

# Event

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Connecting Business and Travellers

## + ON-SITE EVENT SERVICES

A Case Study – Brought to you by the SANCB

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## MADEX 2017

This brand-new show is set to shake up the world of digital innovation and marketing. We can't wait!



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## GAUTRAIN VENUES

We reveal the hotels and venues within walking distance of Gautrain stations and bus routes. Business travel has never been easier.



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## ON-SITE EVENT SERVICES

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## ANDREW HUMAN ON THE LOERIES 2016

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© South African Tourism

# TOURISM GROWTH CONTINUES IN SA

Tourist arrivals in South Africa are continuing on their growth trajectory, according to the latest release from Statistics SA.

**M**ore than 760 000 tourists arrived in the country in May this year, 11% more than in May 2015. This brings the total tourist arrivals for January to May 2016 to over 4.2 million, which is an increase of 15.7% compared to the same period last year - more than three times the average annual global growth rates experienced in international tourism.

"The continuing growth in international tourist arrivals is wonderful news for the tourism sector," says Minister Hanekom. "It will have a multiplier effect on the many industries that support tourism, so it's good news for the wider economy as well."

The growth from overseas markets in the first five months of this year, compared to the same period last year, at 18.5%, shows that our enduring tourism assets and our diverse products and offerings are making South Africa a great value-for-money destination. All our major overseas markets are performing well. Amongst our traditional overseas markets, the US has grown impressively at 18% this year, while Germany is a top performer with

I am delighted with the impressive growth in tourist numbers so far this year. Continued investment in creative and effective joint marketing, infrastructure, tourism experiences and human resources will allow the destination to both capitalise and continue with this trend.

21% growth. The UK, our leading overseas market, has grown at a solid 13.7%.

"The positive performance of non-traditional source markets like India and China has also been sustained in May, and these two countries are moving up the rankings as source markets for South Africa. The spectacular growth in tourist numbers from China continues, with a 50% year-on-year increase. This is in keeping with the overall growth trend this year from that market. Indian tourist numbers, at 14 237, showed a growth of 37% on last May, and India became the third biggest overseas source market to South Africa in May. May is traditionally the month in which we

receive the most tourists from that country.

Also of note is that tourists from Saudi Arabia numbered more than 1 000 in May, an exciting new development. We will watch with interest to see if these numbers are sustained from this relatively small, but high-spending market.

I am delighted with the impressive growth in tourist numbers so far this year. Continued investment in creative and effective joint marketing, infrastructure, tourism experiences and human resources will allow the destination to both capitalise and continue with this trend," says Minister Hanekom.

- Courtesy of the Department of Tourism



## SIERRA BURGERS PARK HOTEL PRETORIA



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## SIERRA SQUARE HOTEL RANDBURG

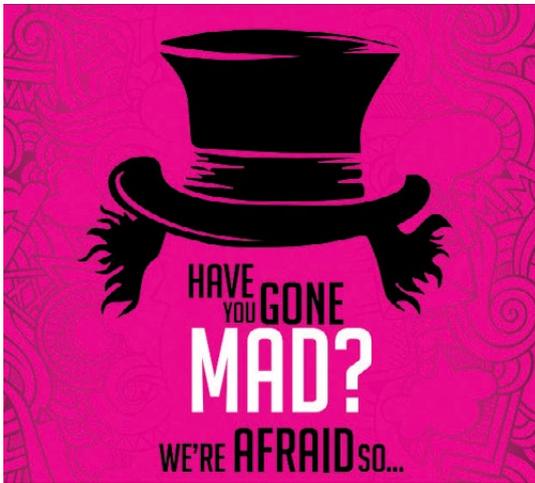
## SIERRA ON MAIN HOTEL RANDBURG



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# INTRODUCING MADEX

The ultimate marketing, advertising, design, social media and eventing exhibition is set to take place for the first time from 6-8 June 2017 at Sandton Convention Centre.

## Top Reasons to Exhibit at Madex 2017

- Expos are still the most cost effective way to reach the greatest number of decision makers in a specific target market in the shortest space of time.
- You can close high value sales and business deals in just a couple of days – there are few other marketing channels that can compete with this!
- On average, one in five expo leads will convert to sales *(CEIR Index Report 2015)*.
- Sales cycles are drastically shortening, and exhibitions allow you to source new customers, engage with existing clients and launch new products – all under one roof.
- Face-to-face marketing is a key element of the expo experience: where else can you communicate your brand and product offering within a live environment?
- Expos are the B2B marketing channel of choice among brand marketers including exhibitions in their marketing mix *(CEIR Index Report 2015)*.

Specialised Exhibitions Montgomery – the organisers behind Markex – brings you another stellar expo to expand your horizons in marketing, advertising and design. Introducing Madex, an exhibition focused on the marketing mix of the twenty-first century. Madex 2017 promises to be a game-changer in tackling current and future marketing trends, and is the only show within the local marketing environment that encompasses all elements falling under the marketing umbrella. From design and digital to PR, advertising, events and more, the show plans on teaching the value of engaging in marketing throughout all phases of innovation.

These days, more and more marketers wanting to reach African consumers need to go above and beyond the usual, combining traditional advertising – television, radio, mobiles – with more innovative and persuasive ways to resonate with both niche and mass audiences. As consumers become more savvy and selective in the types of media and advertising they take in, word of mouth, celebrity and personal endorsements have become far more influential than any other form of advertising.

"The market has spoken, and we

listened," explains Joshua Low, Specialised Exhibitions Montgomery's Event Director. "We conducted in-depth, independent research with previous Markex exhibitors and visitors during the latter part of 2015, and identified a need within the marketplace for two separate exhibitions – one that focuses expressly on the promotional products industry, and another that is a separate exhibition, rich in content, for the marketing and related industries."

Madex is designed specifically for advertising agencies, design houses, digital and social media agencies, direct marketing businesses, events companies, PR and communications consultancies, and other below and above-the-line marketing businesses.

Says Low: "There is no other event of this kind on the African continent, to our knowledge, that caters specifically to the needs of the marketing industry. We are looking at introducing a number of features, including a paid for conference with top quality speakers."

## Digital Marketing: The Next Frontier

Digital marketing has come of age and according to a recent study conducted



### Top Trends in Marketing

- Content marketing through blogs and bloggers are on the rise
- Wearable tech is the next trend to watch
- Social media is a channel, not a strategy
- Marketing analytics is set to boom
- 3D technology will change the shape of customer experiences
- Video, videos, videos
- Mobile all the way
- User generated content outgrows brand related content

by Gartner – 2015-2016 Chief marketing Officer (CMO) Spend Survey – digital marketing and commerce have become a top priority across industries in the US and UK. This trend is set to filter through to South Africa with two main driving factors behind this growth: the need to point to tangible results from marketing investments, and the recognition that companies need more than a commerce platform to sell.

Trends in this space include going mobile, a greater focus on personalised, relevant content, virtual and augmented reality, and of course, personalised and cross-channel advertising – where adverts can now specifically target selected audiences as individuals across the customer journey.

### The Ever-Changing World of Social Media

Social media has revolutionised marketing over the last ten years, with consumers across the globe expecting brands to be active across at least three

social media channels. In this space it is critical to know your channels. Understanding and managing each audience's needs and wants will define the style and tone of your messaging. Content should also be contextual, relevant, interesting and shareable in order to break through today's clutter.

### Pumped up Public Relations

Although the crux of PR has always been relationships, these relationships have evolved to include new areas such as blogs, Twitter and Facebook, where building and fostering relationships are part of the overarching theme. Not only is it becoming easier to boost content across a multichannel platform, but it's also become simpler to measure the results of each piece of information and its impact on the bottom line.

### Event Management Evolution

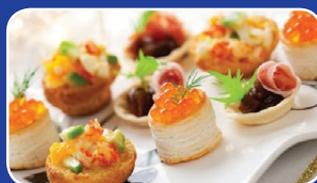
Creating an original event is no easy task, and while the pressure is always to stay

within the budget, meet greater demands, prove sustainability and improve ROI, there are fresh and innovative ways to achieving these goals. Technology is playing a larger role in this space with tools such as video technology, digital and social media, and the increased use of mobile devices and apps creating unforgettable, cutting-edge event experiences.

### Creative Graphic Design

Let's face it, we're all creative in this industry – and design is no different, always changing, constantly evolving and growing to open our eyes to the next revolutionary idea. As a creative director or graphic designer, one hardly ever knows what your future clients' design desires maybe, so staying up-to-date with current trends is a must. These days there is an increase in the use of less text and more imagery, while 3D-based material design and dynamic storytelling are also beginning to play more important roles in bringing clients' briefs to life. 🎯

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# COMPEX STAND OUT

Case Study from Markex 2016

## Overview

We all know the world we live in is constantly changing, and with economic pressures increasing, marketing budgets being reduced and a need for agility being undeniable; the requirement to explore how brands can STAND out has become central to a lot of Compex's internal decisions and thinking.

Recently, we have been focused on how we can help our clients STAND out (excuse the pun, we couldn't resist). Some of the pressing questions we asked internally, is how do our clients optimise event and exhibition opportunities, how can they attract more people to their stand, how do they ensure an integrated marketing campaign is developed and what solutions can we provide clients to achieve greater sustainability? We have challenged our teams to push our regular boundaries with regards to designs, thinking out of the box, helping clients achieve their objectives, adding more value and finally making lives just a little easier.

We set out to ensure we developed an integrated campaign and created a 3m x 4m exhibition stand that supported our STAND out theme and ensured we delivered a means to engage attendees and making people's lives easier at Markex 2016.



## Solutions

Developed an **integrated marketing plan** that was consistent across print advertising, email and online marketing efforts, our exhibition stand, the Compex sponsored registration counters and event newsletters.

**Designed a 3m x 4m size stand**, in line with our corporate identity, that was very minimalistic, clean and sophisticated and ensured that our core service offerings were communicated with attendees.

Everything was therefore white, apart from small elements that were emphasised in blue as per our logo (This would be used to represent the STAND out concept).

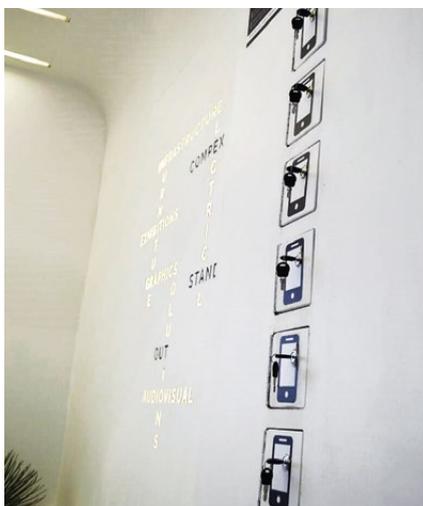
Created an **engagement opportunity** on the stand that was slightly different but also aligned to Compex's core messaging. We created a pin artwork piece to allow people to express themselves by creating something imaginative that could physically STAND out.

Designed our stand in such a manner that it supports **sustainability** efforts. We will now be using the stand as a meeting room in our factory, and we are busy finalising the furniture and interior elements to optimise the use of this space.

## Objectives

When we started planning and brainstorming for Markex 2016, we were reminded of the old saying that you should never trust a skinny chef. The sentiment behind this tongue-in-cheek reference to a chef's inability to resist his own delicious food applies to most professions, so with the above in mind we set out to try and address our current drivers in three ways:

1. How could we make attendees' lives a little easier?
2. How could we STAND out?
3. How do we incorporate the philosophy to *reuse*, *recycle* and *reduce* into the stand concept and design?



I am very happy with what has resulted from Markex 2016. We were able to position our current journey as an organisation and ensure engagement with the exhibitors and attendees at the show. Our team has once again demonstrated the integrated and important role that each staff member plays in the Compex family.



Finally, we wanted to make the attendees' and exhibitors' lives a little easier during their time at Markex. We knew from experience that it can be rather inconvenient when a battery dies on a cellphone. This led to the incorporation of our charging stations on our stand.

### Results

Compex staff were excited and impressed by what had been created to represent our company. It was an opportunity to demonstrate our value chain internally and how a clear brief and great teamwork can deliver good results.

We were able to ensure that once

the show was complete we could use the stand again - in the form of a meeting room at our offices.

A lesson reiterated for the whole team was that a custom exhibition stand does take more time, not only to design, but also to build.

The opportunity to optimise from exhibiting is only fully realised when coupled with an integrated marketing campaign.

