

SOUTH AFRICA NATIONAL CONVENTION BUREAU in partnership with the Event

DELEGATE BOOSTING SUPPORT: CASE STUDY
XXV INTERNATIONAL UNION OF ARCHITECTS WORLD CONGRESS 2014

Part 4 of 6



Launching an effective Delegate Boosting Campaign for UIA2014

In order to effectively boost the number of delegates attending UIA2014, the organising committee launched a communications campaign in the years and months leading up to the Congress, with assistance from the South Africa National Convention Bureau (the SANCB), which contributed towards and assisted UIA2014 with its delegate boosting activities.

A key first step in the delegate boosting campaign was an extensive electronic media strategy, which resulted in an online database of almost 10 000 subscribers, with 52 email campaigns sent in the 18 months leading up to the Congress, and a significant social media presence.

The internal and external communications strategy for UIA2014 was implemented through various channels which included the media, public relations, website, social media, mobile app, direct mailers, an sms campaign, marketing and branding.

Media and Public Relations (PR) proved to

be a valuable tool in informing the public of activities related to UIA2014.

The value of media and PR lies in the ability to leverage partnerships with media houses and to gain exposure for a brand whilst minimising advertising spend. In the build-up to UIA2014 a lot of work was put into pitching ideas for features in newspapers, magazines, online magazines and radio interviews.

This created sufficient 'buzz' about UIA2014, without the large advertising spend. During the Congress the Media Centre was a hive of activity with a full roster of radio, TV, newspaper and magazine interviews. This was also the place where journalists got to mingle with their colleagues and discuss the day's proceedings.

In total, four media events were held – on 17 September 2013 at The Chairman in Durban, on 15 April 2014 at the Constitutional Court in Johannesburg, on 19 June at the Official Opening of the UIA2014 Offices at the Pump House on Durban's Beachfront courtesy of eThekweni Municipality, and on 29 July 2014 courtesy

of the Department of Public Works.

In the build-up to UIA2014 a major focus of the communications unit was delegate boosting, this included direct mailers, mails to industry champions and cold-calling.

During the UIA2014 Congress this focus shifted to media and public relations, with the Media Centre at the ICC being the focal point.

Primary Activities of UIA's Communication Campaign

Media Launches: Media launches were organised in Durban and Johannesburg for local role-players (industry, sponsors) and media to formally introduce the Congress. Even if media didn't attend either event, the information was distributed to the entire media list, which included all local, regional, national and international media.

Media Pack: A media pack of general information was created for distribution to media and other interested parties.



UIA2014 Registration © Luca Barausse Photography





UIA2014 Student Delegates Luca © Luca Barausse Photography

Media List: A list of media contacts (both nationally and internationally) was created, to communicate and disseminate information relevant Congress news. The media list for UIA2014 Durban (all media types) amounted to approximately 400.

Local and International Champions: A Campaign involving influential individuals, locally and from around the world – from the design, architectural and built environment sectors – was initiated, to form the next layer out of hosts (after the organizing committee), who would personally communicate with their national and international networks – to influence attendance and support for the Congress. The initiative was fairly successful, but with more time in hand could've been even more effective.

Industry Role Players: Channels of communication with key industry role

players (organisations, associations and other relevant bodies) were set up. From the outset 'plugging in' to the various industry representative organisations, associations and other relevant bodies, was essential in order to reach their Memberships and drive support and registration for the Congress.

Identifying key issues and angles: These would be discussed by the media in relation to the Congress and the key objectives. Wherever possible, interviews (telephone and one-on-one) were set up with industry and government role players in order give credibility and 'weight' to the Congress, from those involved at the coalface. In all, over 2 000 such contacts / touch-points were made over a 10 month period.

Leading up to the Congress: Closer to the Congress, activities moved into the following areas:

- Setting up and managing the media accreditation process
- Arranging media visits and interviews prior to the Congress, in order to drive registrations and create interest in the event
- Preparing and Sending out communiques and making personal contact with all spheres of the media to carry stories and information about the Congress
- Initiating and writing Congress articles, supplements and other material to promote the event as widely as possible

During the Congress:

- Setting up and managing the media centre
- Daily updates and dissemination of Congress events to all media
- Arranging media interviews with speakers and specialists, as and when required throughout the event >

Facts and Figures

114 local and 24 international media registered for media accreditation and were hosted in the media centre over the four-day period (Following a slow take-up, the total media coverage for the event was exceptional, with a total of 575 clips, with an AVE (Average Value Equivalent) of close to R24-million. This was broken down as follows:

Print Coverage

No of Clips: 252

Value of Coverage: R10 203 379.82

Electronic Coverage (incl. Radio and TV)

No of Clips: 104

Value of Coverage: R2 519 664.75

Online Coverage (incl. Blogs, Websites etc.)

No of Clips: 219

Value of Coverage: R9 899 669.26

Positive Outcomes of Delegate Boosting Activities

The delegate boosting exercise that took a two-pronged approach of disseminating personalised emails including Congress information for stakeholders members and that of cold-calling architectural practices in South Africa, was largely successful and met with mostly positive response. The response from international member sections was supportive and enthusiastic. It was apparent

that the personally addressed emails also gave stakeholders a direct point of contact within the UIA2014 organisation. This proved helpful to those looking for detailed information regarding travel and visa issues that may not have been on the website.

The cold-calling/telesales part of the delegate boosting exercise was met at first, by local institutes, with hesitation over handing out contact details of their members. However, on calling practices, it was evident that although the majority of practices in South Africa were well aware of the Congress and the personal attention to their attendance was the encouragement needed to secure their registrations. In order to attract international delegates, promotional material was distributed to over 23 000 people at the American Institute of Architects Convention, the Australian Institute of Architects Convention and the World Urban Forum. In 2012 and 2013, UIA2014 representatives presented at the AGMs of all the regional institutes of architecture, and at schools of architecture throughout the country; as well as at events such as the International Federation of Landscape Architects (IFLA) World Conference 2012, and the Autodesk Universities, and encouraged members to attend UIA2014 as delegates.

*Source: UIA2014 Close Out Report

How the SANCB can assist in Delegate Boosting

The South Africa National Convention Bureau (the SANCB) can coordinate efforts to increase the number of delegate 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.



ICC Plenary Venue © Lucas Barausse Photography



UIA2014 Closing Ceremony © Luca Barausse Photography



Sindile Ngonyama SAIA President Welcome © Luca Barausse Photography

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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