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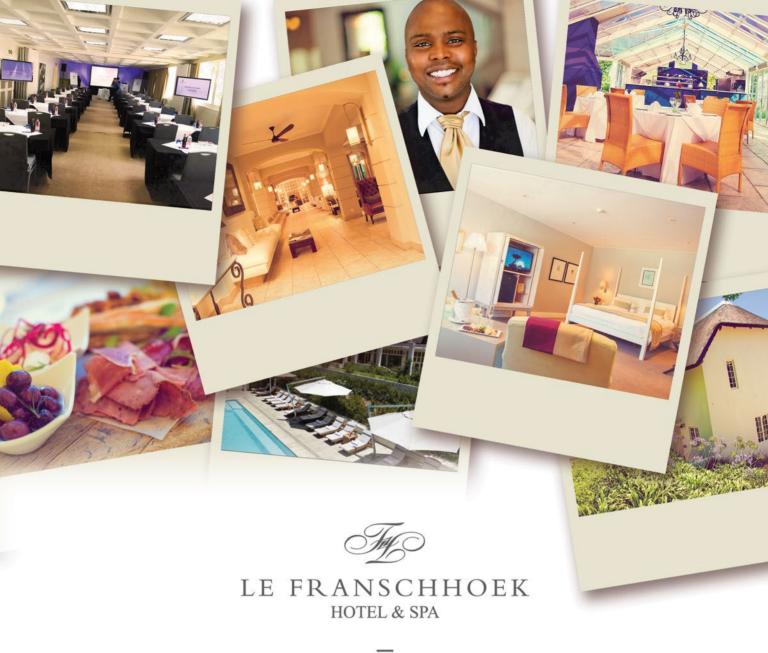
rica's Leading Business-Events Industry Magazine

THE BURGEONING KNOWLEDGE ECONOMY The Impact on the Western Cape Industry

BUSINESS EVENTS MADE EASY With Mauritius Incentive Connections

IMEX AMERICA Do Business with South Africa's finest in Las Vegas

Film & Event

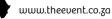


Le Franschhoek Hotel & Spa, situated in the Cape Winelands, offers luxurious hotel accommodation and a truly unique winelands hotel experience. This luxury hotel features 79 en-suite, elegantly finished rooms and suites, and lavish villas. Each boasts breath-taking views over either the towering Franschhoek 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.

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THE SANCB'S KEY SUPPORT SERVICES The South Africa National Convention Bureau presents an overview of its support services. This is the final article in a 6-part series.



A SNAPSHOT LOOK AT **BUSINESS-EVENT SUPPLIERS**

From medical response teams to security and transportation.



THE KNOWLEDGE ECONOMY IN THE WESTERN CAPE

The Cape Town and Western Cape Convention Bureau presents a compelling case study.



BUSINESS EVENTS MADE EASY

Mauritius is a veritable island paradise, and offers some world-class conferencing and incentive options for the discerning event organiser or business traveller.

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SOUTH AFRICAN TOURISM BOARD APPOINTS NEW MEMBERS OF THE TGCSA AWARDS COMMITTEE

he South African Tourism Board has announced the appointment of new Awards Committee members of the Tourism Grading Council of South Africa (TGCSA). The committee is responsible for overseeing the implementation and management of the TGCSA'S grading system, South Africa's only officially recognised system for the star grading of accommodation and business-events venues.

The members of the TGCSA Awards Committee are: New members

- Nombeko Rwaxa, Owner of Zizwe
 Guesthouse based in Soweto
- Hapiloe Sello, Managing Executive of Tourism Development and Marketing at SANParks
- Tshifiwa Tshivhengwa, CEO of FEHASA
- Rosemarie Van Staden, Owner and Managing Director for The Angel's Place Boutique Hotel
- Lindiwe Sangweni-Siddo, Divisional Director for Operations of City Lodge Hotel Group
- Enver Duminy, CEO Cape
 Town Tourism

Retained members

- Graham Wood, Chairperson
- Ravi Nadasen, Director of Operations at Tsogo Sun
- Lindiwe Rakharebe, CEO of Durban ICC
- Amor Malan, Member of the South African Tourism Board
- Mmaditonki Setwaba, Member of the South African Tourism Board
- Jegie Padmanathan, Group Hotel Operations and Development Executive for Peermont
- Wendy Alberts, CEO of the Restaurant Association of South Africa (RASA)
- Johanna Mukoki, Group CEO of Travel with Flair

Mr Graham Wood, who is a member of the South African Tourism Board, retained his position as the Chairperson of the Awards Committee. He welcomed the appointment of new members and thanked the previous committee for their valued inputs and commitment in ensuring that South Africa has a globally competitive star grading system.

"I look forward to working with the new committee members as they inject much needed innovative thinking into how we best position the country's official quality assurance system. As a collective, we have a duty to both industry and travelers to ensure that star grading in South Africa is globally benchmarked, credible, and most importantly, reliable to those that use it as a point of reference when making their choice of tourism products," said Wood.

The appointment of the new members was also welcomed by Darryl Erasmus, Chief Quality Assurance Officer at South African Tourism. "The Awards Committee comprises a collective of individuals who possess profound knowledge about the industry and this knowledge will, no doubt, impact positively on the business of the Tourism Grading Council over the Committee's two-year tenure. This comes at an opportune time when we are in the middle of the triennial review of our grading criteria and minimum requirements of entry. The committee's role in this process is a critical one in laying its terms of reference," said Erasmus.

"On behalf of the team at the Grading Council, I extend heartfelt congratulations and welcome to all new members and we all look forward to working with them," concluded Erasmus. •

As a collective, we have a duty to both industry and travelers to ensure that star grading in South Africa is globally benchmarked, credible, and most importantly, reliable to those that use it as a point of reference when making their choice of tourism products.



BGIDEAS NEED A BIG CANVAS

When you need to express yourself, you don't want constraints. Expo Centre Johannesburg has all the space you'll ever need. With over 50 000m² under cover and another 100 000m² outdoors, we can create any size exhibition, event, conference or function. Call us and let's put down some ideas.







IMEX AMERICA 2016

Visit booth 3023 to meet with a collection of South Africa's finest venues and service providers.

Why attend IMEX America?

If you influence or manage international or domestic meetings and events, then IMEX America is where you belong this October. Whether you are a corporate, association or agency planner you will discover fabulous business, education and networking opportunities. This truly is the power source for the meetings industry. Productive appointments. Face time with key players. The knowledge to boost your career.

A huge resource for better business

IMEX America puts just about every type of supplier an event organiser, conference organizer or meeting planner could need, into one place. Use the time and space to meet who you need to, and get down to business. "The show is absolutely the best offering of relevant suppliers and qualified planners in the business!"

It gives face-to-face time with the

people who can make decisions and provide all the services you need to make your event exciting or your meeting magical.

Networking

With the number one objective for attendees to IMEX America last year being "networking", it's clear that opportunities to meet, connect and build on relationships are vital to a show experience. IMEX America has thousands of them. "Networking is the top reason to participate in IMEX America it's on the show floor that I am able to reconnect with industry colleagues and expand my network with new people I meet."

With key exhibitors, keynote sessions and co-located events in action, many of the industry's leaders will be there to connect with, all in one place over three days.

IMEX America brought a new way of thinking to the US five years ago, and every year, since the aim has been to bring more ideas and more innovation to the industry and to those who attend. "What you find at IMEX America, you can't find anywhere else."

The inspiration covers all aspects that an event organiser or meeting planner needs—"updated information, new contacts, business relations and opportunities that you will not find anywhere else."

Location

As a leading global destination for events and conferences, Las Vegas is the perfect location for IMEX America. It is absolutely a one-of-a-kind city, offering endless entertainment and famous hospitality once business is done. Trade show participants agree that IMEX America and Las Vegas are the ultimate pairing—both welcome attendees to an energizing mix of business and networking.

The trade show venue for IMEX America is the newly renovated Sands Expo, one of the world's largest convention facilities with 2.25 million square feet of combined space with the headquarters hotel. At the Sands Expo, IMEX America enlarges its show floor every year to accommodate more exhibitors, an expanded schedule of events and an ever-growing group of hosted buyers and buyer attendees.

Visit Booth 3023 to see South Africa's finest in action. Join the South Africa National Convention Bureau, Cape Town International Convention Centre (CTICC), Century City Conference Centre (CCCC), South African Airways (SAA), Dragonfly Africa, Durban International Convention Centre, Cape Town and Western Cape Convention Bureau, Sandton Convention Centre, The Westin Cape Town Hotel, Durban KwaZulu-Natal Convention Bureau and many more at the South Africa pavilion.

A unique opportunity to personally connect with so many destinations that you cannot accomplish via email.



A steady flow of attendees make their way through IMEX America © IMEX America

RAND CLUB IS OPEN TO THE EVENTS INDUSTRY

The iconic setting is open for events.

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

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

In order to ensure market competitiveness, the venue has an extensive range of

supporting services on offer to meet and exceed all client requirements; from in-house catering and beverage management, to preferred hiring, technical and entertainment services; Rand Club aims to be one of the leading venues in South Africa.

With direct access to over 150 secure parking bays just 200m from the Rand Club front door, complemented by a shuttle service that runs between the two points; parking arrangements are in place. Rand Club also has a relationship with Uber and highlights to Event Organisers that the Gautrain at Park Station is just 2km away, allowing streamlined accessibility to the venue.

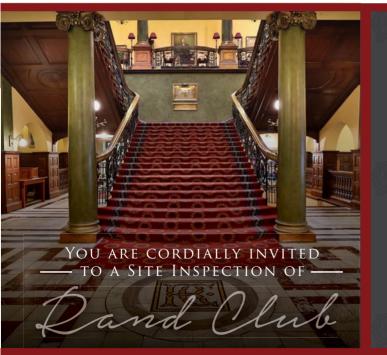
Hard at work behind the scenes, seeking to resuscitate the glamour and

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

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

Rand Club - Corner of Fox and Loveday Streets, Marshalltown. Visit the website *www.randclub.co.za* or contact *events@ randclub.co.za* for more further information. Follow us on Facebook for news and information on upcoming events.





Rand Club is open to the events industry. With an extensive range of rooms and supporting facilities able to suit all event requirements, the Club is now open for all your business and private event needs.

Steeped in history, elaborately designed and magnificently curated, Rand Club offers the most iconic event setting in Johannesburg.

Join us for a guided site inspection at a time convenient to your schedule - Mondays to Fridays between 9a<u>m and 5pm.</u>

BOOKINGS ARE ESSENTIAL, EMAIL EVENTS@RANDCLUB.CO.ZA TO SECURE YOUR SITE INSPECTION. We look forward to welcoming you to Pand Club.

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IFES MASTER CLASS COMES TO CAPE TOWN

The International Federation of Exhibition and Event Services (IFES) is bringing its annual Master Class to South Africa.



