How to
Plan and organise seating and set-up for a flawless event

Sustainability Barometer
How green can you go?

Industry Views
Expert professional insight

Durban ICC
A symbol of success

Events create an escape from the everyday, and the change in environment encourages out-of-the-box thinking, and gives us the space to guide that creativity.”

Kerry Moser, Head of People, and Lindy Scott, Managing Director at Conceptual Eyes
Nestling in the shadow of the majestic Table Mountain, and overlooking the spectacular Atlantic Ocean, the CTICC is a magical place where the imagined becomes real, visions turn into strategies, consumers become customers, and strangers from across the globe become colleagues, partners and friends.

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“Everyone went the extra mile and worked together with our team as ‘partners’ to ensure the success of our Annual Congress event.”

Amanda Stops
CEO
South African Council of Shopping Centres (SACSC)
Sustainability is at the core of the Cape Town International Convention Centre (CTICC). It is the golden thread that runs through every aspect of the centre: its business dealings, staff empowerment, community interactions, and care for the environment.

As part of a larger community, the CTICC is committed to finding long-term, sustainable approaches to conducting business and addressing social issues in the Western Cape and the country at large.

Designed and built to connect Cape Town to the rest of the country, the continent and the world, the centre aims to bring people together through world-class events that promote economic growth and job creation. Since its opening, the CTICC has cumulatively created more than 115,000 jobs and has made a combined cumulative contribution to the regional and national economies of more than R40 billion.

The centre’s triple bottom-line approach – people, planet, profit – is informed by a comprehensive Environmental Policy and monitored by a dedicated Sustainability Committee, Nurture Our World (NOW), established in 2009. Initially set up as a way to transform commitment into practical action, NOW quickly evolved into a central component of the centre’s sustainability strategy. The NOW team, comprising representatives from all areas of the business, work together to ensure that sustainability stays at the centre of every aspect of the CTICC. The work of the NOW team is complemented by a dedicated CTICC Sustainability Officer.

CTICC staff are also directly involved in selecting local community partners (LCPs) that they feel could benefit from partnerships with the CTICC. These are organisations that engage with their communities in various ways including educational and income-generation initiatives, as well as feeding schemes and urban gardening projects. The CTICC’s five local community partners work within the greater Cape Town.

Environmental sustainability was integral in the design of both CTICC 1 and CTICC 2 buildings. From the maximum use of natural light, to the incorporation of energy-efficient lighting and emission-minimising climate control, the CTICC’s design is green at heart.

The CTICC constantly reinvents its environmental sustainability approach. An on-going retrofitting programme has resulted in the installation of sensor-operated escalators, LED lights, and soft-touch taps, as well as dual-flush toilets and a closed climate control system that is actively managed to avoid unnecessary usage.

At the time it was built, CTICC 1 achieved 77.1% compliance with South African Energy and Demand Efficiency Standards. The innovative design of CTICC 2 earned a 4-star Green Star rating.

At the CTICC, clients are assured of a venue that is as committed to protecting the planet as they are. All conference packages are fully sustainable and CTICC clients are given every opportunity to ‘green’ their events and reduce their own environmental impact and carbon footprint.

To book your sustainable, green event at the CTICC, please contact sales@cticc.co.za or call +27 (0)21 410 5000.
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Tour in South Africa (TiSA)
Tour in South Africa (TiSA) is a newly formed travel company based in Pretoria, offering various tours throughout South Africa. We also do group transfers, transport to and from big events, single weekend breakaways, golf tours etc.
Everybody is jumping on the sustainability bandwagon and for good reason – it is quite literally the bottom line for our future, a triple one at that, with our planet, people and profits all currently hanging finely in the balance.

The destination towards being greener and ultimately, entirely sustainable, starts with us. While sustainability may be a no-brainer and already second nature for some, we should always ask: how impactful are our existing efforts and what more can be done?

While we are not considered a heavy industry, such as mass manufacturing, mining or construction, the world of events is definitely resource-intensive – from the huge amount of paper material distributed during an event to the food, power and water consumed.

GEARING FOR GREEN
It is, therefore, most welcoming and encouraging to see the way in which we are paying attention and more importantly, taking action. As our experts on page 12 tell us, we will not find an overnight solution to the sustainability challenges we face, so we need to find solutions where we can. So, the best is to start small – by taking slow, conscious and conscientious steps towards being greener and having an increasingly reduced negative impact on the environment, in everything we do.

