

# Event



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## + END OF YEAR PARTIES

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## + LOERIES WINNERS 2016

Live Events, Activations and Sponsorships



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## LOERIES 2016

Take a look at the winners in the Live Events, Activations and Sponsorships category.



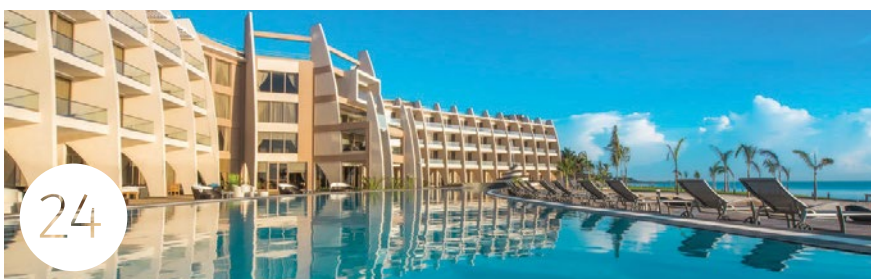
## IT'S TOURISM MONTH IN SA!

Turn to page 10 to find out about the public and private sector initiatives to highlight this exciting month.



## END OF YEAR PARTIES

Roll into 2017 with a fabulous end-of-year party. For corporate clients, to informal staff get-togethers; we've got the best ideas.



## BUSINESS EVENTS MADE EASY

This month, we turn to Tanzania and unlock it's potential for greatness in the business-events and incentive fields.

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# 2016 LILIZELA TOURISM AWARDS PROVINCIAL FINALISTS

South African Tourism announces 2016 Lilizela Tourism Awards provincial finalists.



Images © Lilizela Awards

**T**he Lilizela Tourism Awards provincial finalists have been chosen after a tough adjudication process. A total of 1 122 South African products and services put their names in the hat to be selected as finalists for the various provincial awards which will take place in September, during Tourism Month.

Some 586 have made the cut and will now vie for the title of being the best in their respective provinces with the hope of ultimately competing at the national ceremony taking place on 16th of October at the Sandton Convention Centre in Johannesburg where the country's best of the best will be announced and honoured.

The Lilizela Tourism Awards are designed to recognise only the best in the South African tourism industry with the aim to drive the industry to levels of product and service excellence.

"We congratulate all the provincial finalists and wish them the best as they aim for the ultimate recognition in our industry.


We thank them for delivering on the brand promise of globally competitive South Africa that boasts high standards of service excellence. These are the champions of our industry," said Darryl Erasmus, Chief Quality Assurance Officer at the Tourism Grading Council of South Africa, a business unit of South African Tourism.

The Eastern Cape took the lead with the most number of entries recorded, followed by the Western Cape and Kwa-Zulu Natal. Mpumalanga province trailed close behind with Gauteng, Limpopo, North West, Free State and Northern

Cape provinces following respectively.

The total number of entries received this year improved by 18% as compared to the 951 entries received last year.

"We are thrilled with the overwhelming response we received from the broader South African tourism industry. This can only be interpreted as a vote of confidence in the Lilizela Tourism Awards. This is key to ensuring the growth of the South African tourism industry," concludes Erasmus.

For more information on the Lilizela Tourism Awards or to view the full list of provincial finalists visit [www.lilizela.co.za](http://www.lilizela.co.za) 

**We are thrilled with the overwhelming response we received from the broader South African tourism industry. This can only be interpreted as a vote of confidence in the Lilizela Tourism Awards. This is key to ensuring the growth of the South African tourism industry.**





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# GOING FOR GREEN:

## CARBON NEUTRAL CONFERENCING & EVENTS:



In a time where the imminent threat of climate change is creating a need for individuals and companies to start decreasing their carbon footprint, offsetting the carbon of our conferences and choosing greener event venues could be a part of the solution.

### TUCKED AWAY IN THE SELF-CREATED GREEN LUNG

of the Airport Industria is Hotel Verde, Africa's greenest hotel and "arguably the most creative airport hotel" according to Cape Town Magazine.

### A CARBON NEUTRAL EXPERIENCE

One of the most notable sustainable features of Hotel Verde is the fact that the accommodation and conferencing experience is 100% carbon neutral. The hotel offsets the carbon emissions created during a guest's stay or conference at no additional cost. Guests and conference delegates then receive a carbon offset certificate which states the amount of carbon that has been offset on their behalf. These certificates not only prove that one has stayed or conferred with no impact to the environment, but it can also be tracked and used directly for company sustainability reports.

### GREENER MEETINGS

In addition to carbon offsetting, the hotel has put other measures in place to host greener conferences and events. Each venue is equipped with split bins so that delegates can correctly separate their waste; eco-friendly stationery such as recycled pencils and note pads are provided; filtered still and sparkling water is bottled onsite eliminating the carbon footprint associated with conventional water bottling – the hotel also does not serve plastic water bottles or straws - and all consumable items are locally and responsibly sourced.

### SUSTAINABLE INTERVENTIONS

Along with an array of awards and certifications to substantiate their green claims, some of the hotel's advanced sustainable interventions include wind turbines, photovoltaic panels, geothermal technology, regenerative drive elevators, grey water recycling, urban beehives, waste management, a guest reward programme, a vegetated green roof, occupancy sensors and biodiversity management. In a year, the hotel produces around enough electricity to power 215 mid-income households in Cape Town and save enough water to fill 6.5 Olympic swimming pools. The hotel has a zero waste to landfill goal with an on-site recycling and composting facility and split bins in all public and back of house areas.

### MORE THAN JUST GREEN

Guests can also enjoy many convenient facilities and services at the hotel, including: complimentary airport shuttles, complimentary Wi-Fi; a business centre; a 24-hour deli, an indoor-gym with power generating gym equipment, a roaming book shelf, music corner and a 320-metre jogging trail, outdoor gym and eco-pool set in the tranquil wetlands that have been restored by the Hotel Verde team.

The Nuovo Restaurant and Bar offers a breakfast buffet from 4:30am to accommodate those catching an early flight, an A la carte menu for lunch and dinner and 24-hour room service. The bar is open until 1am daily.

In addition to 8 conference venues, the hotel's artistically decorated basement is a versatile space with the ability to cater for up to 300 attendees for special events. The space has been wrapped in graffiti art, painted by four cape muralists who used spray can low-volatile-organic-compound paints to ensure better indoor air quality.

### FOOD FOR THOUGHT

Wherever you choose to hold your next meeting and event, places like Hotel Verde not only make it possible for us to work towards a more carbon-free tomorrow, but also give us the insight to direct our decisions and choices in a more responsible manner when planning our next event.

If a company hosts a four-day conference at Hotel Verde, the equivalent carbon sequestered would amount to the same as 1 021 tree seedlings having grown for ten years.

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# WORKING IN AFRICA

2016 has really been an eventful year in Africa for ExpoGuys; we covered some interesting ground. We started by pushing the limits in Kenya in October 2015.

## Facts:

Nairobi Kenya 2015: 13 individual exhibitors, a large information stand, no adequate lead time to send by sea, forced to fly 14 tonnes of goods to Kenya, deal with all aspects surrounding temporary import permits, 24 hour limited build up time (this would be 24 continuous hours), and breakdown and removal immediate to make way for visit by The Pope.

Prior to this very rushed job for a major European government organisation, we repeatedly traveled to Zimbabwe, Botswana, and Mozambique to build many pavilions with numerous individual stands.

## March 2016:

We moved 30 tonnes of exhibition equipment to Bulawayo, Zimbabwe. We built a pavilion housing 25 individual stands, and won the prize on behalf of the client for best International Pavilion on show.

## June 2016:

We were awarded a European government pavilion to be built in Tanzania alongside an

award for a local South African pavilion; by chance both pavilions were across the passage in the same hall and 28 tonnes of equipment was sent. Both stands with 30 exhibitors were built successfully, with the first place award to our South African pavilion, and second place to our European pavilion, both in category of best stands on show. Round trip from departure of goods to return: 4 months.

## July 2016:

We were awarded a pavilion in Ghana for our European client, 10 days later 15 tonnes of equipment with all graphics left our factory for sea transport to Accra. Build up: early September.

Africa is really not for the faint-hearted: changes in shipping times, packing of containers, sailing times and durations, entry permits to these countries, Temporary Import Permits (TIP), correct submissions by the shippers and their agents, customs processes, slow reaction

times all create sleepless nights. Not until the project is delivered is the full scope of the job understood, unfortunately these are moving targets from beginning to end.

## Why do we venture into Africa?

To work in the unknown, to be successful out of one's comfort zone is most rewarding. To form partnerships and make new acquaintances in all these countries brings a sense of satisfaction that is unique to this type of work, and to represent South Africa and show our exhibition skill to the rest of the continent is satisfying for our entire crew.

## Contacts:

t. +27 11 433 3260

e. [info@expoguys.co.za](mailto:info@expoguys.co.za)

w. [www.expoguys.co.za](http://www.expoguys.co.za)





# CONSCIOUS CONFERENCING AT SPIER



At Spier, we constantly strive to find innovative ways for our business to succeed in balance with our environment and society. We call our approach to events Conscious Conferencing.