Two potential clients have enquired about customising the stand further to position their brand in the future.

Our social media engagement rate skyrocketed during the period of the show.

"I am very happy with what has resulted from Markex 2016. We were able to position our current journey as an organisation and ensure engagement with the exhibitors and attendees at the show. Our team has once again demonstrated the integrated and important role that each staff member plays in the Compex family. When delivering not only our own expo stand this week but also events and stands for our clients all over the country, the creativity, craftsmanship and can do attitude has stood us in good stead – Thanks to all involved!"  
- Katherine Gunningham, Compex Brand Marketing Manager



### About

The Park Inn Sandton Hotel's location and amenities combine to provide the ideal experience for Johannesburg travellers. The proximity to both local businesses and exciting attractions, like Sandton Convention Centre, Sandton City Shopping Centre and Nelson Mandela Square, is unbeatable. Choose from 273 comfortable rooms with stylish design features and picturesque views of the surrounding area. On-site features include delectable dining options, fitness centre, business lounge and a refreshing outdoor swimming pool. The well-equipped meeting facilities are perfect for hosting both business and personal events

### Meetings and Events

- Four meeting rooms, 154m<sup>2</sup> conference room which can be divided into two separate rooms
- 83m<sup>2</sup> indoor pre-function area
- 63m<sup>2</sup> terrace pre function area
- Maximum capacity: 160 delegates
- High-speed Internet access, Latest audio-visual equipment, Air conditioning in all rooms

### Restaurant and Bar

RBG Bar & Grill offers international cuisine, from gourmet burgers and local dishes to salads and grilled dishes. Dine in the vibrant and stylish modern restaurant or in the private dining room for breakfast, lunch and dinner.

### Location

- Sandton Convention Centre, Sandton City Shopping Centre and the Nelson Mandela Square are just a 3 minute drive from the hotel
- Free shuttle to and from Sandton City and the Sandton Gautrain station
- Regular Gautrain and bus services between Sandton and Johannesburg city centre, as well as Pretoria and Midrand
- OR Tambo International Airport is just 15 minutes away by underground
- Situated close to the M1 motorway



SANDTON

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# MARKEKX - RELOADED, REPOSITIONED AND REFRESHED!

By Joshua Low, Portfolio Director

**B**ased on extensive research, through focus groups with key visitors and exhibitors and online surveys, it became apparent that: 1) Markex needed to be 'revamped' 2) That the show had become known in recent years as more of a promotional product expo, than a general marketing one.

With this in mind, and after several internal strategic meetings, we decided to rebrand Markex as a promotional product expo. But why stop there? We also appointed a new infrastructure supplier. Scan Display, and a new registration company, changed the dates of the show and made it a two day, instead of three-day event, added an entrance fee and adopted a whole new marketing strategy. As it was going to be a niche show, we decided NOT to use some of the mass marketing tools we normally make use of including: radio adverts, ticket inserts in trade publications, etc. Instead, we hired a team of seven temps to call the entire Markex database and explain the change in the show format. Over two months, this team managed to speak to just over 15 000 people!

## Quick Facts:

- Markex had over 6 500 visitors over two days.
- There were 323 international visitors from 16 countries: Australia, Botswana, Cameroon, China, Korea, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Nigeria, Swaziland, Sweden, Tanzania, Zambia and Zimbabwe.



© Markex 2016

As the show dates approached, it is safe to say that the team were quite anxious to see how all of these changes would be received and what the visitor attendance would be like. Luckily, the show was a roaring success. The show welcomed over 6 500 visitors, in just two days. For a 1 700m<sup>2</sup> show, this was quite an accomplishment. Exhibitors were absolutely delighted with the number and quality of feet through the door and were really pleased with the new format. We introduced a number of new features this year including: a free-to-attend seminar, a new product display area (for manufacturers of promotional products to showcase their latest products to corporate buyers) and a daily activity newsletter (with information on product launches, demos and competitions taking place

off exhibitor stands during the show).

We also used the show as a platform to announce the launch of a new, dedicated, marketing show in 2017: Madex. This will cover marketing, events, PR, digital marketing, social media and all things marketing (apart from promotional products). The Madex stand at the show was extremely busy and most people we engaged with were extremely excited about this event.

The team listened to the industry, put together the strategy and then rolled it out with great success! A big well done to all involved!



### Surge Brand Studio – Design And Branding Specialist

We provide our clients with a unique studio environment that is designed to provide a specific service or an entire integrated campaign solution.

We are a progressive, proudly South African company based in Johannesburg, with satellite offices in Tshwane and Durban, however we are capable of servicing the entire footprint of South Africa and extending into Africa. We are a proudly BBB EE level 2 compliant with 51% black female ownership.

Inspired thinking and excellence is key to our success, in meeting the requirements of our clients or business partners needs in a shifting and dynamic market place.

At Surge Brand Studio we believe in "Building Belief Through Experience" and ensure that in everything we craft we are not "just CREW – but are here to create ART".

We offer capabilities in marketing and brand collateral procurement and management, design, production, printing, manufacturing, branding installation, rigging and flighting. We are THE BRANDING FUNDI'S for all your event and activation branding installation needs.

With our expert team of BRAND FUNDI'S, we assist brands in managing their branding and collateral to ensure that their marketing collateral and branding arrives and is installed where it needs to be, on-time and in the best possible condition.

### Engineering Brand Footprint

Surge Brand Studio understands the importance of our clients' brand and their brand message and that is why we are dedicated to ensuring that wherever our clients' brand appears, we design the best-possible footprint to ensure an integrated brand message and exposure, relevant to the audience.

We design, create, procure, produce and install branding solutions that shift the paradigm towards multi-channel solutions that include traditional branding solutions, digital, interactive, mobile and other channels and media.



For the Past 2 years, 2015 and 2016, Surge Brand Studio have assisted our client Owen Kessel Leo Burnett to provide branding installation and logistic Management for Dimension Data at the ABSA CAPE EPIC.



The nature of the event is just as challenging for us as it is for the mountain bikers, however our team of brand fundi's have risen to the challenge and ensured that no matter how obscure and difficult to reach the setup is, we have always delivered the brand experience for our client.

### Our Service Offering Includes:

- Marketing Collateral, Branding Strategy & POS Development / Refinement
- Branding & Marketing Collateral Planning
- Installation Design & Planning
- Installation, Rigging and Flighting
- Client Communication
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- Delivery and Onsite Management and Quality Control
- Warehousing, Packaging and Distribution
- Stock Controlling, Auditing and Guard-book Management
- Marketing Collateral and Branding Procurement
- Manufacturing and Design
- Construction
- CI Alignment and Management



# QUICK CHECKLIST FOR CORPORATE MEETINGS

A look at the world of corporate meetings and conferences, and how venues cater to this important part of the business events pie. Kim Crowie reports.

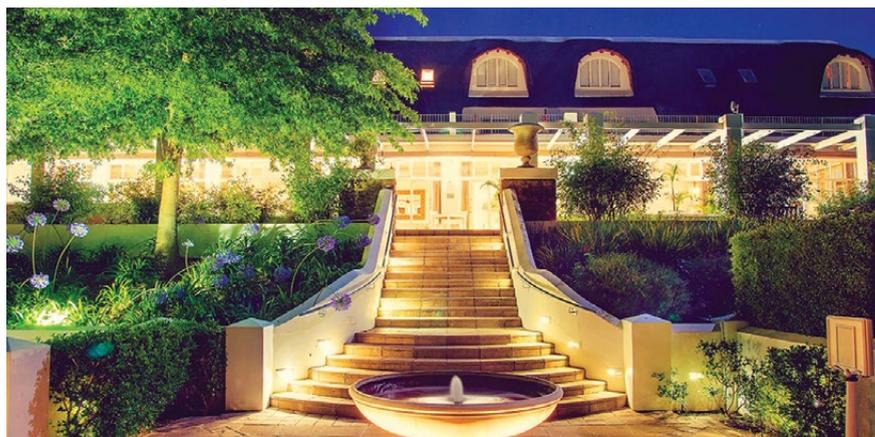


© Le Franschoek

For all manner of events, venue choice is a significant part of the process. When it comes to corporate meetings, this is critical, particularly for sensitive gatherings. Layouts, too, are important, with the seating arrangements playing a role in the type of event that takes place. Formal presentations are usually theatre style, while participative meetings are u-shaped and relaxed, brainstorming sessions often have a lounge-style environment with easy chairs and coffee tables.

For venues and in-house conferencing staff, green meetings have become increasingly important. Villa Simonne, for example, is a boutique hotel themed to different cities of bygone eras, with offerings including an outdoor meeting area for fresh air, eco-friendly pencils and organic vegetables grown in-house, among other things. Conferencing guests can expect snacks throughout the day, a room with a projector, screen, flipchart, DVD player and microphone, and a two-course lunch in any of their themed areas.

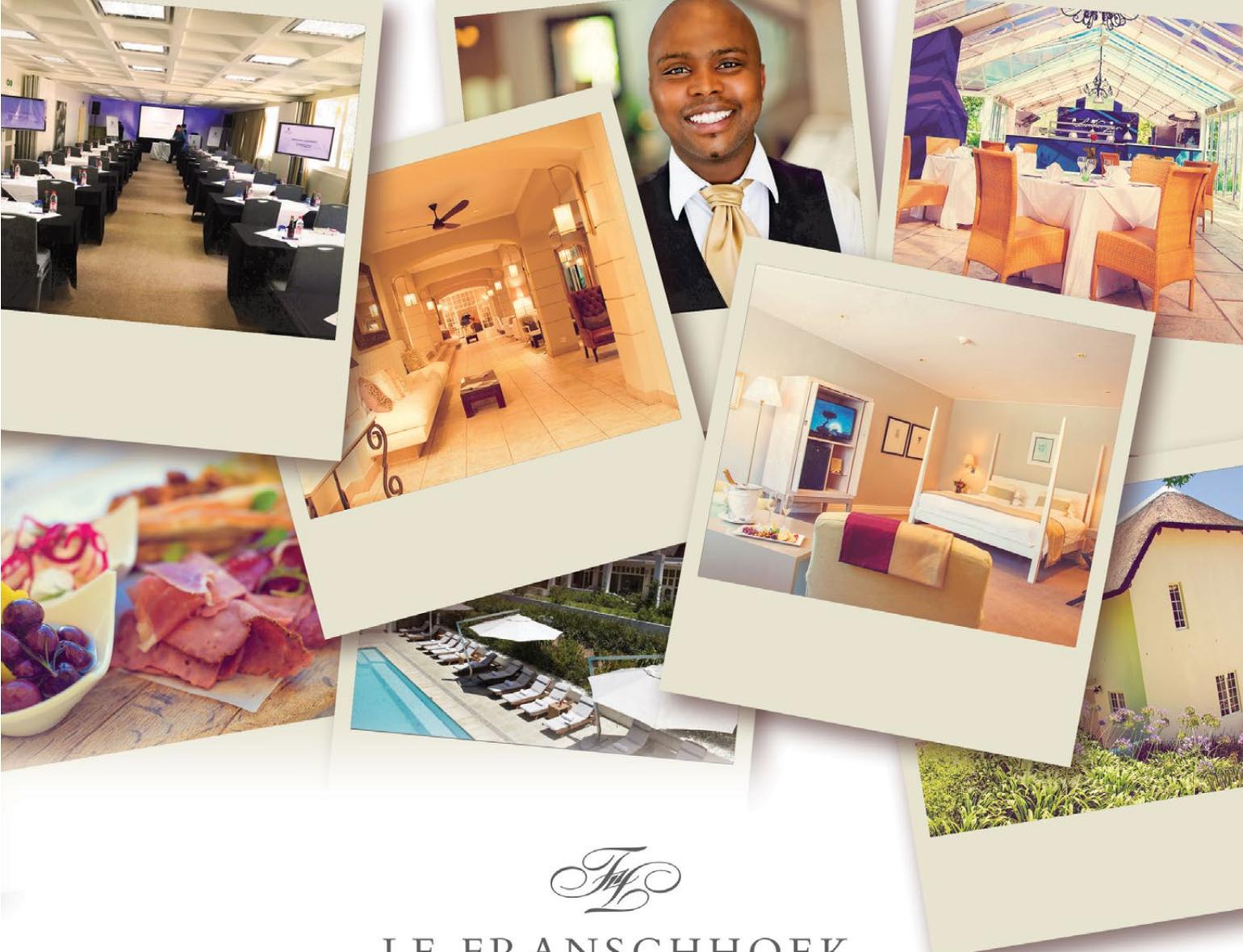
"Our most challenging request to date was a full Flamenco theme for a product launch - we draped the outdoor Parthenon conference room in red and black, put up a stage, had flamenco dancers during the break and served hot paella straight out of the pan," says Vishanthi Kali, Events Manager. "For business people wanting to impress their clients, or simply looking for something different to the cookie-cutter hotel meeting room or accommodation, Villa Simonne is off-the-wall and an experience tailor made and personalised." >



© Le Franschoek



The Pool area at Villa Simonne © Villa Simonne



## LE FRANSCHHOEK HOTEL & SPA

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Le Franschhoek Hotel & Spa, situated in the Cape Winelands, offers luxurious hotel accommodation and a truly unique winelands hotel experience. This luxury hotel features 79 en-suite, elegantly finished rooms and suites, and lavish villas. Each boasts breath-taking views over either the towering Franschhoek Mountains, or manicured gardens. Le Franschhoek Hotel is elegantly portrayed in their fine dining eatery – Dish Restaurant. Offering diners an opportunity to indulge in a scrumptious à la Carte menu, this Franschhoek restaurant is complemented by warm service, and picturesque placement. The menu is seasonal and under direction of Executive Head Chef, and experienced gastronome, Scott Shepherd.