Andrew Ross, Director of Chaos Theory, South Africa

he event will take place at the Cape Town International Convention Centre (CTICC) from 23 to 25 November 2016. This is not the first time that Cape Town has hosted an IFES event: In 2013, the Mother City did the events industry proud by hosting the annual IFES World Summit, with 150 delegates from around the globe attending.

IFES was founded in 1984 to provide members of the exhibition and events industry with a global network, to facilitate the sharing of knowledge and international collaboration. Today, the Association has more than 250 members representing companies and federations from 36 countries and every continent.

The IFES Master Class is a fantastic opportunity for local industry professionals to network with international professionals, exchange ideas and generate industry knowledge. Local associations EXSA (Exhibition & Event Association of Southern Africa) and AAXO (Association of African Exhibition Organisers) are partnering with IFES for the event.



Klára Tihanyi, Exhibition Director at Hungexpo, Budapest © www.afstudio.hu

IFES Treasurer, Justin Hawes, is delighted that Cape Town will be hosting the Master Class: "It is wonderful to host IFES in our country again. It shows how significant the South African exhibition and events industry is on the global platform."

This year's IFES Master Class theme is 'Translating Marketing Messages into Exhibitions and Events.' Speakers will define the topic, explain how to translate marketing messages into event messages, and address the impact of marketing strategy on exhibitions and events.

The programme will be jam-packed with insights from internationallyrecognised experts, best practice examples, interactive workshops and a variety of networking opportunities.

The IFES Master Class speaker line-up includes:

- Eddie Choi, Executive Director of Milton Exhibits, Singapore
- Stefan Ebling, Film Author & Director of s-guadrat, Germany
- Klára Tihanyi, Exhibition Director at Hungexpo, Budapest



Eddie Choi, Executive Director of Milton Exhibits, Singapore

- Hans de Wit, Owner, Architect and Brand Performer at WITDESIGN. Netherlands
- Andrew Ross, Director of Chaos Theory, South Africa

Interactive workshops will be moderated by Karla Juegel, CEO of Messe-Management in Germany, focusing on 'Different Perspectives of Marketing Content and Events.' The Master Class' Best Practice segment will feature examples of the successful integration of marketing messages into exhibitions and events.

There will be fantastic opportunities for local delegates to build their international network. In addition to the tea and lunch breaks, there will be a Welcome Dinner at a stunning beachfront golf course, and a fun evening at The Grand Café and Beach in Granger Bay.

For more information or to register online visit *www.ifesnet.com.* Alternatively contact IFES' Executive Director, Uta Goretzky, on +49 69 951 03 944 or *uta@ifesnet.org.* ●



EXHIBITION FREIGHTING G.S.M

Jacqui Nel of Exhibition Freighting G.S.M shares her expert insights.









Please contact us for your shipping requirements on: Tel: +27 21 552 7248 Fax: +27 21 552 2349 Email: ef-gsm@ef-gsm.co.za



1. Importing into South Africa

South Africa is very strict with regard to importing products into South Africa, including products being sent to an exhibition.

From our experience, it is not advisable to address goods to an event, or to the organiser, as this will not comply with the customs regulations.

To solve this problem, the organiser will appoint an Exhibition Freight Forwarder, as they are specialists in this field.

2. Limiting your liability

As with any industry, a person needs to do their research, and the freight industry is no different. Moving products to an event is very technical and this is where an Exhibition Freight Forwarder has the knowledge and expertise to assist both the organiser and exhibitor.

Attention needs to be paid to the timelines and we would recommend that you allow at least one month to pack and arrange the transport of your goods. **WHY?**

- 1 week wrap and pack you goods
- 1 week for the export formalities and airfreight travel
- 2 weeks to comply with the import regulations

This time line can vary, depending on the products being sent.

We would suggest that you check with the agent sending the goods.

3. Customs Regulations

South Africa customs regulations are in line with the rest of the world, especially when it comes to importing food products, even for an exhibition.

Importing food products for an exhibition is difficult, even though South Arica imports a lot of food products, there are very strict rules and regulations.

South Africa follows the guidance of the World Health Organisation (WHO) and it is a good idea to check on their website as to the news articles being published to food manufacturers, especially with regard to meat, poultry and dairy products. All food items must have a Health Certificate, as Port Health will inspect the products.

4. The transporting of Specialised and Dangerous goods

South Africa follows the rules set out by IATA and the Dept of Public Health and Safety. For example, dangerous goods MUST have a Materials Safety Data Sheet and a Dangerous Goods Declaration.

The Materials Safety Data Sheet advises the authorities about the product and what to do in the case of an emergency.

The Dangerous Goods Declaration is a document that is given to shipping and airlines, and it advises them about the product and what to do in the case of an emergency. The local transporters MUST have a trem card, which is similar to a Dangerous Goods Declaration. The "trem card" is issued by the Fire and Safety Official and it advises the

authorities about the product and what to do in the case of an emergency. Once again, it is advisable to check with your agent before sending your goods, in order to avoid delays and possible complications.

Like the rest of the world, South Africa has very strict control over the importation of goods.

AFRICA'S TECH HUBS

The number of tech hubs on the African continent has more than doubled in less than a year. Kim Crowie reports.

s more investors and innovators grow the local start-up ecosystem in Africa, the number of technology hubs in the region has more than doubled in less than twelve months. According to a recent article in Quartz Africa, a total of 314 tech hubs and incubation centres were recorded in July by global telecoms industry body GSMA's Ecosystem Accelerator, a programme that supports and helps enable partnerships between operators and developers in Africa. The top African countries with tech hubs are South Africa, Egypt, Kenya, Nigeria and Morocco, with Ghana, Tunisia, Uganda, and Senegal not far behind.

This research show how fast this sector is developing, and the potential it has for the future of Africa. Many of these hubs were launched circa 2012, but with more and more partnerships between entrepreneurs, innovation hubs, telecom operators and giant tech companies coming into play, we're seeing the beginning of a thriving tech industry on the continent.

Why is this important for the business-events industry?

Firstly, the core of this kind of tech development sits with knowledge sharing, and one of the first places people learn about new innovations and research – apart from online, of course – is in the conference room. A number of South Africa's associations have seen the need for this and are creating their own knowledge sharing and training hubs.

Secondly, technology affects the events industry on every level. New breakthroughs in tech mean delegates can have incredible, engaging, interactive experiences, not to mention the convenience of tech in this field. Partnering with and investing in local tech start-ups in this sector also grows the industry as a whole in the long run.

So how can I partner with tech hubs?

Up to 13% of tech hubs across Africa have



Hard at work at iHub © Delicious Circumstances

partnerships with mobile operators such as Orange, MTN and Vodafone, but increasingly. mobile network operators in Africa find they must innovate more aggressively if they want to support long-term revenue and profit growth. This has spurred Orange to help launch CIPMEN, Niger's first incubator, and MTN's launch of ActivSpaces in Cameroon. These hubs provide both incubation and acceleration programmes, helping startups secure seed funding. Microsoft has also launched a US\$75-million 4Afrika project which supports small and medium enterprises, drives social development and tech innovation, while Google and Facebook are also interested in investing big.

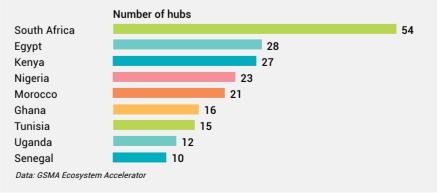
Some of the ways in which you can practically help these hubs is by finding



Kenya's iHub © Samrack

out and knowing what they do, and then positioning vourself and your business in such a way that it's profitable to them, you and, of course, the wider tech community. If your exhibition or trade show isn't big on tech, perhaps this is the year you partner with tech hubs to create a programme or special exhibition floor for them. If you need an event app, shop around for those who are innovating, rather than settling for someone who can get the job done at the minimum possible price. Considering how many Africans use smartphones, consider integrating this use into your event marketing in order to better your reach or creatively engage attendees and future delegates. The list is endless - all you need to do is think outside the four walls of your office cubicle.

Top African countries with tech hubs



CHANGE OF DATE FOR **INDABA 2017**

Put 16 - 18 May in your diaries; it's time to plan for INDABA.

ext year's Tourism INDABA will be held from the 16th to 18th May. This follows the announcement of the exciting news that a large-scale global event that will positively impact the South African tourism industry will take place at the Inkosi Albert Luthuli International Convention Centre in Durban on the same week that South African Tourism had announced for INDABA 2017.

This date change takes this event into consideration and the feedback received from key exhibitors and industry captains on how INDABA could be enhanced.

The most notable element about the date change is that this iconic trade show will now be held from Tuesday to Thursday as opposed to the traditional Mother's Day weekend. This was informed partly by the input received from consultations with industry including the fact that the international norm is that trade shows take place during the week.

"INDABA is about collaborations and partnerships which are key ingredients to ensuring its success. We have always made a firm commitment that we value input from the greater tourism industry and that we will do our best to make changes to the show to benefit everyone," says



Deputy Tourism Minister Tokozile Xasa at the INDABA 2016 SMME Networking Event

Acting Chief Executive Officer at South African Tourism. Sthembiso Dlamini.

Whilst plans are still underway, a few more changes to the show will be announced in due course. These will include communication on an enhanced hosted buyer programmes, and an event calendar tailored to allow time for exhibitors and buyers to do business and optimise networking opportunities.

"We have received many comments and suggestions from the trade on almost every aspect of INDABA and the changes to be implemented from next year onwards are a direct response to those.

events

The aim is not only to make sure that INDABA remains as optimally beneficial as possible for the industry, but also that it continues to be the best business networking meeting for the exhibitors and for buyers who want to do business with our destination. We want to have as much industry participation as possible so that we can showcase the diversity and variety of both South Africa and the rest our continent's offering," adds Dlamini

South African Tourism and its partners are already hard at work planning Tourism INDABA 2017. For more information on the show visit www.indaba-southafrica.co.za

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MITTAH SEPEREPERE CONVENTION CENTRE

International Convention Solutions (ICS) manages the Mittah Seperepere Convention Centre in the city of Kimberley.

Who We Are

ICS (International Convention Solutions) owned by Tsholo Wesi and Clarissa Carsten, is a successful black female-owned business, based in Kimberley, Northern Cape. The company brings together a whole network of economic development skills through our consultants who are by far the most experienced in the field and individuals who are the best at event planning and management services, programming and production, entertainment and special event co-ordination, high quality activities, and event promotion. The company was appointed in 2012 to manage Mittah Seperepere Convention Centre and were tasked to raise the profile of the city and Northern Cape as a sought-after local and international leisure and business tourism destination through the centre's state-of-the-art facilities. The centre is one of the newest convention centres in the country, boasting top-notch conferencing facilities. To top it all, this conference venue is situated directly opposite the world-renowned Kimberley Big Hole. The convention centre is named after Mittah Seperepere who was also the provincial chairwoman of the ANC Women's League.