We can also implement greener solutions by incorporating more paperless technology into how we plan and put together our events. Turn to page 18, where we hear from organisers themselves on the various challenges experienced when it comes to planning, and how to navigate difficult client demands with shoestring budgets. This issue would of course not be complete without the insightful contributions of our industry experts, in our Talking Points section (from page 29), where we experience what it’s like keeping up with audience demands at the Walter E. Washington Convention Center in the USA, with a special submission from Greg O’Dell, AIPC vice president and CEO of Events DC, which oversees the centre.

I hope you enjoy reading this issue of Meetings as much as I have enjoyed bringing it together! 

Shanna
Meetings speaks to Lindiwe Rakharebe, CEO of the Durban International Convention Centre (ICC), about the past year at the centre, how it is reinvesting its profits into the business and keeping the facility at a world-leading level.

The Durban ICC was the first purpose-built international convention centre in South Africa and has served as a catalyst for economic development in the city for the past 21 years, by attracting a number of premier international events to the country.

As a pioneer in the South African events sector, the Durban ICC continues to excel in driving local economic growth, having contributed over R4.7 billion to the country’s GDP last year, while creating inspiring convention, exhibition and entertainment experiences for its guests.

The centre, officially opened by iconic statesman Nelson Mandela in August 1997, has played host to national and international heads of state, royalty and celebrities over the years. Some of the dignitaries that have graced its halls include Queen Elizabeth II, Sir Elton John and late former UN Secretary-General Kofi Annan, to name but a few.

It is clear that, through its activity, the Durban ICC remains committed to broadening the economic impact of the events and tourism sector through contributing to inclusive economic growth as well as social development. This is evidenced in the more than 9 000 jobs created as a result of the Durban ICC’s activities over the past financial year.

EASY BREEZY
Situated in the heart of Durban’s bustling central business district, just a 10-minute walk from the beach front and harbour, and 30 minutes from King Shaka International Airport, the Durban ICC is a versatile venue of enormous dimensions. It is flexible enough to meet any need, big or small, no matter how extraordinary – from international conventions, exhibitions, sporting events and concerts to special occasions. Every requirement can be accommodated.

In order to ensure that the centre maintains its status as a world-class facility, it has invested significantly in a number of key projects to meet international quality expectations, with various upgrades and improvements under way across the 112 000 m² site.

Commenting on the centre’s ongoing investment, Durban ICC CEO Lindiwe Rakharebe notes, “We completed a R6 million project this year, refurbishing the tribune seating system in Hall 1 – the seating system has been in service at the Durban ICC for 21 years and its unique design adds to the flexibility and versatility of the centre.”

The seating system of the Durban ICC gives the venue the flexibility of offering clients an auditorium set-up
The centre, officially opened by iconic statesman Nelson Mandela in August 1997, has played host to national and international heads of state, royalty and celebrities over the years.

with 1 680 comfortable cinema seats, or the option of raising the tribunes into the ceiling to provide flat-floor functionality on the same day. This means many of the ICC’s clients can utilise the venue for a plenary session in the morning then host a gala function in the evening.

“"Our tribune system allows us to reconfigure the venue that afternoon and give our clients two venues for the price of one. We take pride in the fact that we are a world-class convention, exhibition and entertainment centre, with our primary goal being to enhance our guests’ experience. The refurbished tribune seating will only serve to improve our clients’ comfort and enjoyment of an event,” highlights Lindiwe.

Dining Delight
To delight its guests with a real taste of Durban, brand-new, state-of-the-art culinary equipment was recently installed in the centre’s kitchens.

“There has also been a fairly big order in our Culinary Department for buffet tables and front-of-house presentation equipment. When we set out large buffets for 2 000 people or more, we want it to feel like a special experience. We firmly believe that people eat with their eyes first, so a lot of creativity is being invested into the presentation of our food,” says Lindiwe.

The investment goes hand in hand with the reinvention of the culinary offering of the Durban ICC, launched at the beginning of 2019.

“In consultation with our clients, we are mindful of the changing nutritional needs of our delegates. While we have always catered for vegetarian and halal patrons, we are seeing an increase in demand for vegan offerings, as well as gluten-free dishes, and generally more healthy options in our menu packs,” explains Lindiwe.

From mouth-watering breakfasts through to five-course dinners, guests visiting the Durban ICC can look forward to superb standards of culinary excellence and hospitality.

Keeping Up with the Times
Another important upgrade vital for the satisfaction of modern conference delegates was the complete overhaul of the ICC’s Wi-Fi network. Delegates from government, business and public all convene on-site for large-scale events and their communication capability is often the base of any marketing strategy for the day.

