manager

JOIN EXSA AND GROW YOUR BUSINESS

Now that you've made the decision to play a role within the Exhibition and Event Industry, the next step is to join an organization that can help you take your business to the next level. The Exhibition and Event Association of Southern Africa (EXSA) is your solution.

EXSA is a passionate and committed platform that helps members of the industry to CONNECT, ENGAGE, LEARN and GROW.

"The basic function of EXSA is to provide valuable information, appropriate training, and access to materials that are not easily obtained by an independent company. Membership to EXSA is valuable because we offer you services and benefits that you are not able to access or achieve on your own at a comparable cost," says Phumulani Hlatshwayo, EXSA General Manager.

Once we have received your application forms, they will be sent to the Board for approval. Our membership is made up of Service Providers/

Suppliers, Organisers, Event Owners, Venues and Associate Members.

Our annual membership fee is from R7 750 excl. VAT. We also have a 25% discount for new SMME companies. The fee is pro-rated for the balance of the year.

There are also two types of high value Patron Membership tiers made up of Platinum (R40 000/annum excl. VAT) and Gold (R22 000/annum excl. VAT). Required documents to send with the membership application form include:

- Public liability
- Company registration documents
- TAX clearance
- Two trade references

For more information, please contact Thuli Ndlovu on:

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Rudi Van Der Vyver

Chief Executive Officer at SAACI

SAACI CELEBRATES 30 YEARS

2017 has started with a bang for SAACI as they celebrate their 30-year anniversary and the 31st Annual SAACI Congress. Their new CEO, Rudi van der Vyver stepped into the association on 1 March and he is very optimistic about the future of the industry and excited about the emphasis that has been placed on the tourism industry, for both business and leisure, by government.

"The recent emphasis and increased focus given to the industry in both SONA and the Budget Speech shows that the future is very bright for our industry and there is a very big responsibility on our shoulders as industry leaders to ensure this translates into sustainable growth and larger contribution to the economy" said SAACI CEO, Rudi van der Vyver.

SAACI will be going back to the basics and our focus will be putting our members first and uplifting the industry. "We can only be successful as individuals once our industry is successful"

SAACI will be hosting their 31st annual congress this year from 2 – 4 June in Tshwane. In 1987 SAACI was officially registered as a Non-Profit Association in Tshwane, and 30 years later SAACI returns to celebrate our 30th Anniversary, in the Capital City of South Africa.



SITE AND MPI CO-LOCATE EVENT IN 2018

The Society for Incentive Travel Excellence and Meeting Professionals International (MPI) have joined forces to provide a new and enhanced experience for the global meetings and incentives community. The increasing crossover between industries and memberships sparked the idea for the SITE + MPI Global Forum, taking place 12-14 January 2018 at the Rome Cavalieri Waldorf Astoria, a five-star luxury hotel in the heart of the Eternal City of Rome, Italy.

For forum will bring two industry-leading brands together to share trends, offer innovative and relevant education, and provide a collaborative environment for networking and business exchanges. Joint activities as well as incentive travel or meetings-focused educational tracks will allow delegates to customise their experience.

"SITE and MPI share many members, and by combining our otherwise competing events, we are making it easier for members to attend one event versus having to choose between two," says SITE CEO Kevin Hinton, CIS.



MEETING PROFESSIONALS INTERNATIONAL

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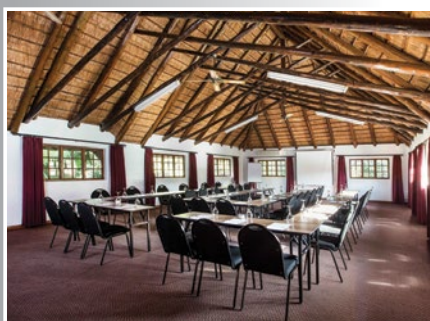
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