In addition, it is an ideal destination for a team building, corporate function or even a fairy-tale wedding, boasting 5 world class conference venues, seating from 20 to 120 delegates.

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EMAIL: [banqueting@lefranschhoek.co.za](mailto:banqueting@lefranschhoek.co.za) | CALL: +27 (0) 21 876 8900



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## Corporate Meeting Checklist

As a venue, there are quite a few things to remember for corporate meetings, while company event planners arranging meetings in unfamiliar places often need to plan the layout and business situation carefully. Here's a basic checklist to help:

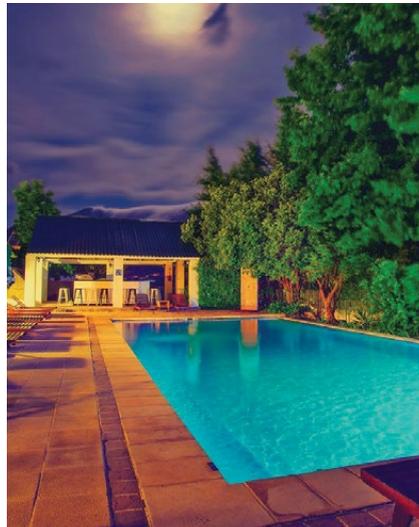
- ✓ Agenda
- ✓ Attendees
- ✓ Catering arrangements
- ✓ Cleaning staff
- ✓ Date
- ✓ Directions/map
- ✓ Electrical power (if applicable)
- ✓ Equipment (make separate check-list)
- ✓ Guest care/instructions
- ✓ Materials (as required by agenda items)
- ✓ Note-paper, pens, name-plates
- ✓ Notes of last meeting
- ✓ Notification
- ✓ Outcomes
- ✓ Priorities
- ✓ Reference material for ad-hoc queries
- ✓ Refreshments
- ✓ Results and performance data
- ✓ Sequence
- ✓ Time
- ✓ Timings
- ✓ Variety
- ✓ Venue



The Piano Lounge Conference Room © Villa Simonne



© Le Franschoek



© Le Franschoek

## Spotlight on Stellar Meeting Venues

### Le Franschoek

Nestled in the heart of the Cape Winelands, Le Franschoek Hotel and Spa is surrounded by magnificent vistas, offering visitors pure luxury and tranquillity. Its conferencing facilities can hold up to 120 guests and are ideal for teambuilding, corporate functions or business meetings. The five state-of-the-art rooms – Chantilly (20 pax), Saint Germaine (40 pax), Fontainebleau (40 pax), Wine House (80 pax), Versailles (100 pax) and Excelsior House (120 pax) – boast stunning views with large windows for natural light and superb dining options.

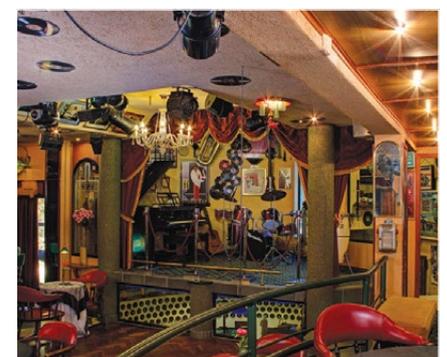
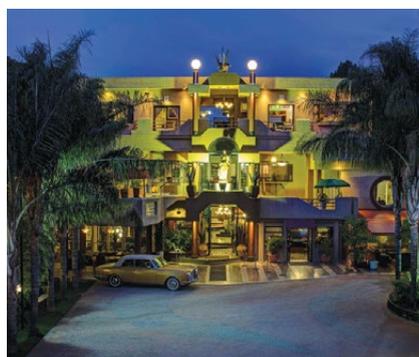
### Villa Simonne

Villa Simonne, just a stone's throw away from Rosebank, Braamfontein and Sandton and on the Gautrain route, offers breath-taking scenery and opulent designs. Its facilities are ideal for meetings, teambuilding and incentive getaways for discerning executives. The Parthenon Garden Conference area can host up to 55 guests cinema-style. The Library Boardroom accommodates up to 25 delegates with a second adjoining area hosting up to six additional guests as well as an outdoor breakaway area. The Piano Lounge Conference room is an impressive setting ideal for creative workshops and presentations, with a capacity of up to 45 cinema style and 60 cocktail style. 📍

## VILLA SIMONNE

From Marrakesh to Moulin Rouge, Villa Simonne is a vintage themed boutique hotel in the heart of Houghton, Johannesburg, inspired by the most enchanting cities around the world. Accommodation includes a full breakfast, and an a la carte menu is available for lunches and dinners. Breath-taking lush gardens with amphitheatre, outdoor cinema, 1920s piano lounge, pool terrace and sauna, Bacchus garden bar and Wild West snooker room, offer guests a range of facilities and entertainment all in the comfort of the Villa. Conferencing packages cater for focused boardroom meetings, and larger presentations and launches.

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# HOLD YOUR CONFERENCE OR EVENT AT MONTECASINO

## 5 reasons to have your next event at Montecasino

### 1. VARIETY OF MEETING AND EVENT SPACES

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### 2. HOSPITALITY PACKAGES

Montecasino's skilled and dedicated hospitality team specialises in offering creatively designed and brilliantly delivered packages, coupled with either a special event, concert or theatre entertainment.

### 3. ACCOMMODATION

Situated on the complex are three hotels with a total of 619 bedrooms, each with its own unique style. The variety of room options available is perfect to meet any delegate's need.

### 4. FREE Wi-Fi

All conference venues offer free Wi-Fi to conference delegates.

### 5. LOCATION

Montecasino is 18km from Lanseria airport and 36km from O.R Tambo International Airport. The Gautrain bus pick-up point at Montecasino provides a direct link to the Gautrain Rapid Rail station in Sandton.

### Contact Details

No. 1 Montecasino Boulevard, Cnr William Nicol & Witkoppen, Fourways.  
t: +27 (0)11 367 4250.  
f: +27 (0)11 367 4251.  
e: [montecasino.conferences@tsogosun.com](mailto:montecasino.conferences@tsogosun.com)



Enter the magical world of Montecasino - a truly magnificent and diverse precinct where excitement and fun are combined with business and pleasure.

Montecasino is located in the upmarket suburb of Fourways, North of Johannesburg and 12km from the Sandton CBD. It is part of the Gautrain bus route which links you directly to the Sandton Gautrain Station - giving you easy access to and from O.R Tambo International Airport.

With a total of 619 bedrooms across three hotels, 19 conference venues, over 20 dining options, two theatres, 15 cinemas, bird gardens, a spectacular casino, ten-pin bowling and so much more, there is never a shortage of things to do.

### The Conference Experience

The complex offers upmarket conferencing venues with different capacities and free Wi-Fi. A team of highly skilled professionals will assist you every step of the way to provide a one-stop shop across the entire complex.

### Spaces

Whether you are looking for a gala dinner, a large scale launch or an intimate meeting, Montecasino has the perfect venue for every occasion.

The largest venue, The Ballroom, can cater for up to 600 people and is ideal for banquets and large seminars.

La Toscana can cater for up to 300 people for cocktail functions, while the Montecasino Conference Room can cater for up to 120.

The Pivot Conference Centre is situated adjacent to Southern Sun Montecasino and comprises of 9 venues catering for both large and small groups.

The luxurious Palazzo hotel offers conference meetings for smaller, intimate groups in a tranquil environment, as well as special functions at Rosa - an intimate function venue that features a charming Italian design and overlooks the rose garden.



# LARGE INTERNATIONAL EVENTS TAKE OVER SCC

Sandton Convention Centre's reputation as a leading venue for international business was strengthened further with four major events that saw 7 000 room nights booked by the organisers in Sandton during April and May.

The events were: Forever Living Products International's Global Rally, from 17-22 April; the Africa & Middle East Conference of the Junior Chamber International, from 4-7 May; an ICOLD (International Commission on Large Dams) annual event, from 12-21 May; and the Arnold Classic Africa 2016 multi-sport festival and expo, from 27-29 May.

"We hosted these four events that were all significant in their own right over a six-week period," says Debra de Sousa, Sandton Convention Centre's Operations Manager. "We're proud that we could be of service to organisations of such high calibre, as well as contribute to tourism and the local economy with the influx of international visitors."

The 2016 Forever Living Global Rally was a 10-day experience for the company's top business owners from around the world. Says Nick Woodward-Shaw, Vice President, Global Events for Forever Living Products International, "Over 10 000 guests took part in meetings, training sessions, dinners, activities and sightseeing trips across Johannesburg and the Gauteng region. It proved to be a highly successful event with many guests describing it as the 'best ever'!

"We used Sandton Convention Centre for a number of our training events as well the prestigious 'Chairman's Bonus Party' where the company hosted over 3 000 people and rewarded about 750 business owners with bonus cheques. The location of the venue was perfect for our group and the facilities were excellent. The guests thoroughly enjoyed it and were impressed with the quality of the food and beverages."

Woodward-Shaw adds that while the company has produced this incentive event in many different cities around the world, "the experience we had in South Africa was probably the friendliest and



the most culturally inspiring. In 2017, we are off to Dubai, but we will be back in South Africa in the future, for sure."

The Africa and Middle East Conference of the Junior Chamber International is an annual prominent global platform for young business leaders, giving them the opportunity to participate in inspirational sessions, workshops, meetings, JCI programmes, training sessions, and fun events.

In 2011, Sandton Convention Centre won the bid to run the ICOLD (International Commission of Large Dams) annual event and exhibition, which included the five-day 84th Annual Meeting, hosted by the SA National Committee on Large Dams (SANCOLD). The event accommodated 1 150 delegates from around the world.

"For both the JCI and ICOLD events, numerous venues for meetings and technical sessions and workshops that involved excellent logistical organisation, and quick turnarounds in setting up the

various venues was a requirement," notes De Sousa.

The first Arnold Classic Sports Festival in Africa was a significant success, accommodating 48 different sporting codes, with 11 250 athletes and participants, and upward of 50 000 visitors. Added to this festival was a fitness and trade expo featuring 250 exhibitors.

Attendees include sporting celebrities, most notably by Arnold Schwarzenegger himself, who made time to visit each sporting code. Also in attendance was the Premier of Gauteng, David Makhura; MEC of Sport for Gauteng, Faith Mazibuko; and the Gauteng Sports Council, which ran the volunteer programme.

"We're extremely proud of the success of these major international events over a relatively short period," says De Sousa, "but we're not resting on our laurels for a moment. We are concentrating on the next series of big events – which includes hosting CITES CoP17 at the end of September, which is the first time that a CITES Conference of Parties meeting will be held in Johannesburg, and the DISCOP - TV loves Africa expo in early November, which will provide insight into the future of film, television programmes, adaptation rights and packaged channels across Africa."

For more information on Sandton Convention Centre, log on to [www.saconvention.co.za](http://www.saconvention.co.za), join the Facebook page on [www.facebook.com/SandtonConventionCentre](http://www.facebook.com/SandtonConventionCentre) or follow on Twitter at [@SandtonEvents](https://twitter.com/SandtonEvents).