Vision

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

Mission

Our mission is to be a strategic partner and to provide exceptional facility, conference and event management skills and services to assure desired outcomes, sincere efforts, intelligent direction, skillful execution and to see obstacles as opportunities. Mittah Seperepere won the Lilizela Accommodation Award in the category: Meetings, Exhibitions and Special Events (MESE).

Our Team

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

ICS's Experience

- Department of Mineral Resources

 Kimberley International
 Diamond Process
- Northern Cape Legislature Opening of the Legislature
- Department of Trade and Industry Gala Dinner for Techno Girl Awards
- Department of Social Development Alcohol and Substance Abuse Campaign
- Department of Rural Development and Land Reform – Khoisan Dialogue
- State of The Province Address Northern Cape
- Government Employee Pension
 Fund Roadshow
- Black Management Forum AGM
- Kimberley Hospital Awards ceremony
- Department of Economic Development and Tourism – Kidja Diamonds Awards
 FABCOS – AGM
- Department of Sports, Arts and Culture

 Northern Cape Writers Festival
- Sol Plaatje Municipality Diamonds and Dorings Music Festival
- International Convention Solutions Kenny Lattimore International Festival

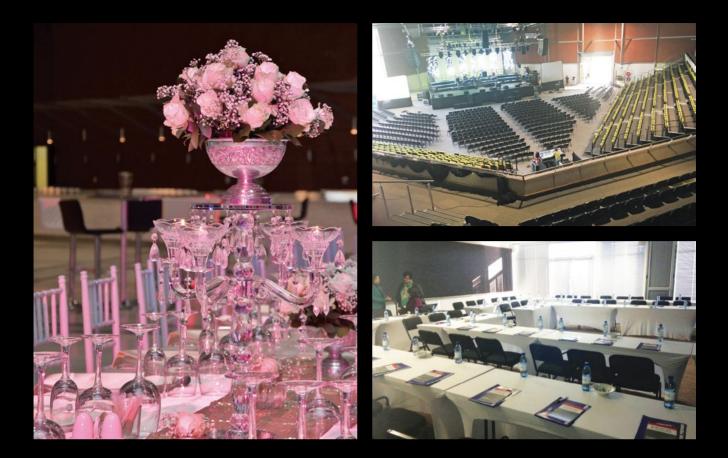


The centre is one of the newest convention centres in the country, boasting top-notch conferencing facilities.

Contact details

International Convention Solutions t/a MSCC West Circular Road, Big Hole Complex, Kimberley, 8301 Private Bag X5019, Kimberley, 8300 Cell: 076 486 7982 Fax: 086 218 2110 Email: *info@ms-conventioncentre.co.za* Website: *www.internationalconvention solutions.com*





Offering an exceptional experience in events

International Convention Solutions is based at the Mittah Seperepere Convention Centre in Kimberley which boasts a venue capacity of 2500 delegates. This spectacular venue has an outdoor auditorium, on-site chef and dedicated staff. Mittah Seperepere Convention Centre is situated directly opposite the world-renowned Kimberley Big Hole and offers 4-star accommodation.

Event Architecture and Management ★ Hotel Management Gala Dinners and Ceremonies ★ Corporate, Cultural and Music Festivals Venue and Facility Management ★ Exhibitions ★ Sports Events



International Convention Solutions



International Convention Solutions t/a MSCC | West Circular Road, Big Hole Complex, Kimberley, 8301 | Private Bag X5019, Kimberley, 8300 Cell: 076 486 7982 | Fax: 086 218 2110 | Email: info@ms-conventioncentre.co.za | Website: www.internationalconventionsolutions.com



IMMERSIVE EXPERIENCE

n the current information seeking society consumers are bombarded by an array of marketing messages. From traditional media to new media channels such as websites, email and social media, consumers are overwhelmed with commercial announcements. Everyone is trying to sell something. This clutter makes it harder and harder for any one message to get the attention of its audience.

More and more, marketers need to move away from trying to "sell something to consumers", the new battleground is getting consumers to "experience something"

Enter the Experience Economy

Experiential Marketing allows brands to frame a moment in time and form a tangible presence in their customer's life, bringing into focus a single message without interference or digital noise interrupting the communication between the brand and its audience.

Traditional self-promoting and self-serving events, promotions and exhibitions also fall into the noise of "selling something". Nowadays it's critical that we push the envelope on experiential engagement journeys, journeys that afford your audience interactions beyond the expected.

Experiences should trigger emotional reactions such as shock, surprise, amusement or joy – lasting impressions that will create a closer bond between consumer and brand. When a brand event stirs positive emotions in people then they are more likely to associate those emotions with that brand. This encourages brand loyalty and the stronger possibility of sales further down the line.

New Possibilities

Event specialists now have access to tools to create the most immersive experiential events, promotions and exhibitions. Traditional selfpromoting and self-serving events, promotions and exhibitions also fall into the noise of "selling something"

Virtual reality can make a spectator the hero of your brand story or place them on a different planet altogether. Holograms allow for in-depth product demonstrations like never seen before. Drone technology can literally make your product fly, and conductive ink can make printed posters interactive. Electronics and the Internet of Things connect customers and brands in intelligent and measurable ways.

With the daily addition of new technologies, platforms, collaborations and toolings, we have an ever expanding array of tools to deliver on compelling consumer experiences.

Threefold Company Profile

Threefold is an award winning brand experience studio specialised in integrating emerging technologies & traditional media to create unique brand experiences that move people to engage, act, learn, feel and connect.

From brand activations and promotions, to events and exhibitions we create immersive &

memorable experiences. Our multidisciplinary team of designers, content creators, programmers and technologists allow Threefold the ability to deliver on ambitious concepts and projects. Our technology team source, code and build relevant technologies & software to bring the most ambitious ideas and experiential journeys to life.

Get in touch

Stephnie@threefoldcreative.com Joey@threefoldcreative.com

011 566 6380 / 011 026 7227 www.threefoldcreative.com



THE EXPERIENTIAL TOOLBOX



REINVENTING THE TRADITIONAL THROUGH TECH

Joey Khuvutlu, Managing Director at Threefold Creative, is revolutionising the events industry.



Joey Khuvutlu, Managing Director at Threefold Creative

Please can you give a recent example of how you have integrated an emerging technology with traditional media to create a memorable experience?

We created an interactive music table for KFC using traditional foil vinyl used in everyday branding applications. Because foil vinyl is conductive, it can be used to create an electrical circuit. What this means is that printed graphics can become "buttons" that trigger an action such as switching on a light or activating a sound, and so forth.

For the Loerie award-winning KFC table a vinyl graphic was applied to a clear acrylic table, top and connected

to a micro-computer which allowed users to create music while at the same time activating powerful lights that lit-up the Braamfontein skyline.

This simple solution can be used for a number of creative solutions, imagine turning a large shop-front window into an interactive screen.

When did you identify the need for more interactivity and engagement in events?

Word of mouth is arguably the most powerful advertising medium. 70% of consumers trust brand recommendations from friends compared to only 10% that trust advertising. The growth and impact of digital platforms and in particular social media has amplified and accelerated the reach of word of mouth.

According to studies by McKinsey, "experiential brand experience is the most powerful form of word of mouth, driving activity accounting for 50 - 80% in any given product category". That said, audiences are only compelled to share experiences that are truly engaging, interactive and

> The audience is the hero, the brand is the enabler and technology; the hidden magic that makes for unforgettable experiences.

memorable, so event designers and planners have to deliver more than the expected to get people tweeting, Facebook sharing and Instagram-ing.

Our focus on delivering events that leverage technology solutions in their various formats is in response to the need to create compelling experiences that are worth sharing.

How can the business-events industry take advantage of your expertise?

Traditional marketing stands or exhibitions where brochures are handed out are no different from traffic light pamphlet distribution, it's just fancier and if the audience is lucky they may get a decent cup of coffee out of the forgettable experience. Events provide a valuable platform where you have a captive audience, so this is when you need to captivate your audience by delivering immersive and memorable experiences.

When conceptualising an event, it is the audience that should be the hero of the event and NOT the product or brand. At Threefold we specialise in conceptualising and delivering immersive experiences where the audience is the hero, the brand is the enabler and technology; the hidden magic that makes for unforgettable experiences.



NEW LONDON-CAPE TOWN ROUTE

rom 16 December 2016 Thomas Cook Airlines will operate three nonstop flights from Gatwick Airport to Cape Town International weekly. Last year the Western Cape welcomed over 400 000 United Kingdom (UK) visitors but current capacity on flights between Cape Town International and Heathrow Airport is almost 90% used, so this new route is much needed. It is also the first flight from Cape Town to Gatwick Airport.

This route is the result of a collaborative effort by Cape Town Air Access – led by the Western Cape Provincial Government, the City of Cape Town, the Airports Company South Africa, Cape Town Tourism and the private sector, co-ordinated by Wesgro.

Cape Town Air Access is the focal point for international air route

development in the Western Cape and, through joint marketing and networking opportunities, will continue to improve the Cape's air access to the UK.

This collaboration has already secured five new international routes and four expansions since its establishment in 2015, and played a pivotal role in Cape Town International Airport's recent Routes 2016 Marketing Award win.

BLUE WING CONFERENCE AND EVENTS VENUE AT TICKETPRO DOME

Why did the Ticketpro Dome decide to build The Blue Wing for conferencing?

This was undertaken in order to give the venue even greater flexibility in terms of hosting smaller events. The room opens up other possibilities as well. For example, multiple events could be conducted simultaneously, or the space could be put to use during the large-scale events held at the Ticketpro Dome. This is all part of a strategy to maintain the venue's status as a premium hosting facility.

Does it align with Ticketpro Dome's existing business model, or is it a step in a new direction?

Yes, to both. The 2 000m² expansion will increase the Ticketpro Dome's marketplace presence and strength whilst meeting growing client demands. The increased space will create capacity for smaller events that we've not been able to accommodate in the past, and also allows for added capacity to the current larger events hosted by clients.

What sort of business will the Blue Wing attract?

This area will be utilised for more intimate conferences, exhibitions, banquets, workshops, product launches, weddings, and additional pre and post hospitality for concerts. The new building is designed as a seamless extension of the Ticketpro Dome to provide complementary space for large exhibitions or conferences, whilst also being able to operate as an independent facility.

CREATE | COLLABORATE | COMMUNICATE







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Cnr Olievenhout Ave & Northumberland Rd North Riding, Johannesburg, South Africa





The Blue Wing Conference and Events Venue is a partnership between Thebe Reed Venue Management and Delmont Caldow Caterers, with Blue Label Telecoms as the naming rights sponsor.