**B**y hosting your event at Spier, you'll be helping us to uplift our communities, support local businesses, contribute to staff wellness and benefit our environment – all the while treating your delegates to a great experience.

Spier has 12 different meeting venues varying in capacity. From the conference centre to the historic Manor House, we can cater for large and small conferences, business meetings, workshops, seminars and exhibitions. Spier's Conscious Conference package includes environmental and social components, supporting our sustainable business

ethos. Conference on a historic wine farm, just 40 minutes from Cape Town.

We serve wholesome and delicious food, fresh from the farm, that pairs perfectly with our award-winning wines. Much of the produce we use is grown at Spier; the rest is sourced from nearby farmers. We believe the natural flavour of food should speak for itself, so we serve dishes that are seasonal, uncomplicated and creative.

Our beef comes from grass-fed cattle reared on Spier's pastures, along with delicious eggs laid by happy hens that scratch around freely in the fields. Both the chickens and cattle are raised without the use of antibiotics or hormones.

Village-style buildings, lush green lawns and spacious rooms situated next to the calming Eerste River are the defining characteristics of the 4 star Spier Hotel. Our 153 rooms are clustered around six courtyards, with each courtyard boasting its own swimming pool. The design is reminiscent of the Bo-Kaap or Mediterranean villages where pedestrians have right of way.

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Website: [www.spier.co.za](http://www.spier.co.za)

## Tree-preneurs:

Tree-preneurs is a project that gives more than 70 people living in some of the Cape's poorest areas the opportunity to change their lives.

Tree-preneurs range in age from five to 93, and are taught how to care for indigenous trees and plants. They are given seedlings to nurture, and once the seedlings have reached 15cm, they can exchange them for vouchers for food, clothing, agricultural goods, tools, and bicycles – even school and university fees. (Spier provides the land and means to

keep this project running and then Spier guarantees to buy all the plants back)

## Ripples of change:

The items exchanged with growers in return for trees – whether bikes for those without transport, or educational support for those struggling to pay school fees – unlock opportunities, provide support and spark inspiration. The project nourishes environmental consciousness in the communities where growers live; it also empowers others to make a positive difference.

<sup>1692</sup>  
*Spier*

## Fast Facts:

- Spier recycles 98% of waste, and 100% of water
- The family legacy has kept the agriculture farming elements over time, providing Spier's on-site restaurants with free range Angus Beef, chicken and eggs, along with vegetables and herbs from the biodiversity farm.





# TITO MBOWENI ELECTED CHAIRMAN OF TBCSA

The Tourism Business Council of South Africa (TBCSA) has elected former South African Reserve Bank Governor, Mr Tito Mboweni, as the Chairman of its Board of Directors. The appointment was ratified at the organisation's Annual General Meeting (AGM), which took place on Monday, 1 August 2016.

**M**r Mboweni brings a wealth of leadership experience from business, government, and academia, which will positively inform TBCSA's direction. His credentials include, amongst others, Minister of Labour in President Nelson Mandela's cabinet from 1994 to 1998 and served as the first black governor of the South African Reserve Bank for ten years.

He has served as Chairman of AngloGold Ashanti Ltd, Chancellor of the University of the North West and has held various positions within the African National Congress. Currently, he is an International Advisor to Goldman Sachs International and chairman of the following companies: Accelerate Property Fund, Nampak Limited and SacOil Holdings Limited. He is a non-executive director at the New Development Bank (BRICS), PPC and Discovery Limited and is a founding partner of Mboweni Brothers Investment Holdings.



© Gallo Images

"The Council is extremely pleased to have attracted someone of the calibre of Mr Mboweni as the Chairman of its Board of Directors," said Ms Mmatšatši Ramawela, the CEO of TBCSA Ramawela, the CEO of TBCSA. "We all know Mr Mboweni and the work that he has done while in Government and now in the private sector since leaving the public service - a wealth of experience that will no doubt be valuable in guiding TBCSA in its growth and development," said Ms Ramawela.

In welcoming Mr Mboweni as the

new Board Chairman at the AGM, outgoing Board Chairman Mavuso Msimang said that TBCSA is extremely blessed to have attracted the talent and experience of someone of the calibre of Mr Mboweni, and should wisely make use of the time that it will have with him to advance the interests of the travel and tourism sector. He described Mr Mboweni as a sharp, witty and independent person, with the capacity to learn within a very short space of time.

In his acceptance speech, Mr Mboweni said, "I'm honoured by the confidence the tourism industry, as represented by TBCSA, has shown in me and I accept the position of Chairperson of the Council with humility and enthusiasm. I am also aware of the challenges the sector faces and endeavour to fill the role of TBCSA Board Chairman with vigour and enthusiasm. I am looking forward to working with the Board, the Secretariat, all the members and TOMSA Levy contributors to further develop our tourism industry." 🗣️

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# Re-Imagine Year End

Illustration designed by Freepik

*Let us plan your year end function,  
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### CONTACT

**John:** 083 415 2774

john@surgebs.co.za

**Eleni:** 082 689 7348

eleni@surgebs.co.za

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Mela Events won Gold at this year's Loerie Awards for the *All-new BMW 7 Series Launch*.

# LOERIES WINNERS: LIVE EVENTS, ACTIVATIONS AND SPONSORSHIPS

The following agencies were awarded a Loerie at the 2016 edition of this prestigious event.

Prize	Category	Country	Brand	Product	Entry Agency	Title
Gold	Live Events	South Africa	BMW	BMW 7 Series	Mela Events	<i>All-new BMW 7 Series Launch</i>
Campaign Silver	PR Communication Campaign	Lebanon	Bou Khalil Supermarché	The Good Note	J. Walter Thompson Beirut	<i>The Good Note</i>
Campaign Silver	PR Communication Campaign	South Africa	Clover Futurelife	Smart Drink	Joe Public Pty Ltd	<i>Drink of the Future</i>
Silver	Live Events	South Africa	Heineken South Africa	Cool Can	M&C Saatchi Abel	<i>Edible Music</i>
Silver	Live Events	Namibia	City of Windhoek	Water saving	Advantage Y&R	<i>#DontWashMeNAM</i>
Silver	Live Activations	South Africa	The Salvation Army	The Salvation Army	OwenKessel Leo Burnett	<i>Whipped</i>
Bronze	Live Events	South Africa	Woolworths	Loyalty	Woolworths	<i>#Pharrellwithwoolies - Concert</i>
Bronze	Live Events	South Africa	KFC	KFC Popping Candy Krusher	Ogilvy & Mather Johannesburg	<i>Popping Joburg</i>
Bronze	Live Activations	South Africa	Nedbank	Retail	Joe Public Pty Ltd	<i>Twitter Track</i>
Bronze	Live Events - Sponsorship	South Africa	Nedbank	The Nedbank Wonderland Project	M&C Saatchi Abel	<i>The Nedbank Wonderland Project</i>
Bronze	Live Events - Sponsorship	South Africa	New Balance	New Balance	King James Group	<i>I Comrades</i>
Bronze	Live Events - Sponsorship	South Africa	Sanlam	Financial Services	King James Group	<i>Every Word is a Masterpiece</i>
Craft Certificate	Live Crafts	South Africa	Heineken South Africa	Cool Can	M&C Saatchi Abel	<i>Edible Music</i>
Craft Certificate	Live Crafts	South Africa	Three Ships Whisky	Whisky	140 BBDO	<i>Three Ships Micro Distillery</i>
Craft Certificate	Live Crafts	South Africa	Sanlam	Financial services	King James Group	<i>Sanlam J&amp;B Met VIP Marquee</i>
Craft Certificate	Live Crafts	South Africa	Behance	Portfolio Review 2016	The Hardy Boys & THB Disturbance	<i>Be More</i>





The event organised by Mela Events integrated the seven unique USP's of the All-new BMW 7 Series Launch.

# A CHAT WITH TIZIANA TUCCI AND ENELRA BOOTH OF MELA EVENTS

Mela Events won the only Gold in the Live Events, Activations and Sponsorships category at this year's Loerie Awards.

## What was the client's initial brief, and how did you interpret it?

The brief was to host an intimate 'business and networking' dinner for carefully selected guests in a never-before-seen or heard of location; where BMW would showcase the All-New BMW 7 Series and highlight the 7 USP's of the vehicle whilst the guests are entertained.

## What was the client's reaction during and after the event?

The client loved the concept of creating a brand immersive experience, with the end result delivering on the proposed concept and objectives. The all-new BMW 7 Series Launch South Africa was considered the 'best practice' event for the launch event within BMW worldwide. We assume and

really hope this made the client very happy!

## Is this your first Loerie?

Yes!

## What did you feel when your company's name was called?

It felt like a surreal experience, we were hopeful but did not think that it would end with a Gold Loerie!