**SANDTON  
CONVENTION CENTRE**

**Johannesburg | South Africa**

# SERVICE BY DESIGN

Suburban hideaway, inner city buzz or country feel – Faircity Hotels has just what you need to plan a successful event. We have 2 hotels in Sandton with various venues set amongst magnificent garden surroundings which can host up to 120 delegates, trendy venues in Marshall Town, CBD or the perfect venues set in the Tranquil Gardens overlooking the Pienaar's River in Pretoria.



**FAIRCITY Quatermain Hotel**  
Morningside, Sandton - 011 290 0900



**FAIRCITY Mapungubwe Hotel**  
Johannesburg, Marshalltown - 011 429 2600



**FAIRCITY Falstaff Hotel**  
Morningside, Sandton - 011 784 8580



**FAIRCITY Roodevallei Hotel**  
Pretoria - 012 845 5000



**FAIRCITY**  
**HOTELS**

SERVICE BY DESIGN

Faircity Hotels and Apartments is a young, innovative and vibrant hotel group with hotels, conference venues and serviced apartments which form Faircity's primary service offering.

[www.faircity.co.za](http://www.faircity.co.za)



© SA Tourism

# GAUTRAIN

Blazing a trail of efficiency and innovation for business and leisure travellers.

The Gautrain is an ultra-modern, rapid-transit railway offering international standards of public transport, and comprises of 80km of line and 10 stations. It is renowned for its secure and reliable service and is loved by its passengers. It opened in 2010, which coincided with the country's hosting of the very successful FIFA World Cup. It services the Gauteng province from which it also derived its name and by all accounts it has consistently surpassed initial expectations, as well as revolutionised the national culture of public-transport usage.

The railway fleet, consisting of 24 Electrostar sets, is air-conditioned, carpeted and exceptionally maintained. Designed to alleviate congestion in the traffic corridor between Johannesburg and Tshwane; it links the economic powerhouse of Johannesburg to the juridical capital and diplomatic and academic hub.

OR Tambo International Airport - one of the busiest airports in Africa - is directly linked to Sandton; Africa's richest square mile. Johannesburg

Securities Exchange - one of the top 20 exchanges in the world in terms of market capitalisation and largest in Africa, is based in Sandton too, while Sandton City, together with Nelson Mandela Square is one of the most prestigious shopping centres in the Southern African region.

The three anchor stations are; Johannesburg Park Station, Pretoria Station and OR Tambo International Airport. The other stations on the line are: Rosebank, Sandton, Marlboro, Midrand, Centurion, Hatfield and Rhodesfield. It operates for approximately 18 hours per day and travels at a maximum speed of 160kph.

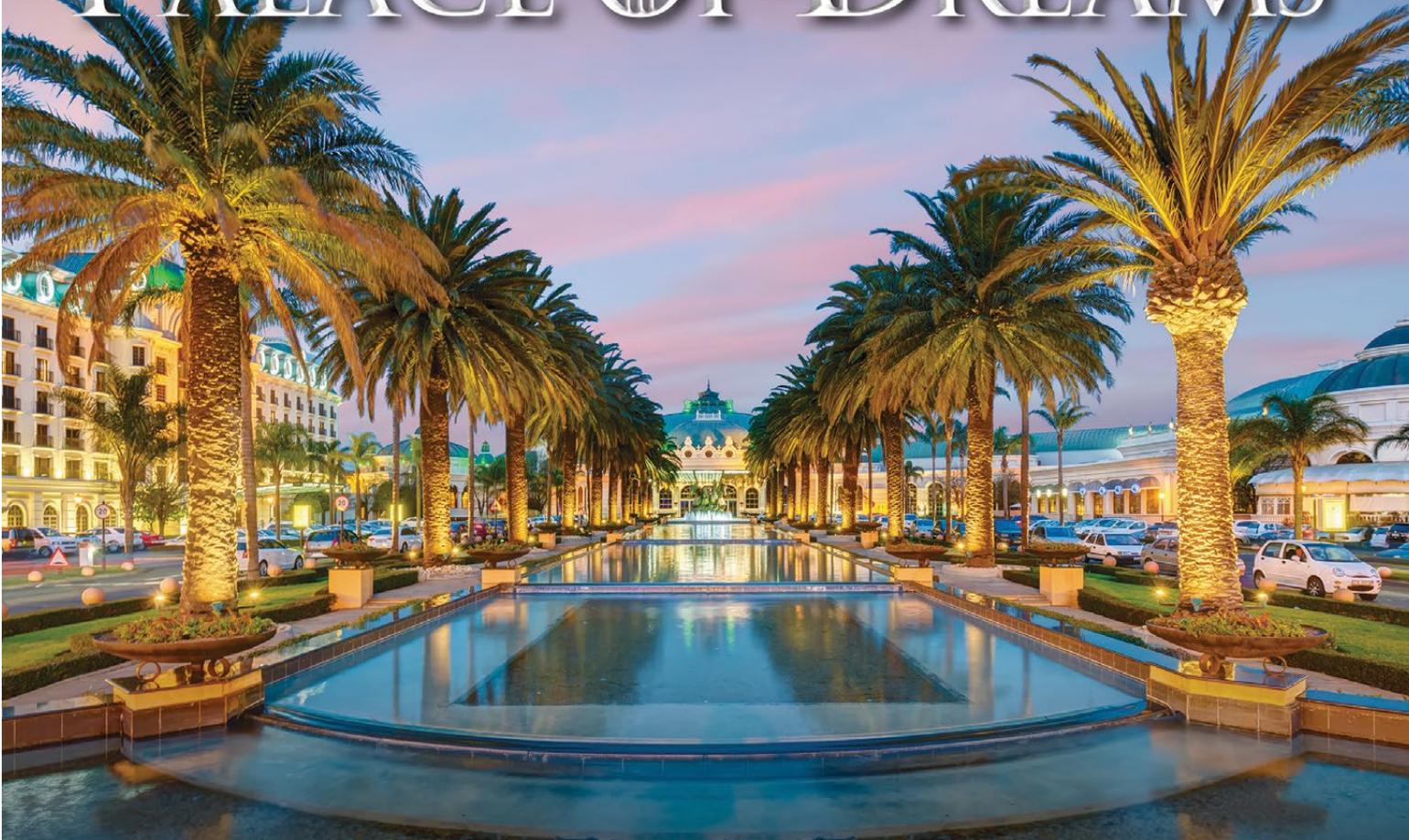
The multi-billion rand network has

proven to be economically viable and a known catalyst for development in areas around the stations. Gautrain has further invested in improved sidewalks and crossings in the immediate station surroundings. Secondary objectives of the intended development include economic stimulus, job creation and tourism. All these benefits are directly or indirectly passed on to the business traveller. The Airport Service is particularly popular for tourists and business people alike.

Major conference and accommodation venues are located next to the stations. It has been reported that businesses desire to be in close proximity to the >

The railway fleet, consisting of 24 Electrostar sets, is air-conditioned, carpeted and exceptionally maintained. Designed to alleviate congestion in the traffic corridor between Johannesburg and Tshwane.

# COME TO THE PALACE OF DREAMS



## ALL ROADS LEAD TO EMPERORS PALACE

An ancient civilization reborn, forgotten fantasies filled with classical sculptures and architectural masterpieces. Fit for true Emperors in more ways than one, **Emperors Palace Hotel Casino Convention and Entertainment Resort**, the flagship resort of the **Peermont Group**, welcomes all to experience true luxury and unrivalled excitement.

Conveniently located next to **O.R. Tambo International Airport** in Johannesburg, this mega-casino resort offers luxurious accommodation in **four unique hotels** (ranging from five to three star), a glorious health and beauty **spa**, a magnificent **casino** with unparalleled gaming enjoyment twelve different gaming venues, the finest in dining options across **sixteen restaurants**, spectacular **entertainment choices** in the form of theatres, showbars and a cinema complex, **world-class conference facilities** at one of South Africa's busiest convention centres, and **impeccable service**. **Come to Emperors Palace. The Palace of Dreams.**



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PALACE**

THE PALACE OF DREAMS

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PROBLEM GAMBLING COUNSELLING TOLL-FREE HELPLINE 0800 006 008. PLAYERS MUST BE 18 YEARS OR OLDER. WINNERS KNOW WHEN TO STOP.



Gautrain stations so as to facilitate the quick transfer of executives from the airport to their business locations. It is well-known that especially Sandton and Rosebank have experienced a commercial rental property boom.

Gallagher Convention Centre and Sandton International Convention Centres - the latter is easily able to host 4 500 delegates - are also both easily accessed from Gautrain stations. Rosebank Shopping Mall is in close proximity to the Rosebank Station, while SuperSport Park, an internationally known cricket stadium is in close proximity to Centurion Station.

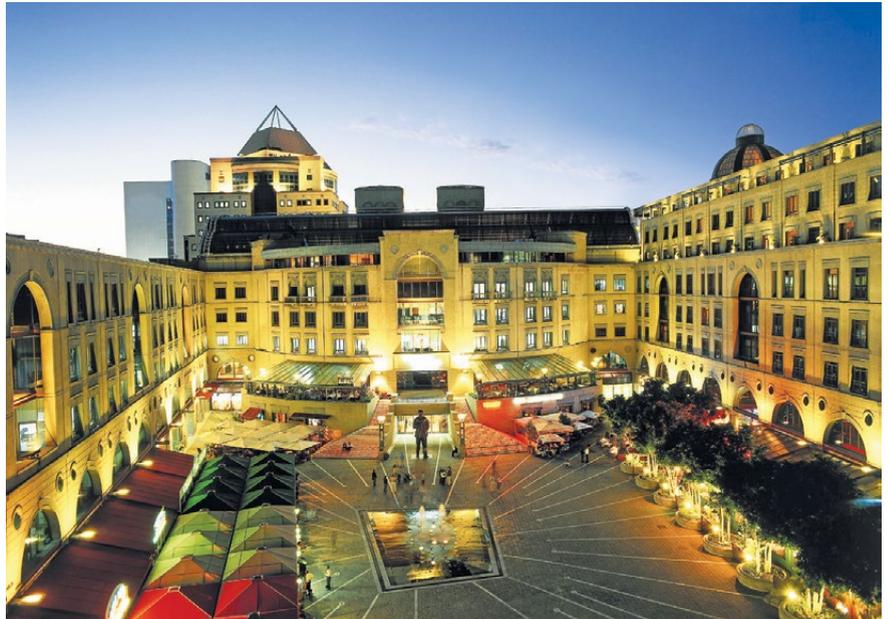
Hotels, like Radisson Blu Gautrain Hotel are incredibly well-positioned and easily accessible from Sandton Station. Tsogo Sun has hotels with conference facilities en route including Sandton Sun, Southern Sun Katherine Street Sandton and Intercontinental Johannesburg Sandton Towers. The Hilton Hotel, the Park Inn Hotel Sandton, the Villas Luxury Suite Hotel, Sierra Hotel Group, the Premier Hotel OR Tambo Airport, Faircity Hotels and Apartments, Protea Hotel Parktonian and Balalaika, as well the Michelangelo, all have accommodation and specialised facilities available for a myriad of functions close to Gautrain stops. APSO Training and Meeting Rooms are also available close to the OR Tambo International Airport.

The Gautrain is an incredible time-saver in a province hallmarked by its economy, where time is very much about money. The Gautrain trip between Sandton and the OR Tambo International Airport station takes less than 15 minutes, while the journey could last for an hour to one hour 30 minutes by car, depending on traffic. From Johannesburg Park Station to Pretoria station is about 35 minutes and from same location to Hatfield Station is 42 minutes. Passengers can expect a train every 12 minutes during peak periods (05:30 to 08:30 and 16:00 to 19:00). A train is available every 20 minutes in off-peak periods and every 30 minutes on weekends and public holidays. Milestones were reached quickly and by 16 September 2010, Gautrain had already had its millionth passenger.

Trains run every day of the week,



Sandton Convention Centre © Shawn Driman Photography



© Mandela Square at Night

while transporting more than 1.4 million rail passengers a month. Normal Gautrain cars have room for 80 seated passengers and 20 standing. On cars to the airport, it only has seated passengers as it accommodates for extra luggage space and wider seats. A great benefit is it that international travellers out of OR Tambo International Airport will not need to deal with their baggage after Sandton Station, as provision has been made for remote airport check-in.