DO BUSINESS IN ASIA WITH IT&CMA

24th Incentive Travel & Conventions, Meetings Asia (IT&CMA)

- Recognised as the Leading International MICE Event centered in Asia-Pacific.
- Offers the largest collection of Asia-Pacific MICE suppliers including: destinations,venues, products and services.
- Welcomes more than 350 international buyers every year.
- Provides the best business platform for MICE sellers and buyers worldwide to gather and interact in one strategic location.
- Part of the IT&CM Events series that includes IT&CM China and IT&CM India.
- 19th Corporate Travel World (CTW) Asia-Pacific
- Recognised as the Leading Corporate Travel Management Conference for the Asia-Pacific.
- The best ROI (Return on Investment) event on Travel and Entertainment management in the Asia-Pacific region.
- Brings together more than 100 corporate travel managers, travel agencies and suppliers to discuss the impact of global and regional issues on the development of business travel into and out of Asia-Pacific.
- Part of the CTW Events series that includes CTW China.
- The World's Only Doublebill Event in MICE and Corporate Travel
- Over the years, IT&CMA and CTW Asia-Pacific – The World's Only Doublebill Event In MICE And Corporate Travel – have grown in size and stature, attracting quality buyers and travel managers from the trade, corporate and association sectors.
- Both events have been colocating since 2004.
- From 2012 onwards, the event had incorporated Luxury Travel in its ambit.

2016 Keynote Address: The Past, Present & Future of MICE

27 September 2015, 4.10pm – 5.10pm, World Ballroom, Level 23, BCC

The global MICE industry has undergone tremendous transformation in the past few decades and looks set to continue this change trajectory. This high-level plenary session brings together three generations of industry leaders for a candid discussion on MICE throughout the ages.

Moderator:	Robert Cotter, International Editor, Kongres Magazine
Panellists:	 Alwin Zecha, Chairman and Founder, Pacific Leisure Group Gary Grimmer, CEO, GainingEdge Adeline Larroque Desages, MICE Expert based in the Middle East

2016 Association Days Forums 1. Outsourcing Strategies for Association Meetings

Organising an association meeting can be a large undertaking and associations often enlist professional help to varying degrees. Share your outsourcing experience and learn from peers in this open discussion.

2. Wooing Association Meetings: A Destination Perspective

Why are association meetings such an attractive proposition for destinations and what are destinations doing to woo them? Engage with destination representatives around the region in this session.

3. Event Apps - The Foundation for Attendee Engagement

Mobile technology is changing how event organisers excite and engage their audience. The same technology holds great potential for those organising association congresses as well. In this session, learn how mobile apps can facilitate the delivery of information to participants and discover Event2Mobile (e2m) — a leading secure mobile app platform for enterprise events and conferences used by both Fortune 500 companies and the largest associations.

4. Establishing Components for Growth

Having a component model for associations who wish to venture regionally and globally presents obvious benefits, although this comes with a set of cultural, communication, process, political and legal challenges. Forming partnerships with established national associations or establishing a new national association can be a powerful distribution tool for associations to deliver their mission on a regional/global scale both efficiently and effectively. This session discusses the key considerations to forging a win-win relationship based on the CFA Institute case study. CFA Institute is an ever-growing association organisation with 147 components in 73 countries.

2016 Celebrates:

- 24 years of fostering international MICE business in Asia-Pacific
- 19 years of cultivating Corporate Travel and Entertainment (T&E) best practices among Asia-Pacific's travel professionals
- 13 years of harnessing the best of MICE and Corporate Travel business, education and networking in a single international event staged in Asia-Pacific.

Location:

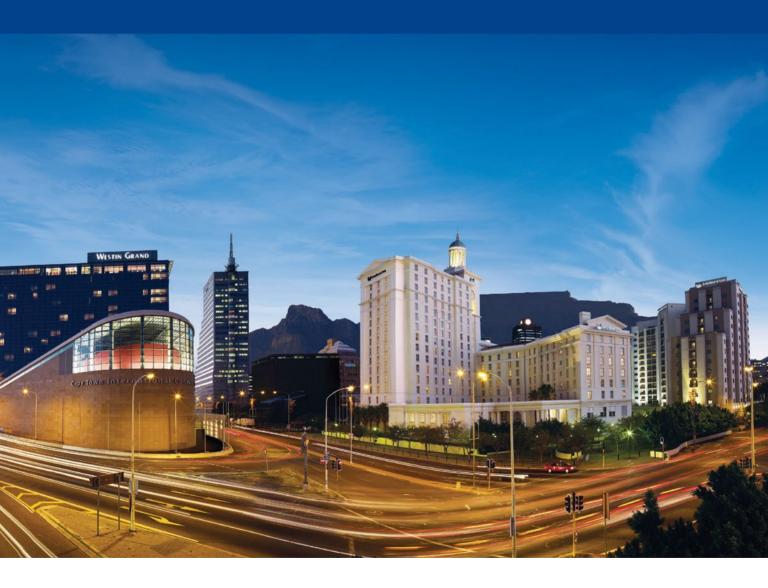
Bangkok Convention Centre at Central World Address: 999/99 Rama 1 Road, Pathumwan, Bangkok 10330, Thailand Tel: +66 (0) 2100 1234 Website: *www.centarahotelsresorts.com* Email: *bcccgcw@chr.co.th*

The Event's editor Katie Reynolds-Da Silva is attending IT&CMA. Contact her on katie@filmeventmedia.co.za or tweet @TheEventSA

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the Event

OVERVIEW OF THE SANCB'S KEY SUPPORT SERVICES

Part 6 of 6







NATIONAL CONVENTION BUREAU

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the **Event** | Part 6 of 6



The South Africa National Bureau, in conjunction with the City and Provincial Bureaus, offers five key support services:

1. Bidding Support

In the Bidding Support phase, the SANCB can provide the following support:

- Pre- and post-bid support such as bid promotion and handling of requests for proposals
- Independent advice when selecting a destination for your event
- Bid materials to provide support to members
- Government Letters of Support
- Bid Presentations
- Lobbying and promotional support
- Meeting planner support services such as collateral materials, signage and assistance in locating suppliers
- Advice on local issues
- Destination expertise through numerous channels including the SANCB's meeting and incentive planner's website and meeting planner fact books
- Coordinating requests for bidding

2. Site Inspection Support

Site inspections are a means to showcase the elements included in the destination's bid. Site inspections are part of the SANCB's service offering. The SANCB, in conjunction with the city and provincial convention bureaux organises and facilitates site inspections to assist Association Heads with business-event decision makers by introducing them to the event professionals that will bring their meeting, conference, event or incentive to life. The SANCB will invite key decision makers to view options to help confirm the conference offering including pre and post-show opportunities. Site Inspections are a crucial part of the decision-making process for business events. The venue must be conveniently situated close to transport routes and important amenities, and must boast the facilities and luxuries that befit a business traveller and conference delegate. The venue must be secure and attractive, with state-of-the-art

infrastructure and technology, as well as excellent cuisine and a wide-range of culinary and beverage options. Site Inspections also serve to reinforce positive aspects of hosting a conference in South Africa, and dispel negative preconceived notions. These positive aspects are:

- South Africa is a cost-effective destination with attractive exchange rates
- Reassurance that South Africa is a worldclass destination
- Delivery of world-class services and experiences that are on time and bring the WOW factor
- South Africa is a secure and harmonious nation
- The opportunity to leave a lasting impression
- Political/economic stability
- South Africa is an innovative and advanced nation
- The South African people are warm, welcoming and professional. Furthermore, well-coordinated Site Inspections give

The SANCB understands that no two events are the same, therefore they will tailor-make a list of recommended venues according to the specific needs of the event.

decision makers key insights into the myriad venues available in the chosen city. This allows decision makers to make their choices based on the facilities and location that best suit the conference attendees.

3. Convention Planning Support

The South Africa National Convention Bureau, with the City and Provincial Bureaus, are perfectly positioned to assist with planning a congress, meeting, expo or convention in South Africa. Their team has effective working relationships with an extensive database of local service providers. The SANCB can also facilitate collateral materials, government liaison and advice on destination and local issues. Key services during the Convention Planning stage:

a) Sourcing Venues

South Africa has myriad business-event venues that cater for events of any size. The SANCB understands that no two events are the same, therefore they will tailor-make a list of recommended venues according to the specific needs of the event. Whether it's a conference for 2 000 in one of South Africa's Centres of Excellence, or a convention for 15 000 in the heart of Cape Town, Durban or Johannesburg, the SANCB will find the perfect venue. Durban International Convention Centre has been named the best conference centre in Africa more than 10 times, the Cape Town International Convention Centre is undergoing a massive expansion, and the year-old Century City Conference Centre is booming, which further highlights the diversity of South Africa's venue offering.

b) Locating Suppliers

A well-planned conference requires the co-ordinated efforts of numerous suppliers, such as stand designers and builders, catering companies, entertainment, translation services, professional speakers, security, transport, graphic designers, décor experts, audiovisual experts and many other technical suppliers. The SANCB works with City and Provincial Convention Bureau to propose recommended suppliers, and facilitate business relationships.

c) Compiling Cost Estimates

Conferences require complex budgets that must be adhered to strictly. The SANCB understands the importance of these budgets, and will propose Professional Conference Organisers that can assist with budget-related matters. South Africa has dozens of excellent PCOs that are skilled in all aspects of conference organising, including costings and budgets.

d) Submitting and Monitoring RFPs

The SANCB and the relevant local convention bureau will ease the planning process by submitting requests for proposals in-house, and carefully monitoring the progression of each.

e) Co-ordinating Site Inspections

Site inspections are an integral aspect of the planning phase as they inform decision makers on the locations, facilities that will work best for the conference. The SANCB works closely with South Africa's myriad venues, and is ideally positioned to facilitate the inspection of suitable venues.

f) Advising on Pre- and Post-Tour Opportunities

South Africa has an abundance of pre and post-tour opportunities. Conference delegates will be able to see for themselves what millions of travellers flock to see every year on SA's shores. From wine-tasting along the world's longest wine route, to exploring Gauteng's cultural precincts, to visiting the country's renowned Kruger National Park; the SANCB can advise the organising committee on the most rewarding destinations and activities to consider for their delegates.



Brought to Event

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the **Event** | Part 6 of 6



4. Delegate Boosting

The South Africa National Convention Bureau can coordinate efforts to increase the number of delegates attending a business event in partnership with the association. It is in the best interest of all involved to have the maximum number of delegates attend an event, which in turn boosts the success of the event. The SANCB can assist associations to promote and market a convention in a number of key ways, including promotional material, special services and cultural displays.

Delegate Boosting Packages

The SANCB offers three packages to assist with delegate boosting:

- The Standard Package
- The Standard Plus Package
- The Elite Package

The evaluations criteria for these packages include:

- Being part of an international association agenda
- Support provided in the bidding phase
- Delegate numbers (and the countries they are from)
- Seasonality
- Duration
- Economic development criteria

The Delegate Boosting packages include myriad benefits, including tourism information giveaways, branding, electronic and print marketing material, destination marketing material, and (in the Elite package), VIP gifting, wine and drinks activations and customised marketing materials.