## Do you think that the business-events industry should enter more of their work into Awards like the Lories?

Absolutely. Events are no longer just delivery of logistics; we consider ourselves to be an experiential brand agency delivering on unique events that bring

a brand to life. It's invaluable for hard work and passion to be recognised!

## What is the history of Mela Events?

Mela Events is 10 years old this year. We are an owner managed business with extensive experience in the corporate industry — we've combined our knowledge and expertise enabling us to manage small to large-scale events, both locally and internationally.

The Mela team consists of a dedicated team; passionate and committed to the success of each event we deliver. Over the years, we have worked hard to forge strong and loyal partnerships and relationships with a select group suppliers and we draw on this incredible pool of talented specialists to deliver events we are proud of. 



© Anthony Marchese



You can expect warm hospitality and homely food at Bokmakierie B&amp;B. Courtesy of Rooms for Africa



Free State house renovated by Joburg gallerist Gavin Rooke. © David Ross

# THREE CHEERS FOR TOURISM

It's the time of the year when we celebrate the beauty and diversity our incredible country has to offer. Tourism Month is jam-packed with all sorts of festivities and activities to ensure both domestic and international travellers stay captivated.

**T**ourism Month has arrived once again, and with it comes the opportunity to leave your couch and explore the incredible beauty – natural, historical and cultural – South Africa has to offer. September is an important month particularly for the tourism industry, as it provides the sector with a chance to showcase the country as a holiday destination to locals who might never have explored their homeland before. South Africa celebrates the month under the theme 'Tourism For All', which is in line with the World Tourism Day theme: 'Tourism For All – Promoting Universal Accessibility'.

"Promoting universal access has become a critical component in the global tourism industry as it allows more people to participate and enjoy tourism," says Trevor Bloem, Chief Director of Communications for the National Department of Tourism.

"In South Africa, the theme of universal access goes a step further as it promotes tourism to all South Africans irrespective of gender, race and living standards measurement. The Department would like all South Africans to experience tourism and benefit from its activities."

## Opportunities in Tourism

A number of business opportunities exist in the tourism sphere, not least of these in various established tourism routes across South Africa. There are also opportunities in the value chain, where suppliers offer goods and services to the tourism sector. An example of this is fresh produce, tour guiding or accommodation facilities. Local businesses can also benefit from annual events and festivals.

According to Bloem, the Department of Tourism also has a range of initiatives in

place to advance the sector. In the 2015/16 financial year, they introduced the Tourism Incentive Programme Support to improve market access for tourism businesses and encourage tourism grading. The Enterprise Development Programme provides technical support to tourism SMMs through market access training. The Supplier Development Programme matches suppliers to tourism businesses, while the Social Responsibility Implementation enhances product offerings.

## Tourism Month Highlights

During Tourism Month, South Africa will focus its attention on the Free State and all it has to offer travellers. Says Bloem: "The month-long programme will start in Xhariep, showcasing the Xhariep Dam and other spectacular sights in the area. One of the highlights of the month will be World Tourism Day on 27 September 2016 which





Letsatsi Game Lodge in the Xhariep region of the Free State. Courtesy of Rooms for Africa



National Museum, Bloemfontein © SA Tourism



Landscape in Free State © Lynn Greyling

will take place in Parys, Free State, and will include a number of exciting activities for those attending the celebration."

A public lecture is also scheduled at Central University of Technology in Bloemfontein on 26 September. This is where Tourism Minister Derek Hanekom will deliver the keynote address. "It will be an opportunity for academia, experts and tourism stakeholders to share ideas on Universal Accessibility," says Bloem.

The National Tourism Career Expo (NTCE) will once again take place, this time at Sand Du Plessis in Bloemfontein from 29 September to 1 October 2013. This is the largest tourism education event in SA and addresses the challenges the industry faces in the supply of skills. "The NTCE targets high school learners from Grade 9 to 12, TVET colleges' learners, university students and unemployed tourism graduates,"

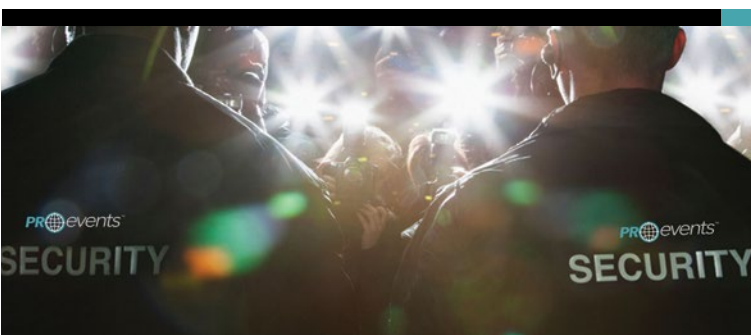
Trevor Bloem explains, "There will be approximately 50 exhibitors mainly from the tourism and hospitality industry and tertiary institutions offering tourism courses."

Tourism is a major player in its contributions to the economy and is recognised as a job-creation sector. Although the market share is difficult to predict over a 10-year period, Bloem says "great potential exists in the Asian market", particularly because of the sheer number of travellers especially from China.

"By increasing tourism growth over the next decade one can expect to see local economies benefit through the tourist spend in the areas which should support jobs in local tourism establishments, profit margins and sustainability...there is great potential in the development of routes which cut across provinces, and regions and will include rural and small towns." 📍

### Fast Facts

- Tourism contributed 2.9% (R111-billion) to SA's GDP in 2014  
(Statistics South Africa, 2016)
- The tourism sector directly employed 680 817 persons in 2014, an increase of #.8% (25 230 employees) compared with 2013 (Statistics South Africa, 2016)
- SA's tourism economy is forecasted to contribute R386-billion (9.5%) to the country's GDP in 2016, which is a 3% increase compared with projected 2015 figures (WTTC, 2016)
- In 2016, tourism will provide an estimated 729 551 direct jobs (WTTC, 2016)
- When indirect and induced jobs are added, a total of over 1.5 million jobs will be linked to the tourism industry, representing 9.8% of all employment in South Africa in 2016 (WTTC, 2016)



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Grand Africa Café &amp; Beach at the V&amp;A Waterfront

# IT'S PARTY TIME!

As the year draws to a close, companies everywhere are looking for the ideal venue, theme and inspiration for their holiday parties. The *Event* brings you a few trends and ideas to choose from.

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One of OPEN's workspaces, Workshop 17.



**T**his era's economic climate has had a dramatic impact on how we execute events, and this extends to party planners. But despite budget dips, employers are still looking for fresh ways to connect with their staff and clients.

"Gone are the days when companies give the marketing department a blank cheque for year-end functions. Budgets are tighter than ever before," says Westleigh Wilkinson, Director of OPEN, a company offering unique collaborative workspaces that double as sleek, modern event venues. "While for most companies a DIY year-end party is often a cheaper option

and the route most take, those who see the value in celebrating the year and the benefit to treating the teams who worked hard to make it a success, focus very much on 'experiential' and inspirational type events, where food, experience and inspiration play an equally important role."

One of OPEN's workspaces is Workshop 17. Says Wilkinson, "Our focus is to offer an inspiring platform for individuals and companies to innovate and create solutions for Africa. We host start-ups, experienced companies, meetings, workshops, events and exhibitions focusing on making a difference," he explains.

John Arvanitakis, Founder and CEO of Surge Brand Studio, agrees that budgets are ever-tightening. "There has definitely been a scaling down of the elaborate year-end functions, especially in the corporate world," he explains. "They also seem to be incorporating year-end functions with some sort of CSI initiative or team building activating, trying to get the best value for their spend. Themes are varied but also tend to follow what's hip and happening at the time. Food truck events seem to be the flavour at the moment." He adds that greening and sustainability now play a large role in today's trends. >

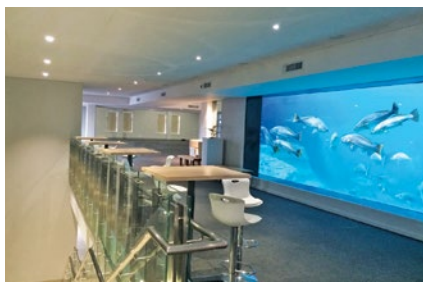
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Avenue - V&A Waterfront's newest events venue for bigger year-end functions.

Adri van der Merwe, Senior Marketing Co-Ordinator for Business Tourism and Commercial at the V&A Waterfront, says companies don't necessarily want the same 'dinner dance' end-of-year functions – some make use of the beautiful summer weather by booking a yacht for lunch or sundowners. "Restaurants with a beach area like Shimmy and Grand Africa Café & Beach always do well and are still extremely popular," she adds. "For bigger year-end functions we have Avenue, the newest events venue. Avenue has direct views into the Two Oceans Aquarium and great views over the V&A Waterfront Marina. Two Oceans Aquarium has a new

exhibition area, the I&J exhibition, with a 10m tunnel, a unique and beautiful venue for functions. For really big end of year parties there's The Lookout, offering uninterrupted sea views. Den Anker restaurant serve great food and have a beer experience called the Kwak Beer Experience. The gimmick is that you have to give the barman your left shoe as a deposit. It's funny to see a bunch of people at one table with only one shoe!"