There has also been changes in the ticketing to facilitate efficacy for travellers. Now using a smartcard-like ticket, the

Gold Card, commuters can use the card for access to the high-speed train, parking facilities and the luxury buses. For locals' peace of mind, cars can be left at the Gautrain stations, within secure, access-controlled parking lots. Discounts are available under specific conditions.

A feasibility study for its expansion has been undertaken and announcements with regard to this are expected later in 2016. Having altered commuters travelling patterns, the Gautrain is most definitely able to promote a better quality of life "for people on the move". 🚆



## GAUTRAIN VENUES

### 54 ON BATH

For those seeking a stylish, ideally located conference venue in Sandton; 54 on Bath offers a range of options that caters for up to 120 guests. The hotel offers a choice of 75 elegantly appointed rooms. The hotel is situated only 300m from the Rosebank Gautrain Station. A dedicated conference team is available to assist with your event - from intimate business meetings, high-level conferences and cocktail parties to breakfast presentations and executive boardroom requirements.



t: +27 11 344 8500  
f: +27 11 344 8501  
www.54onbath.com



### APSO

Set in the lush, green Isando Business Park, 2km from OR Tambo International Airport, with easy access off the R21 highway and within walking distance of Rhodesfield Gautrain station; APSO offers great meeting and training rooms at affordable rates. Our rooms are equipped with free Wi-Fi, a full range of AV equipment included in our daily rate, and we offer complimentary tea/coffee stations in our smaller rooms rented on an hourly rate. Ample parking is available for delegates.



t: +27 86 142 6282  
e: info@apso.co.za  
www.apso.co.za



### CROWNE PLAZA JOHANNESBURG - THE ROSEBANK

Crowne Plaza Johannesburg – The Rosebank is a contemporary, stylish hotel that is ideally located in Rosebank and can accommodate up to 300 delegates. The hotel is situated 1km from the Rosebank Gautrain Station. Guests can choose from 318 upmarket rooms.



t: +27 11 483 3600  
e: reservations@therosebank.co.za  
www.tsogosun.com/crowne-plaza-johannesburg-the-rosebank





## GAUTRAIN VENUES

### CSIR ICC

The CSIR International Convention Centre (CSIR ICC) offers superb facilities and quality service with conference, function and exhibition venues that can accommodate events of 10 delegates to 1 000 being accommodated at times. Getting to the CSIR ICC is even more convenient thanks to the rapid and safe Gautrain rail and bus route. The Gautrain H2 Lynnwood bus, departing from the Gautrain Hatfield Station, offers commuters to the CSIR ICC a hassle-free travel from Gautrain stations around Gauteng.

t: +27 12 841 3884

e: [icc@csir.co.za](mailto:icc@csir.co.za)

[www.csiricc@csir.co.za](http://www.csiricc@csir.co.za)



**CSIR** International  
Convention Centre  
*naturally hospitable • globally accessible*

### GLENALMOND HOTEL SANDTON

Located in the heart of Sandton, arguably one of the best apartment suite hotels the city has to offer. Glenalmond Hotel Sandton is perfectly placed for business and corporate travellers who appreciate quiet, comfortable accommodation tucked away in lush green gardens. The hotel features 36 fully serviced self catering suites, consisting of 24 one bedroom apartments, and 12 two bedroom apartments, each with kitchen, lounge and guest bathrooms and private patios.

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[www.glenalmondhotel.co.za](http://www.glenalmondhotel.co.za)



### HILTON SANDTON

Hilton Sandton is a prime location for all of your conferencing and event needs. We boast 9 multi-purpose meeting rooms which are customisable to meet your specific requirements. Our 603m<sup>2</sup> ballroom hosts up to 900 people, with its flexibility and pillar free space, it is the perfect place for small intimate ceremonies and grand seminars alike.

t: +27 11 322 1888

e: [jnbsa\\_bqsales@hilton.com](mailto:jnbsa_bqsales@hilton.com)

[www.sandton.hilton.com](http://www.sandton.hilton.com)





## GAUTRAIN VENUES

### HOLIDAY INN SANDTON

Holiday Inn Sandton, Rivonia Road, is located in the heart of Sandton and provides nine state-of-the-art meeting rooms that can accommodate up to 250 delegates. The hotel is situated 650m from the Sandton Gautrain Station. Guests can choose from 301 spacious and classically decorated rooms.



t: +27 11 282 0000  
e. [reservations@hisandton.co.za](mailto:reservations@hisandton.co.za)  
[www.tsogosun.com/holiday-inn-sandton-rivonia-road](http://www.tsogosun.com/holiday-inn-sandton-rivonia-road)



### INTERCONTINENTAL JOHANNESBURG O.R TAMBO AIRPORT

InterContinental O.R Tambo Airport, offers travellers a luxurious stay. The hotel has 7 boardrooms and 2 conference rooms, which can accommodate up to 100 people, with an array of amenities to ensure that the requirements of business visitors are met. Only 850m from the O.R Tambo Gautrain station, the hotels offers a choice of 138 newly refurbished en-suite rooms.

t: +27 11 961 5400  
f: +27 11 961 5401  
[www.tsogosun.com/intercontinental-or-tambo-airport](http://www.tsogosun.com/intercontinental-or-tambo-airport)



### THE MASLOW

The Maslow is the ultimate business hotel situated in the heart of Sandton. A haven with its oasis gardens, crisp blue pool and tranquil terraces. All senses have been catered for, from the alluring Lacuna Bistro & Bar, to the magnificent ballroom, conference centre and 10 unparalleled meeting rooms. Maslow guests have the convenience of a complimentary shuttle, free uncapped Wi-Fi and the Wayfarer transit lounge. The Maslow Hotel is definitely a game changer; a destination for professionals.



t: +27 10 226 4600  
e: [maslow@suninternational.com](mailto:maslow@suninternational.com)  
[www.suninternational.com/maslow](http://www.suninternational.com/maslow)



## GAUTRAIN VENUES

### MORNING STAR EXPRESS HOTEL

Morning Star Express Hotel is an excellent choice for people looking for affordable and comfortable short-stay accommodation in Pretoria's busy city centre. Since 2010, the hotel has proven itself as a niche in the market and a favourite among government officials, corporate guests, NGOs, parastatals and tourists from across the globe. Our hotel is the ideal basecamp for a great night's rest, hearty breakfast, and a quiet dinner after a day out enjoying all that Pretoria has to offer.

t: +27 12 442 0600  
 e: info@morningstarhotel.co.za  
 www.morningstarhotel.co.za



### PROTEA HOTEL PARKTONIAN

Allow delegates to arrive relaxed at their conference/meeting by using the Gautrain. We offer free shuttles to/from Gautrain Park Station. Services we provide: Quotes within 2 hours, F&B Supervisors available all day, AV Technician, DCP Special (includes free Wi-Fi, data projector and PA system), 6 venues and 4 boardrooms, seating for up to 400 delegates and 2 executive boardrooms on the roof offer breathtaking views. Our uniqueness is our 300 one-bedroomed suites.

t: +27 11 403 5740  
 e: accom@parktonian.co.za  
 www.proteahotels.com



### PREMIER HOTEL MIDRAND

Premier Hotel Midrand has gained a reputation as one of the top hotels in Midrand. This pristine hotel owns prime position in the Midrand area, which is the halfway point between Johannesburg and Pretoria. Premier Hotel Midrand boasts 113 rooms to choose from – catering for all accommodation needs. The professional conference facilities are ideal for product launches or corporate events – while the venue can also be used for weddings, banquets and more.



t: +27 10 161 0000  
 e: midrand@premierhotels.co.za  
 www.premierhotels.co.za



## GAUTRAIN VENUES

### PREMIER HOTEL O.R. TAMBO

Premier Hotel O.R. Tambo Airport is just over 1km away from the airport, and can be accessed via a free shuttle service that operates between the two venues. The hotel caters for both business and leisure travelers. What makes Premier Hotel stand out above other O.R.Tambo Airport hotels is our emphasis on efficient service, complete comfort and excellent facilities. Choose from 275 rooms, while conference facilities are world-class and backed up by unrivalled service throughout events and corporate functions.

t: +27 11 393 8000  
e: ortambo@premierhotels.co.za  
www.premierhotels.co.za



### PREMIER HOTEL PRETORIA

For a luxury stay in South Africa's capital city, Premier Hotel in Pretoria offers convenience, comfort and world-class facilities. Premier Hotel Pretoria has 118 room options for you to choose from catering for all accommodation needs. Premier Hotel Pretoria offers conference facilities and assures visitors of excellent service standards, flawless events and tailor-made packages to suit your specific need. One of the most sought-after venues for a variety of events in Pretoria.

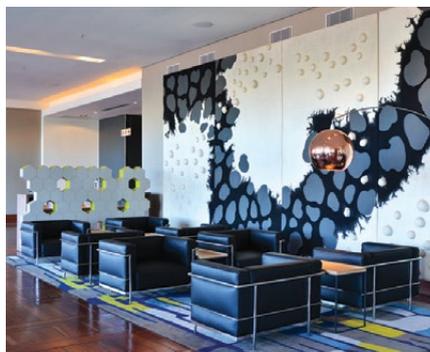
t: +27 12 441 1400  
e: pretoria@premierhotels.co.za  
www.premierhotels.co.za



### RADISSON BLU GAUTRAIN HOTEL

The Radisson Blu Gautrain Hotel, Sandton Johannesburg is located a mere 55 steps from the Sandton Gautrain and is situated in the premier financial and business district of South Africa. Boasting 220 beautifully appointed guest rooms, exceptional hospitality and extensive meeting facilities; the hotel is a popular choice for business and leisure travellers. The hotel also offers the amazing Central One Restaurant and Bar as well as top class meeting facilities which can cater up to 300 delegates.

t: +27 11 286 1000  
e: meetings.gautrain@radissonblu.com  
www.radissonblu.com/  
hotelsandton-johannesburg





## GAUTRAIN VENUES

### SANDTON SUN

Situated in the heart of Sandton's business and commercial district, the hotel can host a variety of events, from intimate boardroom meetings for 6 to cocktail functions for up to 200 delegates. Sandton Sun is situated 650 metres from the Sandton Gautrain Station. Guests can choose from 326 newly refurbished rooms.



t: +27 11 780 5000  
f: +27 11 780 5002  
[www.sandtonsun.com](http://www.sandtonsun.com)

## SANDTON SUN

### SANDTON CONVENTION CENTRE

Sandton Convention Centre has over 22 000m<sup>2</sup> of convention, exhibition and event space. The Pavillion can seat up to 4 500 cinema while the Ballroom can seat up to 2 000 banqueting. The Convention Centre offers another 13 smaller meeting rooms accommodating up to 350 delegates. Situated only 650 metres from the Sandton Gautrain Station and close to a number of hotels in Sandton.



t: +27 11 779 0000  
f: +27 11 779 0001  
[www.sandtonconventioncentre.com](http://www.sandtonconventioncentre.com)



## SANDTON CONVENTION CENTRE

### THE VILLAS

Do you need a venue that's close to the Hatfield Gautrain Station, as well as a complimentary pick up and drop off? Then the Villas Luxury Suite Hotel is perfect for your next meeting or conference in Pretoria. Situated in the heart of the Embassy belt and only 5 minutes away from the Hatfield Gautrain Station. Boasting 96 rooms, along with 2 fully equipped, air conditioned conference rooms as well as a boardroom. We can host up to 100 people and will tailor-make your meeting, conferences and events to your specific requirements.  
t: +27 12 342 9130  
e: [marketing@thevillasgroup.co.za](mailto:marketing@thevillasgroup.co.za)  
[www.thevillas.co.za](http://www.thevillas.co.za)



# SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the Event

ON-SITE EVENT SERVICES

**Part 5 of 6**



### On-site Event Services

On-site event services are vital as they add remarkable value to a delegate, especially if the delegate is visiting South Africa for the first-time.

On-site services are the little things that can happen on-site that make a big difference to the delegate's experience.

The South Africa National Convention Bureau (SANCB) is proud to offer on-site event services as part of its range of support services. The objective of this service offering is to enhance the delegates experiences, and put into perspective the value of the

delegate's visit to our country, over and above the value of attending the conference programme itself.