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."

5. 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 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?

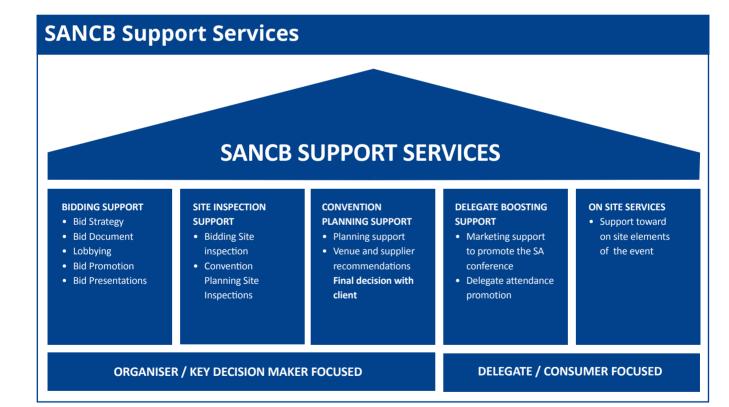
Some examples include:

- 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

For in-depth case studies on each of the five support services visit:

http://issuu.com/thefilmmakersguide/ docs/event_issue_10_2015_ebook https://issuu.com/thefilmmakersguide/ docs/event_issue_12_2015_ebook https://issuu.com/thefilmmakersguide/ docs/event_issue_02_2016_ebook https://issuu.com/thefilmmakersguide/ docs/event_issue_04_2016_ebook





For destination expertise and convention planning support, contact the South Africa National Convention Bureau. T: +27 (0)11 895 3000 E: convention@southafrica.net W: www.businessevents.southafrica.net



NATIONAL CONVENTION BUREAU



SPECIALIST SUPPLIERS

Kim Crowie takes a snapshot look at suppliers servicing the business-events industry, from medical response teams to security and transportation.

e often look at the business events industry from a PCO's perspective, but there's a whole world of supply and demand interacting just beneath that pile of paperwork on your desk. Most event planners usually have a list of preferred suppliers or vendors in the industry, and understand that managing suppliers well is critical to the success of an event.

According to Bianca Gardner of Bumble Events, one of the most important things a planner can do is select good, professional suppliers from the outset. "Suppliers who have an established practice are less likely to want the reputational damage caused by a disgruntled event planner. Also in some cases, you really do get what you pay for, so don't always search for the suppliers who offer the cheapest deals. Experience and service are worth the extra £s," she says.

South Africa has hundreds of suppliers working in the meetings, incentives, conferencing and exhibition sectors, from the likes of Avis, Value, Bidvest and Arayeng who offer transportation solutions, freighters like Exhibition Freighting G.S.M., and security solutions like Pro Events, to EMS solutions like Medi Response and those offering housekeeping solutions like ZF Cleaning. Before contracting suppliers, ensure the companies you choose to service your event have a strong track record of success, or for the very least, have best practices and all the correct documentation in place.

Medi Response on Pre-Hospital Care

Medi Response is driven by a motivated team of professionals and is a recognised industry leader in the field of pre-hospital emergency services. The company believes in putting people first – that is, going the extra mile for their clients and caring for patients with true compassion.

Medi Response recently launched



© Medi Response

We firstly provide medical and safety risk management services, which involves planning in order to manage – and preferably avoid – problems at an event, and in turn also planning how to deal with problems at the event when they arise; then, of course, actually managing the event from a medical and safety point of view.

their Emergency Medical Services (EMS) operation, and offers a twofold approach to the events industry. Managing Director Hadley Shapiro explains: "We firstly provide medical and safety risk management services, which involves planning in order to manage – and preferably avoid – problems at an event, and in turn also planning how to deal with problems at the event when they arise; then, of course, actually managing the event from a medical and safety point of view. Secondly, we offer comprehensive medical services, from basic life-support EMS personnel to doctors and specialised on-site medical facilities."

Medical care standards are regulated

by the Health Professions Council of South Africa, and all medical personnel must be registered with this statutory regulatory body. Medical services and safety standards for events are contained within an extensive regulatory framework which includes national legislation, policy documents, international guidelines and standards prescribed by the South African Bureau of Standards.

"For the moment, the event industry seems to be doing fairly well overall," Hadley says. "The concern is that events are ultimately recreational by their very nature, so when the economy dips there is a natural tendency to cut out recreational



Leading Event Suppliers of Medical, Security and Transportation Services

Leading Event ouppliere of	interical, security and transportation services	
Company	Service Offered	Website/Contact
Areyeng Rentals	Leading SA car rental company offering a range of vehicles including vans, trucks, 4x4s and sedans	www.areyengrentals.co.za
Avis Car Rental	Transport services from luxury rentals and chauffeur-driven to truck and van rentals	www.avis.co.za
Bidvest Managed Solutions	Established company with a number of supplier divisions including Automotive, Freight, Commercial Products, and Electrical	www.bidvest.co.za
DB Schenker	Logistics and freighting solutions including land transport, air and ocean freight	www.dbschenker.com
Diligence Services Group	Static guarding, event security, cleaning and public protection	www.diligencesecurity.co.za
ER24	Range of medical solutions including event emergency medical services	www.er24.co.za
Exhibition Freighting G.S.M.	International freight forwarding specialising in conferencing and exhibitions; preferred supplier of CTICC, Durban ICC, Century City Conference Centre	www.ef-gsm.co.za
Katlego Global Logistics	International freight forwarding, courier services	www.katlegoint.co.za
Khululekani Security Services	Gauteng-based security services for events of all sizes includes undercover, executive, electronic, consultant and crowd barrier services	www.khululekani.co.za
Life Med	Medical standby for events	www.lifemed911.co.za
Med-Help Emergency Services	Medical services tailored to each event	www.med-helpems.co.za
Medi Response	Emergency medical services (EMS), and medical and safety risk management for events	www.mediresponse.co.za
Paramedics For Hire	Specialised medical events management	www.paramedicsforhire.co.za
Pro Events Security	Highly trained security personnel specialised in events, film production and VIP protection	www.proevents-sa.co.za
Shades of Green	KZN-based exhibition and marketing management company; services include safety and risk management, security, and travel and accommodation	www.shadesofgreen.co.za
TST Onsite Management and Logistics	Providing management and logistics to events including drayage/porter, freight forwarding/ clearing	+27 72 576 5932 / +27 82 450 3480
Uber	App-based transportation service across South Africa's regional hubs	www.uber.com
Value Logistics	Transportation, distribution, warehousing, import and export, IT and security services	www.value.co.za
Zebra Cabs	A proudly South African fleet of over 180 cabs based in Gauteng	www.zebracabs.co.za
ZF Cleaning Services	Eco-friendly cleaning for exhibitions, general commercial services and post construction	www.zfcleaning.co.za

expenditure." He adds that cost sensitivity is always a factor when supplying to events, and any event organiser should beware of taking short cuts on their event spend – especially when bypassing the prescribed standards of such a heavily regulated market. "It is always better to budget appropriately and ensure that you use a reputable and accredited service provider to meet the needs of your event."

Medi Response has a very flexible approach to supplying to events. If you can define the requirement, they will do their best to meet it. "Event risk must always be managed appropriately and to this extent, we would really like to advise organisers to conduct their duties to the letter of the law within the framework and guidelines surrounding the events market. There are also various state authorities involved in planning and authorisation of events. As a general pointer, a little humility goes a long way when dealing with public services that ultimately are there to help!"

FEATURE (23)



Medi Response is a turnkey private emergency service provider, offering quality healthcare and safety-related services.

Our Vision is to be recognised as a reputable industry leader within the field of pre-hospital emergency services; always putting people first. Our services range from Ambulance & Emergency Services to safety and risk management, and remote-site emergency medical care.



www.3ddesign.co.za

> How did you interpret the client brief?

BCX wanted something different. They wanted to stand out from all the other exhibitors. They had two products that they had to demo, and need a lot of seating area. They also required something to show their new state-of-the-art cloud hosting building.

We decided to go really big and make a statement with the hanging fins. The stand had to be open and welcoming and make an impact as you entered the hall, which it most certainly did. 3d Events pitched the idea of virtual reality so that visitors could experience the cloud hosting facility without actually visiting the venue.

3d Events filmed, edited and compiled the entire VR experience. Over and above the VR experience, there was a coffee and gaming experience to entice vistors.

t. +27 11 608 1588 / +27 21 702 1089 e. conrad@3ddesign.co.za



www.efam.co.za



In this instance – to us the client was the industry at large as well as the visitors to Markex. When we won the "Best Stand" award amongst our peers, that was apt confirmation of an impressed and captive market; as well as a successful exhibition. t. +27 11 440 3943 e. info@efam.co.za



the **elastic brand**

www. elasticbrand.co.za

> What is unique about the stand?

Our client wanted a solution that was not only striking in appearance but versatile and able to be used repeatedly at other trade shows and promotions. Using our Airframe System, we were able to design and produce a striking display that won "Runner Up: Best Multiple Exhibition Stand" at the SAPICS Convention.

> How did you interpret the client brief?

The SAPICS floor space was unusual at 4.8m wide. In order to accommodate this and be able to use elements of the display as "stand alone" for future expos and promotions, we designed recesses in the back wall. These recesses doubled as a design feature for the SAPICS stand and also allowed us to manipulate the width of the back wall.

> Any last words on stand design trends?

We believe clients deserve custom-designed display solutions that are modular and can be used repeatedly over a multitude of expos, events, trade shows and promotions. Our Airframe system is the perfect solution to meet this need.

t. +27 11 262 0206 e. info@elasticbrand.co.za



> How did you interpret the client brief?

The design process was based off of Zenprop's prior exhibition design history. With their past designs being bold and innovative, we were challenged to push the boundaries for 2016. A key requirement of the design was its ability to showcase innovation with regard to technological advancements. Focusing on the memorability of the concept we opted to incorporate hologram projection and infra-red touch technology and combining these innovations with unconventional exhibition materials such as composite marble flooring and smoked mirror cladding. Every element from the pine rib detailing to the handsketched organic bulkheads were considered and designed based on their contribution to the overall dramatic look and feel of the design.

> What was the client's reaction to the finished product?