Luxury hotels are always in fashion for those who want to spend a few more Rands on their parties. Many offer events packages and have small to medium-sized venues. A great example of this is The President Hotel, which offers flexible planning choices for

a cocktail function of up to 350 guests.

Avarnitis believes that above all, event planning is about being creative and using the imagination to create and experience and a story. He offers three tips for staging the perfect event: being innovative, being bold enough to do the same thing differently, and hiring a professional – cutting your workload and offering quality at your year-end function. "There are many new and exciting venues out there at the moment, it's time to explore our cities and surrounding neighbourhoods. Be bold be different and be innovative. It helps to take people out of the ordinary spaces and give them a chance to try something new," he says.



*Africa Sky Cinema was the first of its kind in South Africa. Bringing back the Outdoor movie experience like in the old days.*

*The only difference with this Cinema concept is that you can travel with it and do Cinema setups anywhere you like. From the beach, to the desert to the ice lands of Antarctica. The idea is to help families to spend time together with a picnic basket, a blanket and the smell of all kinds of good food in the air, under the most spectacular ceiling you can ever imagine, the Africa Sky....*

We are passionate about what we are doing for the last 5 years and have travelled through the country doing all types of events. We like to make each event special, from an 8th birthday party to the most executive product and film launches. With the easy setup of these Cinemas, you can have a whole Cinema setup within 1-2 hours.

Our screens have two main components: the main black heavy-duty PVC framework and a white projection screen surface attached to framework. The screens are available in many sizes; from 5x3 metre up to 40x20 metre. This concept is used all over the world, especially in Europe, USA and Asia, and people love it... We also do sales and rentals of these screens, and can supply and train on complete systems.

We do: School Movie Nights | Fundraisers | Church Movie Nights | Corporate Events | Outreaches  
| Community Upliftment | Parties | Live Sport Broadcasting | New Movie Launches





## Trends you can't go wrong with

It's all about creating unique, unforgettable experiences, and the sky truly is the limit if you use a bit of imagination. Here's a look at some of the trends circling the party sphere.

### 1. Goodbye cookie cutter events:

One size certainly does not fit all anymore, and in order to engage your guests, you're going to have to brainstorm some fun locations, catering ideas, and entertainment for starters.

2. **Think Olympics!** This prestigious event only comes around once every four years, and it's on the tip of everyone's tongues in 2016. Rio's renowned Carnival is a great idea for a

theme, as is samba-fication.

### 3. Pantone has for the first time released two colours of the year: Rose Quartz and Serenity.

As they explain, "colours that psychologically fulfil our yearning for reassurance and security are becoming more prominent". They're a great choice for sit-down dinners, candy-floss networking events and calming business retreats.

4. **Braai will never die:** Whether it's a themed barbeque where you explore other countries' flavours (parilla, robata or churrasqueira to name a few), you can't go wrong. Yum!

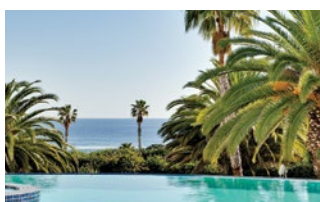
5. **Video killed the radio star,** and in today's world you're bound

to see more event planners opting for video content at their functions. It's such a successful selling tool that 70% of marketing professionals report video converts more than any other medium.

6. **Technology in events is a given,** with big data, social media and Beacon tech revolutionising the hype and experience for any year-end party. Paper is on its way out, so try digital handouts instead.

7. **Donut anyone?** This delicious snack is on everyone's lips. And they're easy to incorporate into your party plan – from mini donuts ringing your milkshake straws to Nutella-filled goodness, these are guaranteed winners. 🍩

Be bold be different and be innovative. It helps to take people out of the ordinary spaces and give them a chance to try something new.



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SETE 2015, Courtesy of Thebe Reed



# THE IMPORTANCE OF SPORTING EVENTS

The *Event* speaks to two conference organisers – Thebe Reed Exhibitions and CONQA Sport – to find out why sporting events are significant for the business-events, leisure and sports industries.

Since 2010, South Africa has grown from strength to strength on the world stage in terms of hosting international sports events and championships. In fact, Durban's bid for the 2022 Commonwealth Games is a huge step towards solidifying this role as a sport destination of note on the African continent. Add to this its annual events such as Two Oceans Marathon or the Cape Argus Cycle Tour, and you've got a growing sports calendar year on year.

In addition to attracting athletes, events of this nature also bring tourists in their droves, thus supporting the tourism industry. From hotels and fine dining to natural, cultural and historical attractions, every area of the tourism sector benefits as a result of sporting events. According to the UNWTO, the events industry has been the fastest-growing sector of tourism globally and in 2014 alone, sports tourism contributed over US\$600-billion to the global travel and tourism trade.

## Sports and Events Tourism Exchange

Taking place from 25 to 27 October this year in Tshwane, the Sports and Events Tourism Exchange (SETE) is designed to grow, support and assist the sports, tourism and events industries through collaboration and knowledge sharing. Delegates at this year's event can expect a focus on golf trends and travel behaviour, the importance of partnerships, how technology can boost events, what sponsors are looking for, and how to measure ROI on investments.

"This year's event will have a strong focus on connecting conference delegates with the international hosted buyers," says Sugen Pillay, Commercial Director at Thebe Reed Exhibitions, SETE's organisers. He adds that each of the sessions will have an expert sharing insights through case studies that will highlight lessons for SA. "Another first for SETE is the

inaugural SETE Awards where events that have contributed to the economic development of host destinations and improved brand awareness of destinations will be rewarded."

Pillay says that knowledge sharing in this sector is critical, as many – often from the tourism industry – aren't aware of the opportunities they have. "The need for collaboration between the events and tourism sectors is critical and therefore the SETE platform provides an excellent opportunity for sharing of knowledge and insights aimed at encouraging closer working relationships between both sectors. One of the critical gaps is the need to understand the impact of events on host destination economies. At this year's conference, there is a session that will deal with the methodological framework developed by the National Department of Tourism to assess the impact of events on the host destination," he explains.





Courtesy of Thebe Reed © Vitaliy Melnik, Fotolia



© CONQA Sport

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### Elite Sport Summit

The Elite Sport Summit, which takes place from 5 to 7 October in Cape Town, brings together 320 of the most talented, progressive and like-minded sports practitioners. Designed to share knowledge, unearth challenges, build relationships, and help both teams and coaches achieve optimal success, the summit is the first of its kind to be held on South African soil. CONQA Sport, the organisers of the event, are a global consulting, event management and sports entertainment organisation with a chief focus on high-performance sports. According to CEO, Justin Woolford, they work with high-performance directors, academy directors, managers and anyone that works with an athlete or a team on a day-to-day basis.


"CONQA Sport's identity is about 'pushing the boundaries of human performance' so what we try to do is identify certain organisations and individuals who have surpassed

expectations, and get them to share that knowledge with other teams and other coaches," he explains.

Through the summit they will look at all angles of an athlete's life, with some fascinating speakers driving innovation and knowledge in the sector. For instance, there's Nick Littlehales, an Elite Sleep Coach who speaks about how athletes recover when they're sleeping, while Jay Mellete and Richard LePage from Cirque du Soleil will talk about how they manage performers – most of whom were professional athletes at some point in their careers. "Something a little different is Gary Noesner, the former Chief Negotiator from the FBI," Woolford adds. "He's going to talk about how to build influence, how coaches effectively get the players to buy into their philosophy, and how they use negotiation tactics to get the best out of their talent."

"It's a very diverse group of people, and it gives certain coaches and organisations an opportunity to see outside of their own

roles. If you're in football or in cricket, what is military doing? What is the FBI doing? What is the US Olympic Committee doing? It's about bringing people together and almost creating a melting pot for the best people in their specific industry." The first two days will be high-performance driven, whilst the third day will focus on sports science. Woolford adds that it doesn't hurt bringing delegates to one of the top destinations in the world – Cape Town – which is a huge attraction for guests.

"What we're seeing is that people have so much knowledge within their own structures, and we want to harness that knowledge and let other organisations and other sports see what they're doing and how they're doing it. And that's a huge learning curve... We are now bringing the best to South Africa and it gives them an opportunity to see what the best in the world are doing." 



# A CHAT WITH GEORGE AVAKIAN

Rocking the Daisies Event Organiser and Director of Steyn Entertainment, George Avakian, shares his insights on the lifestyle-events sector, and why this year's festival is simply not to be missed.



George Avakian



All images courtesy of Rocking the Daisies

In April this year, Steyn Entertainment acquired Rocking the Daisies and In The City, two popular music festivals on the South African circuit. Rocking the Daisies sees over 20 000 festival-goers through its gates each year, and takes place in Darling in the Western Cape, while In The City takes place over the same weekend and draws up to 10 000 to Johannesburg's Emmarentia Dam. As Daisies draws ever closer, the *Event* catches up with Steyn's youthful director George Avakian to find out how he got into the industry, what we can expect at this year's event, and where lifestyle experiences are headed in the future.