### What are On-site Event Services?

Some examples include:

- Entertainment that is rooted in local custom
- Welcome stands and airport transfers
- Activity/local attraction bookings
- Travel arrangements and activities for accompanying persons
- Personalised gifts

- Giveaways and prizes
- Bespoke décor
- Meet and greets
- Information desks

### Why are On-site Event Services Essential?

"Services such as personalised room drops and entertainment certainly give first timers a taste of South African food, culture and history. A well-coordinated opening ceremony or opening function entertainment, enhanced branding (either at airport or on site), unique speaker or VIP gifts, or mass giveaways to make the participants feel that extra bit "loved", go a long way in the mind of the delegate. Without them the event would be fine - the little extras would probably not be noticed as missing – but at the same time the impact would be far less," says Keith Burton, CEO of African Agenda, a professional conference organiser.

On-site services are the additional extras that make a conference better and more memorable; by spoiling the delegates, highlighting the destination, creating memorable social events and amplifying the networking situations.



The conference chair giving the introduction.

### What is an Accompanying Person?



Accompanying Persons are the people who accompany the participants to the conference and its host country, and are generally spouses. Accompanying persons do not follow the technical programme of the conference. They will be offered their own daily programme and at the same time, will generally follow the social programme offered at the conference. It is vital to offer services to Accompanying Person's as they have significant "free time" in which to experience the hospitality of the host country, and are often the deciding factor when considering a return visit.



Cape Town International Convention Centre (CTICC)

### Case Study: IAPCO 2016

The International Association of Professional Congress Organisers' (IAPCO's) 47th Annual Meeting and General Assembly took place in February 2016 at the Cape Town International Convention Centre (CTICC). 76 delegates along with 13 companions from 28 countries attended

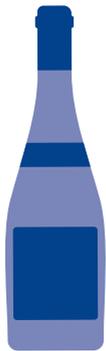
the IAPCO meeting. The African Agenda team created, with the funding by the South Africa National Convention Bureau; myriad gifts, unique experiences and visual elements to ensure that the delegates would have lasting memories of their trip to South Africa. Kristen Treemer, Director at African Agenda, the organiser of the IAPCO meeting, says

that "The purpose of on-site services is to enhance the delegate experience - the services are the additional extras that make a conference better and more memorable; by spoiling the delegates, highlighting the destination, creating memorable social events and amplifying the networking situations." >

### IAPCO:



**On-site event services included:**



**A participant giveaway**

This consisted of a package of typical South African items (Amarula liqueur, biltong, knick knacks, and a beaded key ring). These items were presented in a recycled paper bag and awaited each guest in their room upon arrival. The team room-dropped the name tags and registration packs, in order to personalise and “dress up” the room drop with these additional goodies, sponsored by the SANCB.



**Opening Ceremony entertainment -**

Traditional African Gumboot Dancing. Kristen Treemer, Director at African Agenda:

“We had a small space and limited time for stage changeover, so the gumboot dancers were a great solution for the need for some dramatic local entertainment. They make a great impression and are very “low tech” in that they don’t need an elaborate stage set up or any amplification – they provide all the impact and noise themselves!”



Amanda Kotze-Nhlapo giving the opening address at IAPCO 2016.



Meetings Africa 2014.

Keith Burton, Managing Director of African Agenda, says: “We were proud to host the world’s foremost conference decision makers, and delighted with their interest in Cape Town and South Africa as destinations. Arguably our most significant achievement was the perception change achieved among the delegates. Many had not been to South Africa before and their visit to our beautiful country – and first-hand experience of a flawless conference, and world-class conference infrastructure – firmly established Cape Town as an event destination of choice in the minds of this influential audience. African Agenda is the only sub-Saharan African member of IAPCO so we were representing not only the city and the country, but also the region.”



### Branding and in room décor

The team created table dressings and décor effects to enhance the networking areas. “Having additional budget to dress up the meeting space is a wonderful

enhancement to the delegate experience. In this case we worked with Farm Design who bring a South Africa flavour with none of the kitsch”, added Kristen.

### VIP Transfers



These transfers allowed African Agenda to give a private airport transfer to keynote speakers and council members. Kristen says, “For the VIPs, any chance we have to make their visit to South Africa more pleasant or their experience of the conference even better is really appreciated – they are the ones who are likely to have influential networks and share their SA experience with those networks, becoming an ‘ambassador’ for the country.”

### The Outcome

According to Keith Burton at African Agenda, “These on-site event services are some of the things that make lasting impacts and create lasting impressions – an impressive event, memorable highlights and special personal impact go a long way to delegates returning to their homes as ambassadors for our ability to stage world-class and world-beating events; it also creates the desire to come back again!”

Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at the South Africa National Convention Bureau, says “We have to make sure that all delegates have a fantastic time in our country. This will ensure that they tell their friends and families, which translates to further business.”

### Sage advice from Dirk Elzinga - Managing Director of Convention Industry Consultants (CIC)

- A **welcome desk** at the point of arrival is very important. It is wonderful to see someone welcoming you with a sign of your conference at a time that you might feel slightly nervous in a new country/new airport experience;
- **Gifts** were very common in the past, but much rarer nowadays. If the conference organisers do opt for gifts, try to present guests with something original. A hand-crafted South African item with a story about where it comes from, and what it means, etc. A good distribution system is the traditional pillow gift in the hotel rooms of the delegates – but this is only possible if a central housing agent is used to secure the accommodation.
- Special, local, South African **entertainment** at the official opening session or at the congress gala dinner always works well.
- Opportunities for **Accompanying Persons**. Pay serious attention to the accompanying persons programme. When they are happy, the delegates will be happy.
- **Giveaways**. A better option is an auction of local artefacts and tourism prizes.
- **Opportunities for tourism activities**. We know that 25-30% of our international delegates return within a couple of years with their families for a holiday. But we don't enough to stimulate that. We should prepare for each international delegate a “thank-you-for-attending-a-conference-in-our-country” brochure/website that offers the delegates a special holiday packages with elements of the pre- and post congress programme, if possible at special rates (for the first 24 months after the congress). We want those returning guests!
- Assist the congress organisers with their objective to **leave a legacy**. Prepare a long-list per destination of legacy projects (helping in schools, guest lectures in hospitals, planting vegetables in township gardens, a cycle tour through the township, art lessons, or guest lectures at local universities and other education institutes, etc.



## SANCB Support Services

### SANCB SUPPORT SERVICES

#### BIDDING SUPPORT

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

#### SITE INSPECTION SUPPORT

- Bidding Site inspection
- Convention Planning Site Inspections

- #### CONVENTION PLANNING SUPPORT
- Planning support
  - Venue and supplier recommendations
- Final decision with client**

#### DELEGATE BOOSTING SUPPORT

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

#### ON SITE SERVICES

- Support toward on site elements of the event

**ORGANISER / KEY DECISION MAKER FOCUSED**

**DELEGATE / CONSUMER FOCUSED**

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

*T: +27 (0) 11 895 3000*

*E: [convention@southafrica.net](mailto:convention@southafrica.net)*

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



**NATIONAL CONVENTION BUREAU**

# A CHAT WITH ANDREW HUMAN

Andrew Human, CEO of The Loeries gives the low down on what to expect at this year's Loeries® Creative Week™ Durban from 15 to 21 August.

Loeries® Creative Week™ Durban, running from 15-21 August 2016 will bring creatives from Africa and the Middle East together for seven days of eye-popping visuals and megatons of inspiration from a variety of speakers from across the globe. The event is all about creative excellence and culminates with the prestigious and much anticipated annual awards ceremonies. *The Event* caught up with Loeries CEO Andrew Human to find out what excitement we can expect at this year's event.

## Tell us a bit about the changes to the Loeries in 2016. What motivated these improvements?

Loeries® Creative Week™ has become the main annual gathering for the brand communications industry in South Africa. While the awards ceremonies are still the highlight of the week, there are now many other events taking place. The MasterClasses are an example of an addition to the week adding opportunities to learn and be inspired. Another important element of Creative Week is the networking opportunities, and Durban offers a great platform for the Loeries as everything takes place in a very localised area along the Durban promenade. This year we're introducing the DStv Café on the beach, and the Patisserie in the Elangeni foyer – adding to all the other activities. So, whether by chance or design, you're bound to bump into many friends and colleagues.

## What was your reasoning behind adding the MasterClasses to Loeries® Creative Week™?

The MasterClasses offer a way to have smaller focused areas of interest, allowing delegates to choose what they want to attend. Compared to the DStv Seminar of Creativity with an audience of around

900 people, the MasterClasses focus on audiences from 20 to 60 people.

## Was there an increase in submissions since 2015? Where have the bulk of the entries come from?

Entries are up slightly this year with over 3 100 entries. Entries from outside South Africa were also up, but most importantly the number of countries entering has grown. This year we have 21 countries outside South Africa entering: Angola, Botswana, Egypt, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Mauritius, Mozambique, Namibia, Nigeria, Qatar, Saudi Arabia, Tanzania, Tunisia, Uganda, UAE, Zambia, and Zimbabwe.

## What opportunities are there for people in business events to get involved with the Loeries?

Creative Week is for everyone involved in the brand communication industry – not just creatives and not just traditional advertising agencies. Perhaps a lesser known fact is that many of our delegates now represent the brands and we have active participation from Unilever and Woolworths, and most of the major brands are represented by their key marketing teams. It's a great opportunity for anyone in the space – including events and expos, PR, and activations – to be inspired by what's going on and to make new connections.

## How do you maintain your energy and ability to innovate and recreate the same event each year with more excitement, creativity and vigour? What's your 'secret sauce'?

The Loeries represents 'creative excellence' and we have to make sure that everything we do lives up to that goal. Perhaps the



Andrew Human © Gallo Images

It's a chance to get away from your desk, let your hair down, and have some fun.

'secret sauce' is to remain relevant and to be the most inspiring week of the year. Also it's important to remember that everyone works very hard the whole year and this is a highlight for many people. It's a chance to get away from your desk, let your hair down, and have some fun.

## What important life lessons have you learned over the years you've organised the Loeries?

I think you can make things happen if you're willing to push hard. Mostly when you try something new, you'll be given many reasons why it can't be done. You have to overcome all those reasons and make it happen – and that's when you achieve something a little special, sometimes.

## Any last words?

Clearly, if you're not in Durban for Creative Week, you're in the wrong place. 📍



# THE SANCB HEAD SCOOPS GLOBAL AWARDS

Amanda Kotze-Nhlapo, the Chief Convention Bureau Officer of the South Africa National Convention Bureau, has been recognised as a 'trailblazer' by the international business events industry.



South Africa has, over the last few years, made huge efforts to promote the country as a premier business-events destination – and in mid-July, Amanda Kotze-Nhlapo, the SANCB's Chief Convention Bureau Officer, received yet another nod of approval from the international industry.

She has been recognised as a 'trailblazer' and was named amongst the 25 most influential people in the meetings industry for 2016 by global business-events magazine, *Successful Meetings*. According to the publication, all the people chosen have

This industry is a great driver of economic development and South Africa's business-events strategy is focused on building its knowledge economy and accelerating its macro-economic benefits. We are therefore truly proud of her and her team's efforts in ensuring that our work of marketing South Africa as a premier business-events industry is paying off.

Amanda Kotze-Nhlapo

either “contributed to the business of meetings, made it easier for meeting professionals to do their job, helped raise awareness of the industry, or, through their actions, have had a significant impact on meeting professionals.”

This is one of the many awards Kotze-Nhlapo has received, including the IMEX Academy Award for Africa and the Middle East in April this year. According to IMEX Group Chairman Ray Bloom and Managing Director Paul Flackett, she was presented with the award for her role in developing the status of South Africa as a world-class destination within the meetings industry.

“These awards are confirmation that Amanda’s extensive experience and solid grasp of the business-events industry have not gone unacknowledged,” says Sthembiso Dlamini, Acting Chief Executive Officer at South African Tourism. “This industry is a great driver of economic development and South Africa’s business-events strategy is focused on building its knowledge economy and accelerating its macro-economic benefits. We are therefore truly proud of her and her team’s efforts in ensuring that our work of marketing South Africa as a premier business-events industry is paying off.”

“I am thrilled at the recognition that we are receiving from the global business-events industry. This is all thanks to the SANCB team effort,” says Kotze-Nhlapo. “Such accolades and awards certainly assist in drawing attention to our continent.”