Astounded, the entire Zenprop Property Holdings group was in awe of the end result we delivered at SACSC.

t. +27 11 794 4478 / +27 21 422 1230 New Durban Branch: +27 76 174 3706 e. admin@theexhibitionist.co.za



www.theexhibitionist.co.za

THE BURGEONING KNOWLEDGE ECONOMY IN THE WESTERN CAPE

The Western Cape has, in recent years attracted a number of high-profile industry conferences to its shores. We explore the benefits and impact of these events on the local economy and on skills growth and development.

he knowledge economy has been knocking around as a buzzword for some time now, but it has only recently started to show its true, long-term benefits within the Meetings, Incentives, Conferencing and Exhibitions realms. South African associations have placed a strong focus on knowledge sharing in 2016, with a number of academies and organisations offering training courses in an effort not only to standardise the industry, but also in order to share the experience and understanding of those who have been working in both local and international circles.

"The business-events industry, like other segments of tourism, depends on and feeds into many other sectors that form the overall value chain of our tourism sector," Minister of Tourism, Derek Hanekom, told delegates at the SAACI Congress in 2016. "This makes it critical for all of us to engage with each other so that we can extract the full value of the many opportunities ahead, as we grow the industry."

This rings true for the Western Cape, which has been developing as a hub for the sharing of knowledge for quite some time now. Cape Town and the Western Cape has hosted many world-class medical and economic congresses, including the World Congress of Pharmacology 2014, the World Economic Forum on Africa in June 2015, and most recently, the International Geological Congress, which concluded on 2 September 2016.

The Cape Town International Convention Centre (CTICC) is a key contributor to attracting these large-scale, international congresses to the Western Cape, with



Dr Joe Paahla, Deputy Minister of Health, gives the opening address. Courtesy of Scatterlings © Piet van Wyk Photography

502 events hosted by the centre in the 2014/15 financial year. The majority of these were aligned to key catalytic sectors identified by the City of Cape Town and the Western Cape Government as areas for economic growth and development. By attracting global associations to the region, its expertise, knowledge and skills in all these areas increase.

Case Study: The World Congress of Pharmacology 2014

The 17th World Congress of Basic and Clinical Pharmacology (WCP2014) was held in Cape Town from 13-18 July 2014 at the CTICC. This is the first time the event was held on African soil, and was hosted by the South African Society for Basic and Clinical Pharmacology (SASBCP). The Congress was attended by 1 950 international delegates, with the highest attendance coming from Asia (422), followed closely by Africa (394) and then Europe (382).

Carolyn Melnick, Project Manager at

Scatterlings Conference and Events, the PCO attached to the congress, says that interestingly enough, the WCP2014 attracted its highest-ever attendance from North America – largely due to the committee's extensive marketing efforts in the area. "This highlights the importance of a targeted marketing campaign leading up to the Congress – which the Cape Town and Western Cape Convention Bureau, a division of Wesgro and the South Africa National Convention Bureau (the SANCB) played an integral part by providing marketing materials and funding for these activities," she explains.

WCP2014 has had a ripple effect on the local pharmacology industry, says Professor Douglas Oliver, Congress Chairperson. Not only was there a huge push and support from locals to bring African professionals to the event – young pharma profs sold t-shirts to support African delegates' travels to the tune of R400 000 – but support from the SANCB, Wesgro, the Western Cape Province and the national government was "a critical





www.theevent.co.za

factor" in the success of the event. "What is important is that apart from the legacy of the ongoing, long-term initiatives [started prior to and at WCP2014], is that there are some spin-offs from the World Congress," says Professor Oliver. "I'm part of a team hosting a World Health Organisation Congress in December, and that is a key demonstration of success. We're also hosting the next All Africa Congress in a few weeks' time. Business events are so different from general tourism, and the added value from business events brings influential people to SA. The benefit for SA is that we place ourselves as a country not only of tourism but of expertise."

WCP2014 Impact on **Knowledge Economy**

- The industry has worked to form societies in several African countries - Nigeria. Egypt and East Africa are key areas in this growth
- Kenyan pharmacologists are now launching their own journal
- African pharmacologists are much more interested in the 2018 World Congress, taking place in Japan, and are currently strategising on how to best get the continent involved.
- Professor Oliver was chosen as an Ambassador for Business Events by the Ministry of Tourism, recently participated in ICCA's Africa Chapter meeting in Lusaka and chosen as member of the Client Advisory Board on the BestCities Global Alliance partnership.
- A number of training events and workshops took place before and after the event, including training for 40 post-graduate students in Durban through Pharmacology for Africa. PharfA has been leading and instrumental in creating opportunities for African Pharmacology.

Case Study: The World Confederation for Physical Therapy 2017

The World Confederation for Physical Therapy (WCPT) Congress is the world's largest international event for the global physical-therapy community. Bringing together over 4 000 people from 114 countries to share knowledge. network and discover the latest in clinical practice, the WCPT is set to take place from 2-4 July 2017.

This is the first time in the history of the event that it takes place in Cape Town, following a hugely successful 2015 Congress in Singapore. "From an organising perspective, the WCPT secretariat and the International Scientific Committee work to ensure the Congress programme covers all areas of global physical-therapy practice. Presenters from around the world debate topics ranging from pain management to the care of older people or paediatrics, neurology and global health issues," says Kiran Acharya, Communications at WCPT Headquarters in London. "Conferencing is crucial to knowledge sharing amongst the global physical-therapy community. The WCPT Congress offers the chance for practitioners to meet leaders and develop contacts in abundance. Event feedback praises the opportunity to develop new perspectives on how physical therapy fits into the context of global healthcare."

Magda Fourie, Professional Liaison Consultant for the South African Society of Physiotherapy, says that as hosts, they are able to "tailor make the WCPT congress into a unique and exceptional African experience".

"By hosting a congress of this nature, the physiotherapy world will be able to understand not only the challenges that African physiotherapists face, but the progress and advances made in this developing and growing country with respect to medical and health care," she explains. "Further to this, hosting this conference will raise the profile of not only the South African

physiotherapy industry, but the South African Universities of which three big universities are based in the Western Cape, the National Department of Health. Primary Health Care initiatives and the programmes which exist to combat both basic and complex medical conditions. which physiotherapists are involved in treating." She adds that one of the benefits of hosting this event in SA is that local physiotherapists will be exposed to foreign trained physiotherapists and their modalities of treatment.

WCPT 2017 Legacy Project

- The Legacy Project aims to leave behind a legacy in SA in remembrance of the profession and the international congress.
- Through this, SASP aims to establish public-private partnerships, change behaviour and policy to benefit the profession and community, make the public aware of the role of physiotherapy in treatment, and more.
- The vision is that SASP members would be willing to donate an hour a week to the community near their environment, starting in the Western Cape during the congress - but also spread this practice throughout SA.
- For more info visit www.saphysio.co.za.

Conferencing is crucial to knowledge sharing amongst the global physical-therapy community.

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

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Le Morne Brabant, Mauritius © Lonely Planet, Photo by Frederick Millett

MAURITIUS

A veritable island paradise, Mauritius offers world-class conferencing and incentive options for the discerning event organiser or business traveller.

ailed by *Lonely Planet* as 'an island Eden', the Republic of Mauritius is an incredible land of turquoise oceans and warm, sandy beaches. But more than a tourist's nirvana, it is ideal for discerning business travellers and small to medium-sized conferences wanting to make a real splash. The country includes the island of Mauritius, Rodrigues, and a few outer islands, with Port Louis as its capital and largest city.

The Swami Vivkananda International Convention Centre, situated in Port Louis, services events of larger sizes, with a 2 000m² atrium that serves as a grand entrance to the centre and is ideal for banquets, dinners, cocktails and receptions. The Main Hall has a size of 50m by 70m, with a lofty ceiling of 15.5m – perfect for anything from gala dinners and concerts to conferences and trade shows. The Trianon Convention Centre is a 3 000-seater auditorium, boasts a world-class sound system, and is a 15 minute drive from the capital.

The country hosts many technical, political and business-related conventions and congresses. Most recently, the International Council for Commercial Arbitration held their 2016 Congress in Mauritius, as did the Commonwealth Parliamentary Association for its 47th Africa Regional Conference in August. This year Mauritius also caught the eye of the Institute of Electrical and Electronic Engineers (IEEE), who hosted the first Mauritian edition of the International Conference on Emerging Technologies and Innovative Business Practices for the Transformation of Societies (IEEE EmergiTech 2016).

Key Venues

Mauritius Incentive Connections (MIC) offers turnkey solutions for incentives and destination conferences. The company offers packages through twelve top level resorts – including the ones listed below – at highly competitive rates, with flexibility and a maximum turnaround of 48 hours on all requests. For more information or to book with MIC, visit *www.mic-mauritius.com*, or contact their Joburg-based Sales and Marketing Manager Hermina Sennelo on *hermina@mic-mauritius.com* or +27 74 699 8076.

Hilton Mauritius Resort & Spa

The award-winning Hilton Mauritius Resort & Spa is the perfect place for travellers to mix business with pleasure. It is 50 minutes from the International Airport, and offers quick, easy access to local offices. The Hilton was renovated in 2014 and offers complimentary nonmotorised activities such as dolphin watching to visitors. >



Hilton Mauritius Resort & Spa - Ballroom Theatre style



COME FOR THE MEETING. STAY FOR EVERYTHING ELSE.



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Offer is valid at Hilton Mauritius Resort & Spa for event bookings between 1st September 2016 and 30th November 2017 and must be completed by 30th November 2017. Offer subject to availability and cannot be combined with any other offers and/or special discounts. Valid on new event bookings only. Other restrictions may apply. This hotel has its own Terms and Conditions for holding events at their property. Please contact the hotel prior to booking for complete details. Visit the HHonors Terms and Conditions at http://hhonors3.hilton.com/en/terms/index.html to learn more about Event Bonus Points.



30 BUSINESS EVENTS MADE EASY

Its indoor and outdoor venues can accommodate up to 350 guests, and it has seven function areas to choose from. It has fully-equipped conference areas with projector and internet access, as well as193 stylish sea-facing rooms, and on-site water sports, spa and easy access to Tamarina Golf, and Casela Nature and Leisure Park. The Hilton Mauritius is the Leading Resort and Leading Conference Hotel for 2016.

Hilton Mauritius Resort & Spa			
Meeting Room/Area	Size	Seating Capacity	
Isle de France Ballroom	331m ²	350 pax (theatre style)	
Isle de France Foyer	131m ²	150 pax (theatre style)	
Two Breakout Rooms	36m² & 30m²	25-30 pax (theatre style)	
Marquee	-	120 (reception style)	
Palm Garden	-	-	
Beach	-	-	

Mauritius Incentive Connection caters to any groups budget, packaging a wide-range of MICE services including accommodation, excursions, team building activities, conferencing and creative events. We bring fresh and dynamic to the Mauritius that everyone knows.

- Hermina Sennelo, Sales and Marketing Manager, MIC

Starwood Hotels

Starwood Hotels offers four opulent accommodation and conferencing options for organisers looking to truly spoil their guests. The St Regis Mauritius Resort offers dramatic views and three meeting spaces, the largest of which is 22m², with 172 guest rooms. Le Méridien Ile Maurice offers seven meeting spaces, the largest of which is 550m², and offers a full range of audiovisual services. The Shanti Maurice - A Nira Resort has one conference room 190m² in size, while The Westin Turtle Bay Resort and Spa can accommodate up to 200 guests and offers up to 4 meeting spaces.