**Let's start with the basics – tell us briefly how you began organising Daisies, and what goes into planning a festival of this nature from a logistical point of view?**

I started in this industry about ten years ago, started in entertainment and performing on stage, then moved into below-the-line marketing where I would organise branded concerts, furthermore ended up throwing events in Johannesburg which lead to me owning a club in Sandton. Today I head up Steyn Entertainment. We did a few concerts to better understand the public concert/festival circuit. We then

The Steyns plan on being the best in the world, we plan on taking on the biggest festivals in the world and showing them how it's *really* done.



took twelve months to plan our next move. We looked at many festival properties and really took a liking to Rocking the Daisies, and here we are. If you know anything about the Steyns, you know anything they get involved in, they do best. They plan on being the best in the world, we plan on taking on the biggest festivals in the world and showing them how it's *really* done.

**South Africa is a land of music festivals, with quite a few popping up each year, and with many regulars. How do you maintain your strength as one of the leading lifestyle experiences of the year, how do you stay competitive and innovative?**

Honestly I will have to give credit to our team who has managed Rocking the Daisies for the past ten years. They have always tried to stay ahead of the game, and with our resources and know how, people are in for quite the treat this year. Truth is, we don't compete with other festivals, we are just trying to be better than our last show.

**How healthy is the lifestyle-events sector overall? Are there many opportunities in South Africa, particularly in this industry? Is the market saturated, and how has the Rand affected the festival circuit?**

It definitely is saturated, although the Rand has grown a bit stronger which definitely allows for the growth of a few more festivals, and allows for a much better international line up, although we as Steyn Entertainment are very focused on building our industry and allowing our artists a platform like no other, for they are our superstars.

**What does a typical day in your life look like? What are some of the challenges you face and what's your 'secret sauce' for success?**

Haha! We Joburgers say SAWSSS! We are a small team, everyone has a lot of pressure. Honestly I have to escape every night; I find something that completely gets my mind off everything and I do this by creating music. Once you distance yourself from your day-to-day dealings, you get to a fantastic outside perspective to your day.

Things are crazy, we are up early every

The headliners are pretty simple. Everyone in our office from every department puts their input in and we take careful consideration to all analytics around the artists, how many fans they have, how many albums they sell, etc. We also listen to our people; this has become key in growing the festival.

day, and the time difference to all these international artists means I start with my calls around 1 am – but please don't get me wrong, this is what I love doing and wouldn't be doing anything else.

**Tell me about your artist line-up. How does the decision-making and booking process work? Who are you most looking forward to personally on this year's roster, and why?**

The headliners are pretty simple. We give the people what want, and hence it's so important for everyone to get involved in our socials and questionnaires. In terms of our office, we are a team, so everyone in our office from every department puts their input in and we take careful consideration to all analytics around the artists, how many fans they have, how many albums they sell, etc. We also listen to our people; this has become key in growing the festival.

**What are some of the trends in youth events in 2016? What kind of music is the public listening to, and as a live music experience, how do you stay relevant and on point?**

Well I live this industry, so it's a lot easier for me. Hip hop has definitely taken the musical forefront locally as well as globally, although with an event of this

magnitude which has such a vast musical offering, it's important to do your research. We just try to over deliver our customers' expectations.

**What new highlights can attendees expect at Rocking the Daisies this year? Why is 2016 a must-attend event?**

Where do I begin? Two new stages (making it eleven all together), bigger infrastructure, better production, art pieces, 250 acts, glamping options for those who aren't accustomed to camping – and of course the majority of the audience is female.

**Where do you see the future of RTD headed in the next decade? What kind of legacy would you like to leave this festival?**

We will be the biggest/best festival in the world.

Rocking the Daisies takes place from 6-9 October 2016 at Cloof Wine Estate. For more information, visit [www.rockingthedaisies.com](http://www.rockingthedaisies.com). 

## 10 Questions

- 1. Favourite Food?** Mama's Cooking
- 2. What do you do to de-stress and relax?** Hit the studio!
- 3. What item can you just not live without?** My glasses
- 4. Favourite colour?** All colours are beautiful in their own way
- 5. If you could go anywhere on holiday, it would be...?** Rocking the Daisies
- 6. If you were stuck on a desert island you'd need...?** An aeroplane
- 7. Favourite thing to do at work?** Give out penalty drinks (rumblers) for those who don't come dressed formal on a Friday
- 8. Ultimate no-holds-barred dream job?** I'm living it
- 9. Favourite Game of Thrones character?** Khaleesi (WCE)
- 10. Red pill or blue pill?** Whichever one takes you to the truth, and depending on the flavour



# 2016 LILIZELA TOURISM AWARD JUDGES

Collaborations and partnerships are key in ensuring the growth of the South African tourism industry. We are therefore thrilled with the overwhelming response we received from the broader South African tourism industry. This can only be interpreted as a vote of confidence in the Lilizela Tourism Awards. The judges are a combination of experts who specialise in different areas of the tourism industry and are therefore well suited to recognise products and services that offer high quality of service excellence.

- Darryl Erasmus, Chief Quality Assurance Officer at Tourism Grading Council of South Africa (TGCSA), a business unit of South African Tourism.

Judges for the category 'Universal Accessibility'	
Phillip Thompson	Principal Member, IDC Consultants
Heinrich Spies	Accredited UA Assessor, Tourism Grading Council of South Africa
Ari Seirlis	National Director, Quadpara Association of South Africa (QASA)
Bekithemba Langalibalele	Director: Responsible Tourism, National Department of Tourism
Judges for the category 'Tour Operator'	
Alushca Ritchie	Chairperson, Cape Tourist Guides Association
Chanel du Plessis	Tourism Specialist: Tourism Planning & Research, Urban-Econ
Lizzie Mokgothu,	Membership Manager, SATSA
Johannes Hatting	Tourism Lecturer, Board Member on various Tourism Boards, Central University of Technology: Free State
Siphokazi Mjali	Executive Member, South African Leisure, Tourism and Hospitality
Judges for the category 'Visitor Experience'	
Stephen Daniels	General Manager, Pine Lake Inn
Jonker Fourie	CEO, Emfuleni Corridor Tourism (ECTOUR)
Kiéra Schoeman	Tourism Specialist: Tourism Planning & Research, Urban-Econ
Phrosne Phillips	Owner, Brochure Management
Rebecca Kambule	Owner, REMPO Consulting
Nesang Maleka	Secretary General, South African Youth in Travel, Tourism & Hospitality
Judges for the category 'ETEYA'	
Jonathan Jacobs	Founder and CEO, Skylar Investment Holdings
Loshni Naidoo	Associate and Senior Incubation Coach, Awethu Project
Portia Sifolo,	Lecturer and Researcher, Tshwane University of Technology
Alexander McLeod	Founding Trustee, The School Entrepreneurship Trust
Sheila Sekhitla	Owner, The View Guesthouse
Ntokozi Luvuno	Manager, South African Youth in Travel, Tourism & Hospitality
Thembeke Semane	Managing Director, Linea Di Fondo (Pty) Ltd
Judges for the category 'Accommodation'	
Unathi Henama	Tourism Marketing Lecturer, Tshwane University of Technology
Dewald Niemann	Owner, Oudebosch Farmstall and Tsitsikamma Protea Farm Tours
Sthandiwe Mkhize	Group CEO, Thinking Pair Incubator Designs
Debbie Goveia	Accredited Assessor, Tourism Grading Council of SA
Roebendry Gangiah	Accredited Assessor, Tourism Grading Council of SA
Vernon Kirsten	Owner and Managing Member, ReservHotel International Africa
Barry Clemens	CEO, EQ Hotel Management
Hloni Thabethe	Managing Director, Ndalo Hotel & Conferencing
Judges for the category 'B-BBEE'	
Mokgadi Rameetse	BEE Field Manager, SANAS
Portia Tau-Sekati	Chief Executive Officer, The Property Sector Charter Council
Mathibela Mankge	Director: B-BBEE Sector Transformation, National Department of Tourism
Judges for the category 'Tourist Guiding'	
Uveshnee Pillay	Director: Tourist Guiding, National Department of Tourism
Joe Samuels	Chief Executive Officer, South African Qualifications Authority
Khwezi Mpumlwana	World Heritage Specialist, National Heritage Council





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# TRANSLATION AND INTERPRETING FOR EVENTS

Global business events, such as rotating association conferences, are attended by delegates and speakers from all over the globe. While the universal language of business is generally English, it is very common for a large portion of the delegate pool to require an interpreter for plenary sessions and panel discussions, or translation of the conference material and session outcomes. Some South African companies have made it their business to offer these in-demand and highly specialised services to those very delegates and events.