Amanda has long championed not just South Africa, but also the wider continent and she aims in as many ways as possible to help “realise the potential and opportunities that the meetings industry presents to our objectives in development, the knowledge economy, growth and education.” This Pan-African view has brought Kotze-Nhlapo to play a leading role in the creation of the African Society of Association Executives (AfSAE), launched last year at Meetings Africa in February. “The launch of AfSAE is one of the many ground-breaking and innovative developments,” she says, adding that in order to encourage meetings to be held and rotate around the continent, we need to have “collaborative partnerships that serve to benefit our African economy.”

## Successful Meetings 25 Most Influential People

Here are the key game changers, advocates, strategists, educators and trailblazers in *Successful Meetings* roster of Most Influential People in the Meetings Industry in 2016.

### Game Changers

- **Chris Kelly**, President and Co-Founder Convene
- **Dan Berger**, Founder and CEO of Social Tables
- **Robert Khoo**, Former President of Operations and Business Development for Penny Arcade and Show Director of PAX
- **Danielle Bishop**, President of HB Hospitality

### Advocates

- **Michael Dominguez**, Senior VP and Chief Sales Officer of MGM Resorts International, Co-Chair of the Meetings Mean Business Coalition (MMBC)
- **Matthias Schultze**, Managing Director of the German Convention Bureau
- **Nan Marchand Beauvois**, VP, National Councils and General Manager, ESTO, US Travel Association
- **Julie Larson**, Former Project Manager of Meetings and Events for McDonalds
- **Tom Noonan**, President and CEO of the Austin Convention and Visitors Bureau, former President/CEO of Visit Baltimore
- **George Aguel**, President and CEO of Visit Orlando

### Strategists

- The Marriott and Starwood sales teams, led by **Alison Taylor**, Senior VP of Global Sales for Starwood Hotels and Resorts; and **Brian King**, Global Sales Officer and Global Brand Officer of

Marriott Signature Brands

- **Mike McIlwain**, President and CEO of PSAV
- **Keegan Hooks**, Senior Director of Events for SAP Marketing
- **Isabel Bardinet**, CEP of the European Cardiology Society
- **Richard Harper**, Executive VP of HelmsBriscoe, Co-Chair of MMBC

### Educators

- **Don Welsch**, President and CEO of Destination Marketing Association International (DMAI)
- **Carina Bauer**, CEO of the IMEX Group
- **Anja Loetscher**, Director of the Geneva Convention Bureau, and DMAI Board Member
- **Janet Sperstad**, CMP, Programme Director for the Meeting and Event Management Degree Programme at Madison Area Technical College; Chair of the Convention Industry Council's CMP governance committee
- **William Reed**, Senior Director of Meetings for the American Society of Hematology (ASH), and current Chair of the PCMA
- **Brian Stevens**, CEO of ConferenceDirect, incoming Chair of the Global Board of Meeting Professionals International

### Trailblazers

- **Julie Coker Graham**, President and CEO of the Philadelphia Convention Visitors Bureau
- **Amanda Kotze-Nhlapo**, Chief Convention Bureau Officer of the South Africa National Convention Bureau
- **Richard Gray**, LGBTQ Managing Director of the Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB) and Vice Chair of the International Gay and Lesbian Travel Association (IGLTA)



# LEARN THE LANGUAGE OF YOUR DESTINATION

The experience of travelling is greatly enhanced by the ability to speak the language of your destination.



© Yap Chin Kuan

Despite our advanced technological connections that enable us to communicate and relate across the world without necessarily leaving home, every year global travel still increases. This is testimony to the fact that there is no substitute for first-hand experience, and so we still need and want to meet in person and actually stand in a place. The experience of travelling, whether it's short or long-term; whether it's for leisure, business, life experience or to settle in a new country, is greatly enhanced by being able to speak the language of your destination. This is the view of Richard Rayne, CEO of iLearn - a leading South African learning-solutions company.

"It stands to reason that you are going to have a richer, far more immersive experience in a foreign country if you can speak the language," says Richard, "As a tourist, culture and people open up instead of bypassing you; you transform from a spectator into a partaker. If you're doing business, it's far easier to establish the

authentic, value-driven relationships so necessary for meaningful commerce to take place. If you're an immigrant, it is absolutely essential for proper assimilation, getting on your feet, finding decent work and getting ahead in your new country."

Learning other languages also significantly boosts your brain power. It's a valuable cognitive exercise, and one of the very best work-outs for the brain, enhancing all kinds of capabilities.

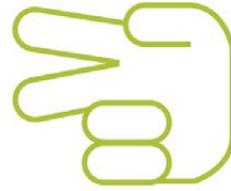
There's a wide array of research that shows that adults who speak more than one language are:

- Better critical-thinkers, decision-makers and planners
- More perceptive about their surroundings
- Better at understanding others' viewpoints
- More effective at prioritising, focusing, concentrating and paying attention
- Have better memory and memorisation skills

"There's so much to gain from becoming fluent in additional languages in our globalised, mobile world," explains Rayne. "Many native English speakers think it is not as necessary for them as it is for others to learn another language, but that's far from true. As widespread as English may be as a second language; that coverage is still miniscule in the context of a world with about 6 500 spoken languages. Besides far more doors and opportunities, places and people open up to you, and in different ways, when you are the one to engage in the first language of your destination."

Today's demand for language learning is reflected in iLearn's extensive offering of online courses. Richard founded iLearn 15 years ago to provide innovative and memorable, internationally-benchmarked learning experiences. The iLearn Talk Now! series of courses is now available in 15 languages, with the Talk More!; Talk the Talk! and Talk Business! series all available in 17 languages. "These are language courses that are ideal for busy individuals who need the flexibility offered by the online environment to allow them to manage their learning time more efficiently," Richard points out, "You are able to work through the online classes at your own pace and get the most out of your selected course."

iLearn's e-learning language training courses can also be accessed from anywhere in the world for up to one year, and learners are free to redo each course as many times as they want or need to. So, you can literally improve or refresh your destination language skills while you are travelling. 🌐

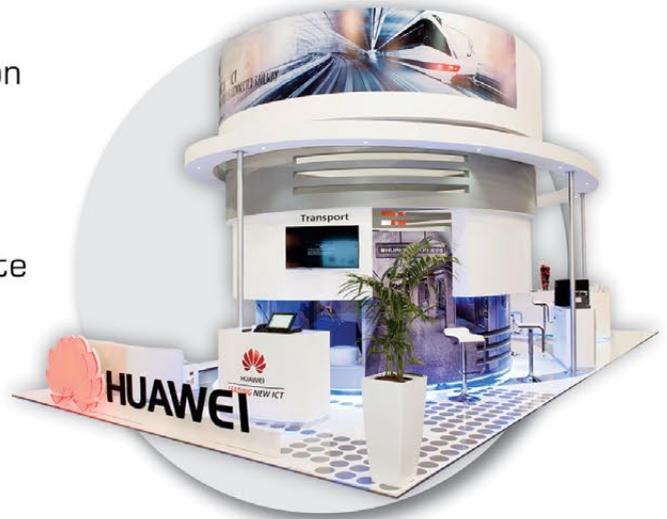


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Nasdak © Media 24



Tables at Nitidia © Red Carpet Concepts



© Thunder City

# CAPE TOWN'S HIDDEN GEMS

The jewel of the Western Cape is the vibrant city of Cape Town, bedecked with stunning, world-class meeting venues that cater to any and every business event. Here are just a few of the shining stars in Cape Town's bustling business-events industry.

There's nothing like an extraordinary venue to inspire creativity, excitement and an unforgettable experience. Cape Town has all of that and more, with an exceptional range of venues catering to anything from an end-of-year party or a beautiful wedding to a business meeting or corporate teambuilding. Below are some of the beautiful hidden gems available for that special business event.

## Colorbox Studios

ColorBox Studios is a fascinating, experimental event space with no agenda. That is, its free-flowing form and moveable components is ideal for the event planner with something special in mind. With a splash of colour and a quirky feel, the venue

is a fun space for large or small functions including meetings and conferences.

Located on Industry Street in the centre of Paarden Island – a relatively unexplored trade location in Cape Town – ColorBox Studios sits on the first floor of a former box-cutting factory. This edgy, urban environment offers 300 square metres of unadulterated warehouse space for up to 400 standing or 80 seated banquet style. For more information, visit [www.venueforhirecapetown.co.za](http://www.venueforhirecapetown.co.za).

## Nasdak

This incredible rooftop venue is part of Media24's impressive new structure in central Cape Town. The space is ideal for private functions of up to 250 people and

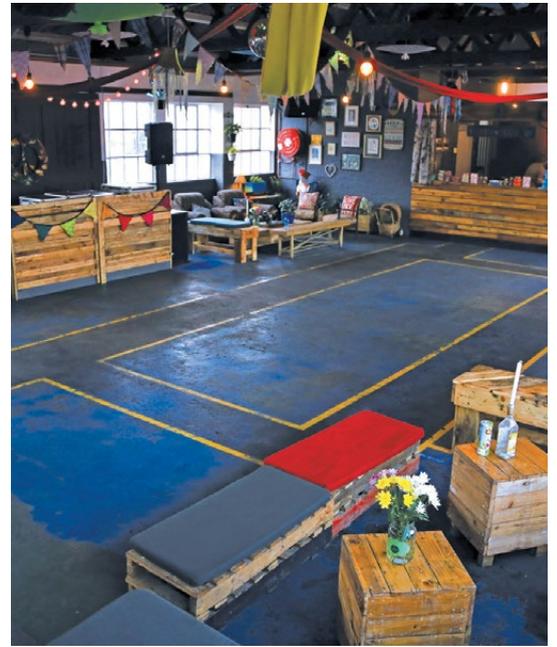
is fully equipped with a licensed bar and two outdoor terraces. Located in the city's bustling foreshore precinct, it offers 360 degree panoramic views of Cape Town, and provides world class facilities for all event and conferencing needs. The indoor space can be tailored to suit your specific requirements while the buzzing Crous Bar is perfect for sundowners. For more information, email [nasdakbookings@media24.com](mailto:nasdakbookings@media24.com).

## Nitida Wine Farm

Nestled in the tranquil Durbanville hills, Nitida is a stunning property with award-winning, handmade wines. Their annual Cellarbake festival is renowned for its decadent food and wine, while their venue is ideal for both an indoor or outdoor functions. With rolling



Workshop17 © Open.co.za



© ColorBox Studios

vineyards, beautiful gravel walkways and a nearby dam, any small conference or event would be inspired. Nitida is home to two restaurants, Cassia and Tables at Nitida, and is a popular wedding venue.

Cassia, named after the bold and intriguing spice, offers event planners two dedicated function rooms, both of which led out to a beautiful cobbled courtyard overlooking the farm dam. The Sage Room is ideal for private VIP dinners or strategic sessions, and seats up to 20 guests, while the Saffron Room seats 200 cinema style, 200 banqueting, and 60 boardroom style. This room has surround sound and a PDA system installed, and clients are welcome to sit down with Cassia's team of chefs to design a menu specific to their event.

Tables at Nitida is a much smaller venue that's ideal for intimate functions of up to 80 guests, from kids' parties to weddings and small conferences. The al fresco restaurant is focused on bringing natural, healthy and delicious food to diners, coupled with fine hospitality and breath-taking scenery. For more information, visit [www.nitida.co.za](http://www.nitida.co.za).

### Thunder City

Home to the only private fighter jet school in the world, Thunder City is most definitely a venue with a difference. Conveniently located at the Cape Town International Airport, the facility is perfect for individual flying

Workshop 17 is ideal for anything from plenary presentations and launches to hackathons, creative work sessions or dinner meet-ups – with an added bonus that delegate downtime can be filled with any of the exciting activities and attractions at the Waterfront. The event space holds up to 250 people, and a large, public area is also available for showcases and exhibitions.

adventures, corporate teambuilding events, or your next mid-sized business event.

The four main areas of the venue are the Apron at 2 000 square metres, hosting up to 1 000 guests, the Hangar at 4 000 square metres, hosting up to 2 000 guests, and the Entrance and the Boardroom, which can both host up to 20. Thunder City also has a 2.5m bar and an indoor bar space of 30 square metres. One of its special features is the hourly use of the Puma Helicopter, which can seat up to 16 guests.

### Workshop 17

Workshop 17 is a sensational new business hub created to accelerate innovation and entrepreneurship for positive social and economic change. Since its launch not too long ago, it has already become home to

over 240 entrepreneurs and 80 companies, and is a partnership between OPEN and the world-renowned V&A Waterfront.