Starwood Hotels		
Name	Conference Rooms	Seating Capacity
St. Regis Mauritius Resort	Ballroom: 250m ² Astor Room: 22m ² Writing Room: 79m ² Reading Room: -	Ballroom: 200 pax Astor Room: 180 pax Writing Room: 24 pax Reading Room: 12 or less
Le Méridien Ile Maurice	Bel Air: 111.55m ² Chamarel 1: - Charmel 2: - Citadelle: 20.5m ² La Nicolière: 34.19m ² Macondé: 20.5m ² Wolmar: 58.46m ²	Bel Air: 60 pax (theatre style) Chamarel 1: - Chamarel Ballroom: 600 pax (theatre style) Charamel 2: 96 pax (banquet style) Citadelle: - La Nicolière: - Macondé: 20 pax (theatre style) Wolmar: -
Shanti Maurice - A Nira Resort	Conference Room: 190m ²	40 pax (theatre style)
The Westin Turtle Bay Resort & Spa	Babonne Ballroom: 282m ² Babonne 1: 140m ² Babonne 2: 140m ² Cabot: 27m ²	Babonne Ballroom: 300 pax (theatre style) Babonne 1: 150 pax (theatre style) Babonne 2: 150 pax (theatre style) Cabot: 12 (conference style)



Starwood Hotels: Shanti Maurice - A Nira Resort

For Your Meetings & Events in Mauritius



Located 20 min and 30 min away from Port Louis and Ebene respectively, The Westin Turtle Bay Resort and Spa's mission is to take care of everything down to the smallest detail to make sure you leave wonderfully rested, well-nourished and nurtures. Step into our world, let it become yours, and treat yourself to tranquility.

190 rooms and suites, selection of 5 restaurants and 2 bars, 24 hour Westin Workout fitness center, The Westin Executive Club, 2 swimming pools, Heavenly Spa by Westin®, 1 ballroom and 2 breakaway rooms, 1000m2 of outdoor event space, watersports club and Westin Family®.



Le Méridien IIe Maurice is strategically located on the North West coast of Mauritius, 20 min and 30 min away from Port Louis and Ebene respectively. With a 1,000 meters of white sandy beach, and spectacular views on the warm turquoise waters of the Indian Ocean.

Indulge your senses with a myriad of colours and aromatic flavours from our choice of 4 restaurants and 4 bars. 295 rooms and suites, the Explore Spa, 24 hour fitness center, 2 swimming pools, a 550m² Ballroom, Business Center with 5 breakaway rooms, watersports club and other facilities.



There is no address like The St. Regis Mauritius Resort. Reclining on white sands and a turquoise lagoon, the resort is located on the south-west tip of the island on Le Morne Peninsula, a UNESCO World Heritage site. Located only 1 hour away from the airport by Luxury transport.

The legendary St. Regis Butler Service, Iridium Spa, 172 guest rooms and suites, 5 distinctive dining venues and 2 bars, 24 hour In Room Dining, 2 Swimming pools, Fitness Club, 3 meeting space & event rooms, Watersports Club with diving facilities & ION Club for kitesurfing, La Palme d'Or Private Cinema and much more facilities.



To learn more, please contact Gerald Wong on Gerald.Wong@starwoodhotels.com or on +230 204 3366



Heritage Resorts

Heritage Resorts

The Heritage Resorts offer three fabulous five-star accommodations, two of which are ideal for small conferences or meetings, and one that's ideal for incentive travel. The Heritage Awali Golf and Spa Resort has 160 spacious, African-inspired rooms, with one conference room called Terranga - 94m² in size and includes a projector, flip charts, audio visual equipment and a PA system. The Heritage Le Telfair Golf & Spa Resort offers a blend of luxury, intimacy and elegant architecture to visitors. Its conference room, Chantoiseau, is 94m² in size and fully equipped as the Awali. Heritage The Villas are perfect for incentive travel, and offer championship golf courses and a plethora of activities on the 2 500 hectare estate.

"Heritage Golf Club is second to none when it comes to wowing its clientele. The latest surprise has been the launch of footgolf, which is a combination of the two



Heritage Resorts' Conference Room © Virginie Tennant

Heritage Resorts			
Name	Conference Rooms	Guest Rooms	
Heritage Awali Golf and Spa	Terranga: 94m² Theatre style: 80 pax Banquet style: 40 pax Classroom style: 45 pax	160	
Heritage Le Telfair Golf & Spa	Chantoiseau: 94m ² Theatre style: 70 pax Classroom style: 30 pax Banquet style: 48 pax U-Shape style: 28 pax Boardroom style: 28 pax Cocktail style: 90 pax Hollow Square: 28 pax	158	

most popular sports in the world: football and golf," says Candice Yon, Communications and PR Manager at Heritage Resorts.

Incentive Travel Products

As one of the premier incentive beach destinations in the world, you would truly offer employees the ultimate incentive by sending them to this idyllic place. Wellness and spa holidays are rather popular, as are golfing getaways, thanks to Mauritius' pristine golf courses. The islands also offer a number of cultural, natural and historical tours and attractions that will keep any incentive traveller busy. The country is a Duty Free destination and as a result is one of the world's most coveted shopping destinations. Other ideas for incentives include racing in a Mini Cooper rally, making your own sugar cane juice, sponsoring a horse race, and sailing in a Pirogue Regatta.



Mauritius has two airports, with Sir Seewoosagur Ramgoolam International Airport operating as a main commercial airline hub. The major airlines flying to the islands are as follows:

- British Airways
- Air Mauritius
- Thomson Airways
- Emirates
- · South African Airways
- Air France
- Turkish Airlines
- Air India
- Kenya Airways

🜔 Climate

Mauritius enjoys a mild tropical climate throughout the year, with two seasons: **a warm, humid summer** from November to April, and a **relatively cool winter** from June to September.

Currency			
Mauritian Rupee (MUR)	South African Rand (ZAR)	US Dollar (USD)	Euro (EUR)
100	40.57	2.83	2.52

*This information was correct as of 13/09/2016 and is subject to change.

Ontacts

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South African Offices: Mr Alan Rabinowitz Tel: +27 11 506 7305 Email: *alanrab@meropa.co.za*

Mauritius Board of Investment Head Office: Port Louis Tel: +230 203 3800 Email: contact@investmauritius.com Web: www.investmauritius.com

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- A 1300 hectares nature reserve
- 2 Conference rooms
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Heritage Resorts Domaine de Bel Ombre - Mauritius For more information please contact Dorella Louise. Email: dorella.louise@vlh.mu Tel. +230 601 5577 / +230 601 5500 www.heritageresorts.mu





THE FORUM: SENIOR EVENTS COORDINATOR

The Forum Company is looking for a Senior Events Coordinator to liaise with clients and ensure the company's event services and venues are in excellent condition.

he position of Senior Events Coordinator at The Forum Company includes tasks such as dealing with client queries effectively, handling the overall client relationship, planning, coordinating site visits, food tastings, and overall operations. The Events Coordinator will also be responsible for improving business decisions by providing reliable, intelligent proposals, developing open and honest

collaboration across teams, and be an expert in The Forum's various services, venues and their competitors in the market. The candidate should understand industry requirements and needs and link those industry needs to our sales strategy, as well as ensure tailored solutions for clients in-line with standard operating policies.

A valid matric certificate, related qualifications and three to five years in coordinating and sales to the conferencing and hospitality industries are required. Event coordinating skills within hospitality is advantageous. Potential applicants must be customer focused and sales drive, and should have great communication skills in order to build valuable and effective business relationships.

To apply for this position please contact Nombulelo Zono on *nombulelo. zono@theforum.co.za* with the reference #EventCoor01 in your email subject line.

WORKSHOP 17: EVENTS MANAGER

Workshop 17 is searching for an Events Manager to take charge of the events team and manage the administration and logistics of events.



Meeting Room ©Workshop17

ituated in the V&A Waterfront's Watershed, Workshop17 is an entrepreneurial focused co-working and events space. The company is looking for a Junior to Mid Events Manager to join and assist the team in delivering the 350+ events they manage each year. If you are able to anticipate project needs, manage work priorities, meet deadlines with little supervision, provide outstanding customer service, are able to build relationships and are willing to work occasional evenings and weekends, this position is for you.

In order to achieve the various events management and administration tasks the

position needs, Workshop17 is looking for someone with excellent communication skills – including writing, proofreading and speaking, as well as the ability to manage multiple projects, excellent interpersonal skills, fantastic customer service ethic and high expectations for quality. Potential candidates should have at least three years' experience with office administrative management and at least one year's experience coordinating special events.

To apply for this position, contact Westleigh Wilkinson on *careers@ workshop17.co.za* with the reference #EventsManager in your email subject line. **•**

IBTM WORLD TRENDS WATCH

Dr Rob Davidson highlights what to expect from this year's ibtm world in the Trends Watch report.

r Rob Davidson, Managing Director, Mice Knowledge, will present this year's Industry Trends Report as part of the Knowledge Programme on Tuesday 29th November at 11:45am and again on Wednesday 30th November at 9am. *(www.ibtmworld.com/knowledge).*

Rob will show how 2016 has been an exceptional year in terms of significant economic and geopolitical upheavals - of which, in Europe, Brexit is the most notable example, but is far from being the only factor contributing to the turbulent state of markets worldwide and fluctuations in corporate and consumer confidence.

"With the global market environment in a constantly evolving state of flux, it is more important than ever for businessevents professionals to be aware of the current opportunities, challenges and developments in demand and supply in our industry. For that reason, this year's ibtm world's Trends Watch report will once more be enthusiastically welcomed by destination marketeers, venue managers, events planners and all other stakeholders in the meetings and events sector the world over." said Davidson.

The report reviews the key sources of data for the meetings and events industry in order to provide a snapshot of its performance in 2016 and to make predictions concerning how demand and supply are most likely to evolve in the year ahead. It also analyses the performance of the principal sectors of the economy that are essential sources of demand for corporate events - automotive, information technology, construction, pharmaceuticals and financial services. These qualitative and quantitative data are supplemented by informed contributions from the CEOs of the key international associations representing the major professions operating in our industry.

Based on these sources, the report describes the current state of the market for business-events services and facilities as being one that is characterised by concern over the multiple challenges we face, but firm resolve to use our ingenuity and innovation to continue to succeed in the face of growing uncertainty.

Commenting on the importance of this

annual presentation to the international meetings industry, Graeme Barnett, Senior Exhibition Director for ibtm world said: "This year's ibtm world Trends Watch report is bound to be of interest to all stakeholders in the meetings and events sector, and because of its importance, Rob will present it twice so that exhibitors too get a chance to hear the detail and reflect on its impact on their businesses".