## So what's the difference between translation and interpreting?

According to the South African Translators' Institute (SATI), "written translating and interpreting require different skills:

translators can take their time to think about the best word or phrase, but interpreters have to understand and respond almost immediately. Translators are not necessarily successful interpreters,

and vice versa, as each profession requires specialised skills and training."

SATI has been the protector of language practitioners and their clients for 60 years. As a national non-profit, the >



association aims to support members – who include translators, interpreters, language editors and terminologists – in their professional lives and ensure that high standards are applied. Although legislation was recently passed to regulate the translation profession, it has not yet been implemented, and SATI remains the only current watchdog.

“Many people do not understand that just because someone is fluent in two languages does not mean they will necessarily be a good translator or interpreter,” explains Marion Boers, SATI executive director. “There is a lot more involved in getting the complete message across in a natural manner. This is why it is important to use a professional.”

SATI has some 800 members working in a wide range of languages and including agencies that offer a variety of services. As general membership does not carry any pre-qualification, the Institute introduced a system of accreditation in the late 1980s, in an effort towards self-regulation. Accredited members have been carefully tested and have proved they are able to do the job – translation, simultaneous interpreting or editing – and clients can be confident in their ability to deliver the goods. “As an organisation funded only by membership subscriptions, we are unfortunately not able to offer accreditation in all languages or disciplines yet, but we are working to expand the system as far as we can. We strongly recommend that clients use accredited members wherever possible,” Marion emphasises. “If they’re not accredited, ask them why not.”

Many people do not understand that just because someone is fluent in two languages does not mean they will necessarily be a good translator or interpreter.

There are various modes of interpreting – the main ones being consecutive interpreting and simultaneous interpreting.

### **Adriana de Kock of Linda Botha Language Solutions elaborates:**

#### **Simultaneous interpreting (SI)**

SI is most frequently used for large conferences or meetings, with interpreters translating at the same time as the speaker speaks. This usually requires interpreting equipment such as microphones, headsets and booths. The interpreter sits in a soundproof booth (one booth per language) and immediately converts what is being said to listeners through an earpiece. A variation of this is whispering mode, where the interpreter sits near (usually directly behind) one person or a small group and whispers the translation as the speaker continues. SI takes intense concentration so interpreters work in teams, swapping every 30 minutes to rest their minds and vocal chords.

#### **Consecutive interpreting (CI)**

Consecutive interpreters wait for a speaker to stop talking before they give the translation, and the speaker waits until the interpreter is finished before continuing. CI is better suited to boardroom situations, small meetings or Q&A sessions, but it is time-consuming and can double the proposed time of engagement. Be sure to factor this into your schedule. Most interpreters find CI more stressful as they have to cope with secondary noise and other distractions. For this reason, it can also not be performed by one person for more than 30 to 40 minutes.

You have the option to hire individuals directly, or to use a language services agency to do so on your behalf.

If you are hiring a single interpreter in one language pair, you can contact him or her directly using the directory of a recognised professional association. For lengthy or complex assignments, you will need a team of two interpreters so they can take turns at defined intervals. If you need more languages plus equipment, you will require teams of interpreters – about two to four interpreters per language pair. In most cases, it is a lot simpler to work with an event coordinator and a language services agency. An agency will make sure to match you with an interpreter with the needed experience and specialisation for your event. Agencies also tend to conduct quality checks before even considering putting an interpreter on their database.

Sounds expensive? It costs even more when an important meeting bombs or when you lose the interest of a prospective client because you have no idea what they’re saying. Prices for professional interpreting services can vary from one interpreter to the next, but choosing a supplier on price alone is risking disaster. Remember, interpreting is an investment. Often, interpreters don’t charge for their prep time, which can be ten hours or more, depending on the assignment.

A translator puts a text written in one language (the source language) into another language (the target language) in such a way that the message remains the same. The skill of translation lies in retaining all elements of the message while formulating the text in such a way that it sounds like an original in the target language. - Source: [www.translators.org.za](http://www.translators.org.za)



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## SATI

A professional interpreter or translator is essential. The South African Translators' Institute (SATI) is a professional association for language practitioners. SATI is able to help you find the right person for the job. We also accredit interpreters and translators in certain languages. The Institute has over 800 members working in 50 or more languages, including agencies that provide an even wider range. Members' services include conference interpreting and document translation.



t. +27 11 803 2681

e. [office@translators.org.za](mailto:office@translators.org.za)

w. [www.translators.org.za](http://www.translators.org.za)



**SATI**  
SOUTH AFRICAN  
TRANSLATORS' INSTITUTE



Ramada Resort Dar es Salaam



Dar es Salaam sunset, Tanzania © chasingphil (via flickr.com)

# TANZANIA

Explore the best that Africa has to offer the world's business-events delegates in this verdant paradise.

## Swahili International Tourism Expo

Dar es Salaam plays host to the annual Swahili International Tourism Expo (SITE), which is attended by local and international travel buyers, and showcases the very best that the tourism industry in Tanzania has to offer the world. The 2017 edition of this prestigious event will take place from the 6th to the 8th of October at the Mlimani City Convention Centre.

## Ramada Resort Dar es Salaam

The scenic shores of Jangwani beach are where you will find this leading business and leisure hotel. Situated in close proximity to the city centre and the major convention centres, the Ramada offers a welcome respite from the frenetic pace of Dar es Salaam. For the business traveller, the hotel offers banquet facilities, conference rooms and meeting rooms, but both business and leisure visitors can make use of the on-site restaurants, pool, excellent service and well-appointed rooms.

With 180 square feet of event space, the hotel features seven meeting rooms, which can be arranged to accommodate 460 conference guests or 280 banquet guests.

## Julius Nyerere International Convention Centre

Situated in the heart of Dar es Salaam and operated by the Arusha International Conference Centre, the JNICC has 12 conference rooms that can seat 5 up to 300 people in flexible setups, including theatre style, classroom style, half-moon, hollow-squares, horse shoe, etc.

Equipment includes Simultaneous Interpretation System (SIS) of up to four languages, audio visuals and LCD projectors. wireless and wired Internet service is also available along with catering, exhibition areas, secretariat offices, VIP rooms and ample parking space.

## Pre and post show opportunities

Tanzania is home to Africa's tallest mountain, Mt Kilimanjaro, which attracts thousands of adventurers each year. However, if your tastes run to the less extreme, a visit to Tanzania would be remiss without a trip to the majestic island of Zanzibar. Although still very popular with honeymooners, event organisers are beginning to see the value in including Zanzibar in their event itinerary. Incentive opportunities abound on this island paradise, including touring the ancient slavers hub of Stone Town, a visit to the spice plantations, and snorkelling with the region's beautiful array of sea life. >



Ramada Resort Dar es Salaam





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[www.ramadaencoredar.com](http://www.ramadaencoredar.com)



Dar es Salaam



Giraffes in the african grassland.

The Ngorongoro Crater houses the densest population of wildlife on the planet, and is easily accessible from Arusha International Airport, a short hop from Dar es Salaam. There are many certified tour operators to choose from, and guests will benefit greatly from the local guides vast knowledge.

The Ngorongoro Crater houses the densest population of wildlife on the planet, and is easily accessible from Arusha International Airport, a short hop from Dar es Salaam. There are many certified tour operators to choose from, and guests will benefit greatly from the local guides vast knowledge.

The epic migration of millions of animals across the immense plains of the Serengeti is a major drawcard for tourists, and is a truly unforgettable inclusion into a conference delegate's itinerary.

## Contacts

### Tanzania Tourist Board

Utalii House - Laibon street/Ali Hassan

Mwinyi Road - Near French Embassy

Email: [info@tanzaniatourism.go.tz](mailto:info@tanzaniatourism.go.tz)

Tel: +255 22 2664878/9

Marketing: +255 22 2664875

Tourism Services: +255 22 2664873



### Currency

**1 US Dollar = 2 187**  
Tanzanian Shillings

**1 South African Rand = 163**  
Tanzanian Shillings

**1 Euro = 2 439** Tanzanian Shillings



### Getting to Tanzania

Tanzania has 26 airports, with the major hubs being the **Julius Nyerere International Airport** in Dar es Salaam, **Arusha Airport** and **Kilimanjaro International Airport**. Taxis are easily hailed, and airport transfers are common.



### Weather

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
High	27	28	26	26	26	25	24	24	25	25	26	27
Low	25	26	24	24	24	23	22	21	22	23	24	25

Most rainfall is seen in March, April, May, November and December.



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Day**  
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\*Registration is not a confirmation of hosting. All applications are subjected to validation, terms and conditions.

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# RAND CLUB OPEN TO THE EVENTS INDUSTRY

It is a new era at Rand Club for the events industry.



Rand Club truly is an inner city vision. As one of the iconic event settings in the heart of the historic Johannesburg Central Business District, Rand Club is a multipurpose venue offering various event configurations, amidst an array of old-school appeal, grand facade and unique décor. Set your event apart with the history and heritage that Rand Club offers.

With 12 versatile event spaces available for hire, suitable for various event sizes from small intimate functions of 10 persons to large delegations of over 300 guests in a single event space at any one time, Rand Club is the ideal setting for high-profile functions such as conferences, weddings, workshops, meetings to name a few.