Workshop 17 is ideal for anything from plenary presentations and launches to hackathons, creative work sessions or dinner meet-ups – with an added bonus that delegate downtime can be filled with any of the exciting activities and attractions at the Waterfront. The event space holds up to 250 people, and a large, public area is also available for showcases and exhibitions. For more information, visit [www.workshop17.co.za](http://www.workshop17.co.za).

**Brought to you by the Cape Town and Western Cape Convention Bureau, a division of WESGRO.**

[www.capetownconventionbureau.org](http://www.capetownconventionbureau.org)



Kiryi, Province du Nord, Rwanda © Peter Lindgren

# RWANDA

Building with the future in mind, by Imogen Campbell.

Rwanda may be known as the *'land of the thousand hills'*, but it is the ninth smallest country in Africa and ranks 148 out of 234 in the world, with less than 0.02% of the total world land area. Situated in East Africa, it is bordered by Uganda, Tanzania, Burundi and the Democratic Republic of the Congo. Kigali, its capital; is meticulously clean, safe and with superior infrastructure. The lush and landlocked country is renowned for its mountain gorillas and one of only two countries in which trekking can be done safely.

Though the past has left an indelible mark, the Rwandan focus is forcefully set on building with the future in mind. Tourism is its leading earner and fastest-growing sector. Its vision is to develop Rwanda into a hub for meetings, incentives, conferences and exhibitions. Testament to this government commitment, the 2015 International Congress and Convention Association (ICCA) rankings have backed up their amazing ascent in this arena. They are currently ranking 7th in Africa,

up from 13th in 2014. Kigali made the top 5 on the cities list, up from 9th in the previous year. Though small, this country is packing a powerful punch.

Rick Taylor, International Tourism Consultant of The Business Tourism Company revealed that stakeholders are working with an aim to see Kigali in the top 3 and Rwanda in the top 5. Rwanda had previously hosted the World Economic Forum, African Development Meeting and Interpol General Assembly. Rick says that the Rwanda Convention Bureau is being restructured to be a standalone institution tasked with the handling of the national events strategy. The Rwanda Association of Professional Conference Organisers (RAPCO) is the umbrella

body of the conference and meetings industry and is dedicated to industry professionalism. Additionally, ICCA and SITE members are drawing meetings and events, further bolstering its stature.

## Venues:

### Radisson Blu Hotel & Convention Center, Kigali

Centrally located, just five minutes from the Kigali city centre and the international airport; it boasts the first convention centre in Rwanda. After many delays, the dome-shaped US\$300-million construction was finally completed and was officially inaugurated on 8 July 2016. Thereafter, it played host to the 27th African Union Summit.

Tourism is its leading earner and fastest-growing sector. Its vision is to develop Rwanda into a hub for meetings, incentives, conferences and exhibitions.

Beautiful and modern, and able to accommodate up to 5 000 delegates; it has been worth the wait. Eighteen meeting rooms of varying sizes and a large conference room are able to accommodate 800 people, while the modern auditorium can accommodate up to 2 600 attendees. These are perfect for a myriad of events.

**Kigali Serena Hotel**

The 5-star hotel is also situated in the heart of the city and boasts a lavish, 800-seater ballroom, a 500-seater auditorium as well as three other meeting rooms. The hotel is built around a granite atrium that showcases the best of Rwandese cultural art.

**Pre-and-post tours**

Rick confirmed that the activities enjoyed in Rwanda included the national parks. Akagera National Park is a nature reserve in the eastern part of Rwanda and has just re-introduced lions and plans to do the same with rhino by the end of the year. The role of the safari experience is still invaluable in Africa. The other national

park, the famous Volcanoes National Park Rwanda is a site for the renowned gorilla-trekking. It is situated along the Virunga Mountains with eight ancient volcanoes.

Other attractions include Ngungwe Forest; one of Africa’s oldest mountain forests is home to chimpanzees and plenty of birdwatching opportunities. The picturesque Lake Kivu, a freshwater lake, is part of the Great Rift Valley where water sport attractions are developing. Butare, the former cultural hub, hosts the royal palace of Rwanda’s monarchy at Nyabisindu – Nyanza, now the Rwesero Art Museum. Lastly, one can pay homage to its turbulent past at genocide memorials in Kigali.

**Getting around the city**

Self-driving safaris and rental cars are catered for by several car-rental agencies in Kigali.

**Contact:**

**Rwanda Tourism Board**

Tel: +250 252 57 65 14

Email: [info@rwandatourism.org](mailto:info@rwandatourism.org)

Website: [www.rwandatourism.com](http://www.rwandatourism.com)



**Climate**

Situated south of the Equator, its high altitude makes the climate temperate and it has pleasant warm temperatures year-round. It receives plenty of rainfall accounting for its verdant appearance.



**Airlines and major airports:**

The main airport is Kigali international Airport. Airlines that operate in Rwanda include:

- RwandAir
- Kenya Airways
- KLM Dutch Airlines
- Ethiopia Airlines
- Turkish Airlines
- South African Airways
- Brussels Airlines



Mountain gorilla in Musanze, Northern Province, Rwanda © Giles Breton



One of the five lionesses destined for Akagera National Park © Matthew Poole



Nzeza, Southern Province, Rwanda © Zero Rae



## AUGUST

### FUN & BIZ AFRICA

5 - 7  
JOHANNESBURG, SOUTH AFRICA

### 100% DESIGN SOUTH AFRICA

5 - 9  
JOHANNESBURG, SOUTH AFRICA

### 33RD INTERNATIONAL PITTSBURGH COAL CONFERENCE

8 - 12  
CAPE TOWN, SOUTH AFRICA

### PRISA 2016 CONFERENCE

17 - 19  
DURBAN, SOUTH AFRICA

### LOERIES® CREATIVE WEEK™

15 - 21  
DURBAN, SOUTH AFRICA

### TOP WOMEN CONFERENCE

17 - 18  
JOHANNESBURG, SOUTH AFRICA

### CUSTOMER EXPERIENCE MANAGEMENT AFRICA SUMMIT

17 - 18  
CAPE TOWN, SOUTH AFRICA

### SADC LAWYERS ASSOCIATION ANNUAL CONFERENCE

17 - 19  
CAPE TOWN, SOUTH AFRICA

### INTERBUILD AFRICA 2016

17 - 20  
JOHANNESBURG, SOUTH AFRICA

### STOKVELEX GAUTENG

20 - 21  
WALTER SISULU SQUARE,  
JOHANNESBURG, SOUTH AFRICA

### GRADUATE WOMEN INTERNATIONAL

21 - 26  
CAPE TOWN, SOUTH AFRICA

### THE COMMERCIAL UAV SHOW

AFRICA 2016  
23 - 24  
JOHANNESBURG, SOUTH AFRICA

### THINKSALES LEADERSHIP CONVENTION 2016

24 - 25  
JOHANNESBURG, SOUTH AFRICA

### WOMEN IN TOURISM CONFERENCE

24 - 26  
JOHANNESBURG, SOUTH AFRICA

### MY BUSINESS EXPO

25  
CAPE TOWN, SOUTH AFRICA

### CAPE TOWN MINI MAKER FAIRE

26 - 28  
OBSERVATORY, SOUTH AFRICA

### 35TH INTERNATIONAL GEOLOGICAL CONFERENCE

27 - 4 SEPT  
CAPE TOWN, SOUTH AFRICA

### CHINA HOMELIFE FAIR

31 - 2 AUGUST  
JOHANNESBURG, SOUTH AFRICA

### SA FESTIVAL OF MOTORING

31 - 4 SEPTEMBER  
JOHANNESBURG, SOUTH AFRICA

## SEPTEMBER

### THE FUTURE OF MAKING THINGS

1  
CAPE TOWN, SOUTH AFRICA

### EYE FOCUS AFRICA

6 - 8  
JOHANNESBURG, SOUTH AFRICA

### SAAFF CONGRESS

6 - 7  
JOHANNESBURG, SOUTH AFRICA

### CAPE INDUSTRIES SHOWCASE CIS

6 - 8  
CAPE TOWN, SOUTH AFRICA

### IBTM CHINA

7 - 8  
BEIJING, PEOPLE'S  
REPUBLIC OF CHINA

### IBTM LATIN AMERICA

7 - 8  
CIUDAD DE MEXICO, MEXICO

### SIGN AFRICA & FESPA AFRICA

7 - 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 (2016)**

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

**SWAHILI INTERNATIONAL TOURISM EXPO**

6 - 8  
DAR-ES-SALAAM, TANZANIA

**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 2016**

2 - 3  
CAPE TOWN, SOUTH AFRICA

**SITE GLOBAL CONFERENCE 2016**

5 - 7  
PANAMA CITY, PANAMA

**WATER AFRICA AND WEST AFRICA BUILDING AND CONSTRUCTION NIGERIA 2016**

8 - 10  
ABUJA, NIGERIA

**UFI CONGRESS**

9 - 12  
SHANGHAI, PEOPLE'S  
REPUBLIC OF CHINA

**55TH ICCA CONGRESS**

13 - 16  
KUCHING, MALAYSIA

**12TH TANZANIA TRADE SHOW 2016**

25 - 27  
DAR ES SALAAM, TANZANIA

**SOUTH AFRICAN PHARMACEUTICAL EXHIBITION (SAPHEX)**

28 - 29  
JOHANNESBURG, SOUTH AFRICA

**IBTM WORLD 2016**

29 - 1 DECEMBER  
BARCELONA, SPAIN



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## EXHIBITION AND EVENT ASSOCIATION OF SOUTHERN AFRICA (EXSA)

UFI, the Global Association of the Exhibitions Industry, released its biannual 17<sup>th</sup> Global Barometer survey for the first half of 2016. It reported continued growth in turnover on average for the coming year; however it forecast uncertainty in the first half of 2017 in Asia, Middle East and Africa.

The study was done in June 2016, compiled from 262 respondents located in 56 countries. Seemingly, the outlook is positive among most companies in the regions. Most have declared turnover increases since 2011. 75% of South African companies, however, expressed turnover uncertainty for the first half of next year.

60% of companies globally have expanded their security measures at venues in response to terrorist attacks. However, 58% in the combined South African and Middle East regions haven't added any new measures. In South Africa the figure is at 89%.

The next survey is scheduled for December 2016. The "Crisis Barometer" was developed in 2009 with an aim to assess the impact of the then economic decline based on members' perceptions. It has now grown into the leading industry report compiled from UFI members in 83 countries. It also includes identical surveys for South Africa conducted by EXSA.



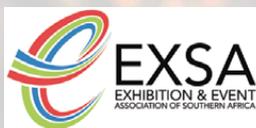
## EXSA CELEBRATED THE INAUGURAL GLOBAL EXHIBITIONS DAY

The inaugural Global Exhibitions Day event, hosted by EXSA, was held at Johannesburg Expo Centre on 8 June 2016.

The day began with a networking breakfast facilitated by Yvonne Johnson. Members were also introduced to their new General Manager, Phumulani Hlatswayo. Details of its new EXSA Academy were disclosed by Sue Gannon and Joy Donovan.

The CEO of Johannesburg Expo Centre and UFI Board Member, Craig Newman revealed that the coup of hosting the 2017 UFI World Conference in Johannesburg meant that important players sector-wide would congregate in South Africa.

Nonnie Kubeka of the Gauteng Convention and Events Bureau said that the trend-setting industry should celebrate its impact to the contribution of business tourism and the MICE sector. Gift Luthuli, an Event Risk and Compliance Specialist, reminded delegates that success started with the correct contract in place, while Dave Nemeth, a trend specialist, identified six key trends.



## NEW SECRETARIAT APPOINTED

AfSAE based in Johannesburg and formed in 2015 recently appointed The Conference Company as its secretariat. It is a professional society for those in the association management profession in Africa.

It aims to have a strong educational focus reflecting best practices in not-for-profit management. Its membership is open to destinations, venues and supplier partners within the African association community.

Founded in 1997, The Conference Company is based in Durban; it also has regional offices in Cape Town and Johannesburg.



AFRICAN SOCIETY  
OF ASSOCIATION  
EXECUTIVES



## SAACI APPOINTS VENUE FORUM BOARD REPRESENTATIVE

A new Venues Forum representative has been appointed to the SAACI Board: Rudi van der Vyver is currently the National Sales Manager of Orion Hotels and serves on the group's executive committee. He has 10 years' extensive and diversified experience, coupled with a broad training foundation and an exemplary career of leading organisations.





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