

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the Event

CONVENTION PLANNING SUPPORT
Part 3 of 6





Convention Planning Support

The South Africa National Convention Bureau (the SANCB) is 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.

South Africa has an outstanding track record in hosting international business events, with highlights including:

- COP17
- 5th BRICS Summit
- World Economic Forum
- UIA World Congress of Architects
- The World Congress of Paediatric Cardiology and Cardiac Surgery
- 17th International Conference of HIV/AIDS and STIs in Africa

Key services during the Convention Planning stage

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, 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 brand-new Century City Conference Centre is open for business, which further highlights the diversity of South Africa's venue offering.

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, audio-visual experts and many other technical suppliers. The SANCB works with City and Provincial Convention Bureaus to propose recommended suppliers, and facilitate business relationships.

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.

These cost estimates could include:

- Accommodation
- Catering
- Graphics
- Printing and Publishing
- Website Development
- Venue Signage
- Audio and Visual Services
- Technical Services
- Photographers
- Transport
- Publicity and Promotion
- Entertainment

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.

Co-ordinating Site Inspections

Site inspections are an integral aspect of the planning phase as they inform decision makers on the locations, facilities and incentive options 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.

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.

Case Study: UIA2014

The local organising committee of the International Union of Architects commissioned the services of the Durban KwaZulu-Natal Convention Bureau in the years prior to the World Congress in 2014. Karen Eicker, UIA2014 Commissary General explains the Convention Planning process as follows: "A number of the Congress suppliers were sub-contracted through our PCO, Turners. Other suppliers that we appointed had to go through a stringent bidding process that involved responding to a Request for Proposals with information on previous relevant experience, a vision for their role in the project, references, BBBEE certificates and tax clearance certificates. Short-listed candidates were >

The SANCB provides convention planning support for international conferences, including locating suppliers, recommending PCOs and facilitating site inspections.



then interviewed by a committee from the UIA2014 Organisation Committee and rated against a set of criteria that was drawn up relevant to the particular tasks that would be undertaken, in order to ensure that candidates were being evaluated fairly and in accordance with the same criteria.

Karen and her team approached the SANCB one year before the Congress, and they came on board in early 2014 with much-needed financial support, and assisted with reaching the media in the run up to the conference. "Through our conference organisers, Turners Conferencing, we also began having regular meetings with Durban Tourism and the Durban KZN Convention Bureau at the Durban ICC in the year leading up to the Congress, around stakeholder involvement and support from a communications and logistics point of view." said Karen.

"I would strongly recommend that any organisation wanting to bid for an event of this nature approaches the SANCB when the bid process is initiated in order to derive the maximum benefit from the SANCB's expertise and network of stakeholders and affiliates."

Hassan Asmal, President of the UIA2014 Congress, said "Formal contact with the SANCB took place about a year before the Congress itself. We found the input and additional organisational assistance of the SANCB invaluable. Being their core function, the SANCB has extensive experience relating to conference organising especially when it comes to protocol and regulatory issues as well as other congress-related activities. Working

with them from an early stage enables one to set the base requirements quickly. This then allows the team to explore ways of adding to these base requirements in order to make the event more than just a normal congress. One that should make for a better congress as well as a more enlightening experience of the host city as well as the country."

"The SANCB and Durban KZN Convention Bureau's involvement was invaluable in terms of stakeholder coordination and advice around logistics, marketing and communications. I would strongly recommend that any organisation wanting to bid for an event of this nature approaches the SANCB when the bid process is initiated in order to derive the maximum benefit from the SANCB's expertise and network of stakeholders and affiliates." Karen Eicker concluded.

"Durban was excited to host this significant architectural event, hosted for the first time in Sub-Saharan Africa. We welcomed the dialogue around the creation of human settlements - in particular humane cities - and showcased the initiatives our City has undertaken." – Naledi Moyo, Deputy City Manager eThekweni Municipality





SANCB Support Services

SANCB SUPPORT SERVICES

BIDDING SUPPORT

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

SITE INSPECTION SUPPORT

- Bidding Site inspection
- Convention Planning Site Inspections

CONVENTION PLANNING SUPPORT

- Planning support
 - Venue and supplier recommendations
- Final decision with client**

DELEGATE BOOSTING SUPPORT

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

ON SITE SERVICES

- Support toward on site elements of the event

ORGANISER / KEY DECISION MAKER FOCUSED

DELEGATE / CONSUMER FOCUSED

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

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NATIONAL CONVENTION BUREAU