With direct access to over 120 secure parking bays just 200m from the Rand Club front door, complemented by a shuttle service that runs between the two points, parking arrangements are in place. Rand Club also has a



relationship with Uber, and highlights to Event Organisers that the Gautrain at Park Station is just 2km away, allowing ease of access in getting to the venue.

In order to ensure market competitiveness, the venue has an extensive range of supporting services on offer to meet and exceed all client requirements; from in-house catering and beverage management, to preferred hiring, technical and entertainment services, Rand Club aims to be one of the leading venues in South Africa.

Hard at work behind the scenes from August 1st 2016, seeking to resuscitate

the glamour and prestige of Rand Club, the Venue Management team is led by Brandon Clifford and Judy Goddard.

Rand Club remains an active and exclusive Members Club, as it has been for the past 127 years, however it now has the capacity and structures in place, to service the events industry.

A new era has begun at Rand Club, be a part of history – and history in the making.

Rand Club - Corner of Fox and Loveday Streets, Marshalltown. Visit the website [www.randclub.co.za](http://www.randclub.co.za) or contact [events@randclub.co.za](mailto:events@randclub.co.za) for more information. 📞

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# SHHHH! IT'S A CICRET

The new Cicret bracelet ensures you never lose touch with your precious smartphone ever again. Kim Crowie lets the cat out the bag.

I said last year would be a year of wearables. Boy was I wrong. Not only are so many unique technologies surfacing in 2016 that are blowing my predictions out of the water, but the internet of things has really upped its game. For those business travellers who simply cannot be without their smartphone, I'll let you in on a little secret – you never have to be.

## The Wearable of the Century

The inventors of Cicret (pronounced 'secret') have made sure that you can take a shower or bath without your all-important messages being missed. This fascinating bracelet projects your smartphone's display onto your forearm with a simple flick of the wrist – essentially turning your arm into an interactive display. Not only is this groundbreaking for those who like soaking in the tub, but tech heads will love that it's a swipecable, touch-sensitive, full colour, waterproof display that allows you to use your phone, well, without it being around.

## How It Works

The snap-on device uses an embedded system that includes a mini projector, a microprocessor and eight long-range proximity sensors. It also includes Wi-Fi, Bluetooth, a vibrator, a micro USB port, a battery and LED light components. It comes in either 16 or 13GB and best of all; 10 fun colours to choose from. The bracelet is activated with a quick flick of the wrist, instantly lighting up a projection of a nearby Bluetooth-paired smartphone, illuminating several inches of your wrist.

## Where Can I Get One?

That's the real stinger. With such a brilliant invention, you'd think it's already on the market, but unfortunately it's still only in prototype mode. The Paris-based developers have recently reached their crowdfunding goal of US\$500 000 and gave followers a first look at the end of August. According to their website, they have dates of production



© Cicret

This fascinating bracelet projects your smartphone's display onto your forearm with a simple flick of the wrist – essentially turning your arm into an interactive display.

and detailed costs in order to create the first working samples and begin presales. They have also started visiting potential manufacturing plants across the world in preparation for mass production. Whether they'll be available in time for the Christmas rush remains to be seen – but you can stay tuned for updates on [www.cicret.com](http://www.cicret.com). 📱

## Key Features

- Works on every skin colour
- Android OS
- Phone Screen Mirroring
- Works with iPhone and Android
- Removeable Battery
- Water Resistant



Umbali Conference Venue and Centre



Bundu Lodge



Blyde-River Canyon

# MPUMALANGA

Known as “the place where the sun rises”, Mpumalanga is a beautiful and diverse province that borders Swaziland and Mozambique. Situated to the north of KwaZulu-Natal, this breath-taking setting offers a wealth of attractions for business and leisure travellers alike.

The Mpumalanga Tourism and Parks Agency has an Events Unit that is responsible for “the management of events that attract and increase number of tourist into the Province. The main objectives of the unit are to bring valuable economic

benefits to Mpumalanga through the staging of major events, to promote the profile of Mpumalanga nationally and internationally, through a portfolio of events which reflect unique attributes of the Province and to create an environment which nurtures and supports events.”

## Key Venues:

### Bundu Lodge

Bundu Lodge offer a multi-purpose conference centre between Nelspruit and White River with an extensive range of venues, services and facilities. Unique experiences see hosts and their guests



Bundu Lodge accommodation © Paul Karnstedt



Waterval Boven





Pilgrim's Rest

returning year after year. Nine venues offer a comprehensive array of services for international and locally based clients and can host prominent conferences or trade shows for up to 450 delegates.

Facilities include air-conditioning, projector, projector screen, sound and lighting, stationery and flip charts.

#### **Umbali Conference Venue and Centre**

The Umbali Conference Venue and Centre is situated in Nelspruit, Mpumalanga, and was the proud winner of the best functions venue in Nelspruit in recent years. Umbali is Mpumalanga's leading multipurpose events venue, and is situated a mere 5km from Nelspruit's CBD, with panoramic views

overlooking the Kaapschehoop Escarpment.

The Umbali Conference Venue and Conference Centre is a high-end business-focused conference centre with competitively priced packages, excellent facilities and client service, and can host up to 300 conference delegates.

#### **Incentive Opportunities**

According to the Mpumalanga Tourism and Parks Agency, the top incentive attractions and post-show tour activities in the province include:

- The Blyde River Canyon
- The Sudwala Caves
- Wildlife viewing in the Kruger Park
- Loskop Dam Nature Reserve

- Gold panning at Pilgrims Rest
- Rock Climbing at Waterval Boven

#### **Getting to Mpumalanga**

There are dozens of airports in Mpumalanga, with the main hubs being the Kruger Mpumalanga International Airport and the Nelspruit Airport. Car rental is easily available, and can be booked online or telephonically. Low-cost airlines such as Kulula and SA Airlink have regular flights to Mpumalanga's air hubs.

#### **Contact:**

**Sma Dlamini: Senior Manager: Events**

Tel: +27 (0)13 759 5300

Email: [sma@mtpa.co.za](mailto:sma@mtpa.co.za) 