©ibtm world

With the global market environment in a constantly evolving state of flux, it is more important than ever for business-events professionals to be aware of the current opportunities, challenges and developments in demand and supply in our industry.

36 EVENTS TO DIARISE

www.theevent.co.za

OCTOBER

THE DIGITAL EDUCATION SHOW AFRICA 4 - 5 JOHANNESBURG, SOUTH AFRICA

FTTH COUNCIL AFRICA ANNUAL CONFERENCE 4 - 6 CAPE TOWN, SOUTH AFRICA

AFRICA HOTEL INVESTMENT FORUM 4 – 6 KIGALI, RWANDA

ELITE SPORT SUMMIT 5 – 7 CAPE TOWN, SOUTH AFRICA

ALL AFRICA CONGRESS ON PHARMACOLOGY AND PHARMACY 5 - 8 MULDERSDRIFT, SOUTH AFRICA

SWAHILI INTERNATIONAL TOURISM EXPO 6 – 8 DAR ES SALAAM, TANZANIA

LIASA CONFERENCE 9 – 14 DURBAN, SOUTH AFRICA

ACTE GLOBAL CORPORATE TRAVEL CONFERENCE 11 – 13 LONDON, UNITED KINGDOM

FINANCE INDABA AFRICA 13 – 14 JOHANNESBURG, SOUTH AFRICA

CARTA TRANSFER FOR THE PROPERTY

GARTNER SYMPOSIUM/ITXPO 16 – 20 ORLANDO, USA

WASTECON 2016 17 – 21 JOHANNESBURG, SOUTH AFRICA

IMEX AMERICA 18 – 20 LAS VEGAS, USA

WEST & CENTRAL AFRICA MINING SUMMIT & EXPO 19 – 20 ACCRA, GHANA

SOUTH AFRICAN PHARMACY CONFERENCE 20 – 24 DURBAN, SOUTH AFRICA

SOUTH AFRICAN EDUCATION RESEARCH ASSOCIATION CONFERENCE 23 - 26 CAPE TOWN, SOUTH AFRICA

SPORTS AND EVENTS TOURISM EXCHANGE 25 – 27 TSHWANE, SOUTH AFRICA

EASTERN CAPE MARITIME SUMMIT 26 – 28 EAST LONDON, SOUTH AFRICA

SUB SAHARAN AFRICA POWER SUMMIT 26 – 28 CAPE TOWN, SOUTH AFRICA

INTERNATIONAL AGENCY FOR THE PREVENTION OF BLINDNESS (IAPB) 10TH GENERAL ASSEMBLY 27 – 30 DURBAN, SOUTH AFRICA

AFRICA OIL WEEK/ AFRICA UPSTREAM CONFERENCE 31 - 4 NOVEMBER CAPE TOWN, SOUTH AFRICA



NOVEMBER

AFRICAN REAL ESTATE SUMMIT 2 – 3 CAPE TOWN, SOUTH AFRICA

SITE GLOBAL CONFERENCE 5 – 7 PANAMA CITY. PANAMA

WATER AFRICA AND WEST AFRICA BUILDING AND CONSTRUCTION NIGERIA 8 – 10 ABUJA, NIGERIA

SECUREXPO EAST AFRICA 8 – 10 NAIROBI, KENYA

UFI CONGRESS 9 – 12 SHANGHAI, CHINA

ICCA CONGRESS 13 – 16 KUCHING, MALAYSIA

AFRICA COM 15 – 17 CAPE TOWN, SOUTH AFRICA

EAST AFRICA OIL AND GAS SUMMIT AND EXHIBITION 15 – 17 NAIROBI, KENYA

INVESTING IN EMERGING MARKETS SUMMIT 16 – 17 JOHANNESBURG, SOUTH AFRICA WORLD PSYCHIATRIC ASSOCIATION INTERNATIONAL CONGRESS 18 – 22 CAPE TOWN, SOUTH AFRICA

WEST AFRICAN POWER INDUSTRY CONVENTION 23 – 24 LAGOS, NIGERIA

TANZANIA TRADE SHOW 25 – 27 DAR ES SALAAM, TANZANIA

IAPB GENERAL ASSEMBY 27 – 30 DURBAN, SOUTH AFRICA

SOUTH AFRICAN PHARMACEUTICAL EXHIBITION 28 – 29 JOHANNESBURG, SOUTH AFRICA

SOUTH AFRICAN STATISTICAL ASSOCIATION CONFERENCE 28 – 1 DECEMBER CAPE TOWN

IBTM WORLD 29 – 1 DECEMBER BARCELONA, SPAIN

DECEMBER

WORLD SME EXPO 1 – 3 HONG KONG, CHINA

CHENGDU INTERNATIONAL TOURISM EXPO 2 - 4 SICHUAN, CHINA

POWER GEN INTERNATIONAL 13 – 15 ORLANDO, USA

AL ANSAAR SOUK AND TRADE FAIR 23 – 2 JANUARY DURBAN, SOUTH AFRICA

EXSA ACADEMY OPEN FOR BUSINESS

The Exhibition and Event Association of Southern Africa has announced the opening of the EXSA Academy. Established to develop skills at all levels within the exhibition and events industry, it aims to help the industry comply with health and safety legislation as well as improve a company or individual's performance and productivity.

The EXSA Academy will develop gualifications and recognise skills, from basic entry-level jobs to International **Event Management qualifications** and professional designations. This is ideal for bettering the skills of staff within an organisation, as well has assistance in putting a Workplace Skills Plan together. Some of the costs of training, coaching and gualifications can be recovered from skills levies paid, while the BBBEE points gained from upskilling staff will improve chances of working in the public sector. BEE experts will also be on hand to help plan your company's training needs.

The EXSA Academy will be working closely with EXSA and the Council of Event Professionals Africa (CEP Africa). For more information, or to see the courses currently on offer visit www.exsaacademy.co.za.



SOLD-OUT ICCA MEETINGS PROGRAMME

Early July saw the successful and sold-out global attendance of 20 international association executives and 130 ICCA members from 35 countries at the inaugural ICCA **Association Meetings Programme** (AMP) in Stavanger, Norway. The AMP is ICCA's new annual event, where members and international association executives learn from each other and from a top faculty of experts about key aspects of bidding and decisionmaking, organising, promoting, and designing international association meetings. The AMP replaces ICCA's long-standing Research, Sales and Marketing Programme (RSMP), which had only been open to ICCA member delegates previously.

ICCA CEO Martin Sirk said: "A key element of ICCA's new Strategic Plan is to bring international associations more meaningfully into our community, and the inaugural AMP is just one small contribution towards this goal. Not only were associations present as delegates, they played a major role in designing and delivering the content, assuring its relevance and topicality".

ICCA will be holding its second annual AMP in Fukuoka, Japan in 2017 from 29 June to 1 July, with a fresh programme of speakers. It will once again be capped at a maximum of 150 participants. For more information, visit www.amp2017.iccaworld.org.



SATSA YEAR-END INVITATION 2016

The Southern African Tourism Services Association (SATSA) has announced their year-end function. The event takes place on 11 November 2016 at the Chief's Boma Restaurant, Indaba Hotel from 6pm. As usual, their raffle prizes will raise funds for the Rainbow and Smiles Charity. SATSA has invited anyone interested in sponsoring raffle prizes to contact *penny@ work.co.za* for more information.



ATA AND PATA STRENGTHEN TOURISM LINKS

The African Travel Association and the Pacific Asia Travel Association have agreed to cooperate in a number of areas including market intelligence and proprietary research, conferences and events, advocacy themes, and grassroots development through chapter networks.

A Memorandum of Understanding is set to strengthen the tourism links between the continent of Africa and the Asia Pacific region. ATA will contribute content for the PATA monthly Visitor Economy Bulletin and for the dedicated PATA website on sustainability, and PATA will also use the offices of the ATA to strengthen further presence throughout the continent.



TBCSA TO LAUNCH TOURISM JOURNAL

The Tourism Business Council of South Africa (TBCSA) is set to launch a joint, open-access and peer-reviewed journal that promotes travel and tourism research. The journal is jointly coordinated by the TBCSA, Tshwane University of Technology and the Department of Tourism Management at TUT through its Centre for Sustainable Tourism. The aim of the journal is to promote and disseminate research results in the travel and tourism industries.

TBCSA will also encourage high level learning, teaching and research in the areas of airlift and air access: land and infrastructure development; safety and security; skills development; transformation and empowerment; service excellence; knowledge management and market intelligence; responsible tourism; investment promotion and destination marketing. It also aims to reflect an integrative approach including applied research, a discussion of current issues, case studies, reports, reviews and forthcoming conferences.



SAACI HOLDS KZN **NETWORKING FUNCTION**

The Southern African Association for the Conference Industry (SAACI) will be holding a Speed Dating Networking Function in Durban, KwaZulu-Natal on 4 October 2016 and another networking event on 11 November 2016. The Speed Dating session will take place at the **Olive Convention Centre in North** Beach. To take part in this event, please contact Carol Macnab on kzn.za@saaci.org or 079 072 0133.

SAACI will also hold a Western Cape Breakfast for members on 10 October 2016 in the southern suburbs from 9am to 11am. For more information contact Lara van Zyl on wc.za@saaci.org or 082 223 4684. Venue and other details to follow.



SITE GLOBAL CONFERENCE SET FOR NOVEMBER

The Society for Incentive Travel Excellence (SITE) Global Conference will be held from 5-7 November in Panama City. The conference features educational and experiential learning opportunities for incentive travel professionals and includes over 30 hours of education pre-approved for CMP credits, three certificate programmes, a sales workshop and over 25 pre- and post-event tours of Panama and the region.

Featured keynote speaker Dr. Jonathan Fader, the Performance Psychologist for the New York Mets baseball team and author of Life as Sport will do a presentation called Life as Sport: A Mindful Approach to Greater Performance and Gratitude in Every Field.

Some of the education sessions will be presented in Spanish, and include the SITE Certified Incentive Specialist (CIS), Healthcare Meeting Compliance Certificate (HMCC), and the Meetings and Events at Sea Certificate Programme. For more info visit www.siteglobal.com.



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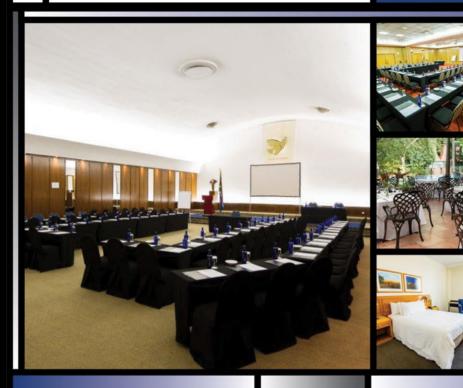
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