## SEPTEMBER

### THE FUTURE OF MAKING THINGS

1  
CAPE TOWN, SOUTH AFRICA

### SAAFF CONGRESS

6 - 7  
JOHANNESBURG, SOUTH AFRICA

### EYE FOCUS AFRICA

6 - 8  
JOHANNESBURG, SOUTH AFRICA

### CAPE INDUSTRIES SHOWCASE CIS

6 - 8  
CAPE TOWN, SOUTH AFRICA

### ibtm china

7 - 8  
BEIJING, CHINA

### ibtm latin america

7 - 8  
CIUDAD DE MEXICO, MEXICO

### SIGN AFRICA & FESPA AFRICA

7 - 9  
JOHANNESBURG, SOUTH AFRICA

### MOSHITO MUSIC CONFERENCE AND EXHIBITION

7 - 10  
JOHANNESBURG, SOUTH AFRICA

### AFRICA OIL & GAS EXPO

8 - 9  
JOHANNESBURG, SOUTH AFRICA

### #BUYABUSINESS EXPO

8 - 10  
JOHANNESBURG, SOUTH AFRICA

### SMALL BUSINESS EXPO

8 - 10  
JOHANNESBURG, SOUTH AFRICA

### ELECTRA MINING AFRICA

12 - 16  
JOHANNESBURG, SOUTH AFRICA

### FOOD & DRINK TECHNOLOGY AFRICA

14 - 15  
JOHANNESBURG, SOUTH AFRICA

### WORLD PLUMBING CONFERENCE

15 - 16  
CAPE TOWN, SOUTH AFRICA

### STANDARD BANK JOY OF JAZZ

15 - 17  
JOHANNESBURG, SOUTH AFRICA

### MICE ASIA

21 - 22  
SINGAPORE CITY, REPUBLIC OF  
SINGAPORE

### IT&CM ASIA

27 - 29  
BANGKOK, THAILAND

## OCTOBER

### THE DIGITAL EDUCATION SHOW AFRICA

4 - 5  
JOHANNESBURG, SOUTH AFRICA

### ELITE SPORT SUMMIT

5 - 7  
CAPE TOWN, SOUTH AFRICA

### SWAHILI INTERNATIONAL TOURISM EXPO

6 - 8  
DAR-ES-SALAAM, TANZANIA

### ACTE GLOBAL CORPORATE TRAVEL CONFERENCE

11 - 13  
LONDON, UNITED KINGDOM

### FINANCE INDABA AFRICA

13 - 14  
JOHANNESBURG, SOUTH AFRICA

### IMEX AMERICA

18 - 20  
LAS VEGAS, USA

### SPORTS AND EVENTS TOURISM EXCHANGE

25 - 27  
TSHWANE, SOUTH AFRICA

### EASTERN CAPE MARITIME SUMMIT

26 - 28  
EAST LONDON, SOUTH AFRICA

### INTERNATIONAL AGENCY FOR THE PREVENTION OF BLINDNESS (IAPB) 10TH GENERAL ASSEMBLY

27 - 30  
DURBAN, SOUTH AFRICA

### AFRICA OIL WEEK/ AFRICA UPSTREAM CONFERENCE

31 - 4 NOVEMBER  
CAPE TOWN, SOUTH AFRICA



## NOVEMBER

### AFRICAN REAL ESTATE SUMMIT

2 - 3  
CAPE TOWN, SOUTH AFRICA

### SITE GLOBAL CONFERENCE

5 - 7  
PANAMA CITY, PANAMA

### WATER AFRICA AND WEST AFRICA BUILDING AND CONSTRUCTION NIGERIA

8 - 10  
ABUJA, NIGERIA

### UFI CONGRESS

9 - 12  
SHANGHAI, CHINA

### ICCA CONGRESS

13 - 16  
KUCHING, MALAYSIA

### AFRICA COM

15 - 17  
CAPE TOWN, SOUTH AFRICA

### TANZANIA TRADE SHOW

25 - 27  
DAR ES SALAAM, TANZANIA

### IAPB 10TH GENERAL ASSEMBLY

27 - 30  
DURBAN, SOUTH AFRICA

### SOUTH AFRICAN PHARMACEUTICAL EXHIBITION

28 - 29  
JOHANNESBURG, SOUTH AFRICA

### ibtm world

29 - 1 DECEMBER  
BARCELONA, SPAIN

## DECEMBER

### WORLD SME EXPO

1 - 3  
HONG KONG, CHINA

### CHENGDU INTERNATIONAL TOURISM EXPO

2 - 4  
SICHUAN, CHINA

### POWER GEN INTERNATIONAL

13 - 15  
ORLANDO, USA

### AL ANSAAR SOUK AND TRADE FAIR

23 - 2 JANUARY  
DURBAN, SOUTH AFRICA





## SAACI DRIVES MANDELA DAY LITERACY PROJECT

The Southern Africa Association for the Conference Industry took part in Mandela Day this year as the driving force behind a literacy project. By partnering with the Nelson Mandela Foundation in April they brought books to the less fortunate, expanding knowledge in the simplest possible way. The organisation organised a book drive tying in with the theme for their 30th Congress this year (With Knowledge It's Possible). Says Adriaan Liebetrau: "Education is the great engine of personal development" and it is with this in mind that Mandela Day has also focused greatly on Education and Literacy to ensure we help build a future we can be proud of."

In other news, SAACI hosted a KZN Networking lunch on 4 August 2016, and will hold a Tshwane Members Event on 15 September 2016. The 31st Congress will take place from 2-4 June 2017, and a Western Cape Branch Award on 4 October 2016.



## EXSA PARTNERS WITH GLOBAL VENUE FORUM

The Exhibition and Events Association of Southern Africa has partnered with the Global Venue Forum in support of their inaugural event taking place from 12-14 December 2016 at CentrEd, ExCel London.

The event enables delegates from world venues, destinations and venue operators to come together and learn, share knowledge and network. The three-day conference programme includes insights from thought leaders who will explore key venue issues such as utilisation, commercialisation, naming rights, brand and consumer experience, catering, security, health and safety, and freight forwarding excellence. Other highlights on the programme include case studies, and a look at how a large, global corporate brand makes venue and destination selections for its delegates.

"It is important for us as brand EXSA to align ourselves with international industry players and keep up with the trends. This exposes our local industry to the international market and opens doors for knowledge and growth. With such partnerships, we can be in a position to explore new opportunities both locally as well as internationally," says Phumulani Hlatshwayo, EXSA's General Manager.

Through the partnership, EXSA members will be able to attend at a discounted, association price. For more information on the event, visit the website: [www.globalvenueforum.com](http://www.globalvenueforum.com).



## EGF HOLDS 4<sup>TH</sup> ANNUAL CONFERENCE

The Fourth Event Greening Forum Conference, held on 21 July 2016, addressed sustainability issues within the events industry under the theme of 'Go Green, It's Good for Business'. Held at Hackle Brooke Conference Centre in Johannesburg, the event saw Roger Simons, Regional Sustainability Director at MCI and President of the Green Meetings Industry Council (GMIC) offer up the keynote address, sharing how global brand communication strategies are evolving in the 21st century with events being an important component in sustainability strategies.

Delegates also learned about the latest international trends, the importance of greening standards, and how simple it can be to green an event. A Sustainable MICE Excellence Master Class was held at the SAACI Association Hub the day before, with Simons sharing key leadership trends in MICE, sustainable food, ISO201221 and how it works, and how to communicate your sustainability strategy as a venue, convention bureau or planner.





## UFI RAMPS UP FOR SHANGHAI

The Global Association of the Exhibition Industry (UFI) will have a three-day annual conference from 9-12 November 2016 in Shanghai, China. Hosted by the Shanghai Exhibition Industry Association at the National Exhibition and Convention Centre, the 83rd UFI Congress promises to inspire and impact all in attendance.

The theme this year is 'Ripples – The Exhibition Industry in Transformation', and will allow them to examine transformation the MICE industry is currently undergoing. Ayesha Khana, Technology and Innovation Strategy Expert and Founder of the Hybrid Reality Institute, will open the event with her keynote address. In addition to the many sessions set to take place, the congress will provide vital network opportunities with industry colleagues across the globe. For more information or to register for the UFI Congress, visit [www.ufievent.org/shanghai](http://www.ufievent.org/shanghai).



## SITE OFFERS DEVELOPING MEMBERSHIP

The Society for Incentive Travel Excellence in Southern Africa has announced that SITE is offering a Developing Professional Membership of US\$200 per annum for the first two years. This is particularly for young leaders and newbies in the incentive travel industry in their first two years of business. For more information, visit [www.sitesouthernafrica.com](http://www.sitesouthernafrica.com), or contact Tes Proos on [president@sitesouthernafrica.com](mailto:president@sitesouthernafrica.com).



## ACTE TO HOLD 2017 CONFERENCE IN LONDON

The Association of Corporate Travel Executives will hold their 2017 Global Corporate Travel Conference in London from October 11-13 next year. ACTE Chief Executive Greeley Koch says the conference will tie into April 2017's New York event. "When deciding on choosing a city we were looking at both London and other on the continent, but we thought it would be great to tie it together with New York and connect these two global business centres," Koch told *Buying Business Travel* (BBT) recently. The theme for the event is 'Settle the Uncertainty', which is all centred on the Brexit vote and how it will affect the corporate travel industry. "We will be hoping to answer questions our members have on issues such as immigration, border control, visas and jobs," Koch said.





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W. www.hotelverde.com

## IT&CM Asia

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E. cheryl.kah@ttgasia.com

W. www.itcma.com

## Linda Botha Language Solutions

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E. admin@lbls.co.za

W. www.lbls.co.za

## Open 17 Waterfront

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E. info@workshop17.co.za

W. www.workshop17.co.za

## Pro Events

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T. +27 21 425 2170

E. info@proevents-sa.co.za

W. www.proevents-sa.co.za

## Ramada Encore Dar es Salaam

PAGE 25

T. +255 22 2343434

E. fb@ramadaencoredar.com

W. www.ramadaencoredar.com

## SAACI

PAGE 34

T. +27 41 374 5654

E. info@saaci.org

W. www.saaci.org

## SATI

PAGE 23

T. +27 11 803 2681

E. office@translators.org.za

W. www.translators.org.za

## Spier Wine Farm

PAGE 05

T. +27 21 809 1100

E. info@spier.co.za

W. www.spier.co.za

## Surge Brand Studios

PAGE 07

T. +27 11 026 3581

E. john@surgebs.co.za

W. www.surgebs.co.za

## The President

PAGE 15

T. +27 21 434 8111

E. conference@presidenthotel.co.za

W. www.presidenthotel.co.za

# CONTACTS

**Cover Image:** Grand Africa Café & Beach,

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Email: beach@thegrand.co.za

**Publisher:** Lance Gibbons

lance@filmeventmedia.co.za

**Executive Editor:** Katie Reynolds-Da Silva

katie@filmeventmedia.co.za

**Head of Design:** Sheree Steenkamp

sheree@filmeventmedia.co.za

**Writer:** Kim Crowie

kim@filmeventmedia.co.za

**Assistant Designer / Illustrator:** Lauren Smith

lauren@filmeventmedia.co.za

**Business Manager:** Coleen Tapson

coleen@filmeventmedia.co.za

**Brand Manager:** Redoh Kimmie

redoh@filmeventmedia.co.za

**Brand Manager:** Jerome Dyson

jerome@filmeventmedia.co.za

**Production and Traffic Manager:**

Natasha O'Connor

natasha@filmeventmedia.co.za

**Special Projects Manager:**

Nazeera Hartley Roach

nazeera@filmeventmedia.co.za

57 2nd Avenue, Harfield Village,

Claremont, 7708,

Cape Town, South Africa

Tel: +27 21 674 0646

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