“We want people to have a good experience when they are with us and we understand that each conference delegate is bringing along multiple devices that all need to be connected throughout the day. We have invested significantly in this area to ensure our systems are easy to use and the experience is pleasant for every guest,” Lindiwe adds.

This level of attention to detail is clearly felt by the ICC’s growing clientele and the five-star graded centre prides itself on being a leading venue for business events, conferences and exhibitions on the African continent. The overwhelming positive feedback received from clients has placed the centre in the top 1% of convention centres worldwide.

The Durban ICC has also received numerous international and national awards, and has been voted the leading meeting and conference centre in Africa by the World Travel Awards for the 17th time in the last 18 years.

The Durban ICC continues to receive recognition and accolades that affirm its position as Africa’s leading convention centre – a reputation all staff members work hard to uphold. 

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AccorHotels has the largest market share of keys in Africa, with more than 26,500 rooms across its growing portfolio of 156 properties in 23 countries, and the group is now fast-tracking its development plans for the continent with 35 new hotels expected to open by 2020. This growth strategy is being driven by the recent Mövenpick Hotels & Resorts acquisition, a 50% stake in South Africa’s Mantis Group, plus its participation in a joint US$1 billion investment fund with Qatar-based Katara Hospitality. The fund will focus on projects in select sub-Saharan African countries.

Accor’s brands range from economy to luxury and include innovative lifestyle concepts, branded residences and extended-stay models, with the group taking a leading role in Africa’s evolving hospitality landscape by focusing on further cementing its position in North and West Africa while looking forward to achieving rapid growth in sub-Saharan and East Africa.

“Our expanded portfolio of more than 30 brands across the entire market spectrum – economy, midscale, upscale, luxury and high-end luxury – is a catalyst for growth in Africa; it means we have a range of hospitality options for every project, in every destination across the continent,” says Mark Willis, CEO of Accor Middle East & Africa.

The Emirates Group has shown its commitment to environmental sustainability by supporting numerous conservation efforts across the world, including both the Dubai Desert Conservation Reserve and the Emirates One&Only Wolgan Valley in Australia, which protect precious ecosystems. It has also been part of the dnata Wildlife Conservation and Nature project, in which dnata recently signed an MoU with the University of Pretoria to support its research and rehabilitation projects.

In addition, in 2018 the Emirates Group signed the Buenos Aires Declaration on Travel and Tourism and Illegal Wildlife Trade – an initiative being led by the World Travel & Tourism Council to reach a billion travellers with the aim of fighting the illegal wildlife and developing sustainable tourism projects by working together with local communities to sustain livelihoods and protect wildlife.

Launch of African Tourism Board to bolster travel industry

First announced at WTM London 2018, the African Tourism Board (ATB) was officially launched on 11 April, at WTM Africa 2019 in Cape Town, by the International Coalition of Tourism Partners.

Tasked with the growth and development of responsible travel and tourism into and from the African region, the ATB will function as two separate operating entities, namely the African Tourism Board Association and the African Tourism Board Marketing Corporation.

Commenting on the significance of the launch was Alain St. Ange – the Minister of Tourism for Seychelles from 2012-2016 and first president of the ATB.

“When I took up the position of president of the African Tourism Board, this brought the world of African tourism together… I received calls from so many tourism ministers and heads of tourism-related bodies from across Africa, and it clearly shows the importance of tourism for the continent,” he said.
BIG INTERVIEW

THE POWER OF PARTICIPATION

Lindy Scott and Kerry Moseley take us behind the scenes at Conceptual Eyes. Meetings speaks with them to understand how this creative agency is engineering memorable and meaningful experiences through its strategic workshops.

It is highly likely that, by the end of our careers, we all would have attended at least one conference, workshop or meeting. Often these sessions are packed with the same content-heavy PowerPoint presentations, with very little to keep us engaged. Sessions intended to be informative can leave us feeling overwhelmed and uninspired.

These sorts of engagements take place at all levels of industry and commerce, however; there is a growing need to find the best means to create experiences that enhance an intended outcome. Today’s delegates turn up expecting and wanting to contribute. Conceptual Eyes designs the environment and processes that allow them to. Whether it is to educate and inform at an industry level, or simply to create a spirit of camaraderie within the workplace, or perhaps a combination of the two, a creative agency in Johannesburg is tapping into what it takes to deliver impactful experiences. And they have the analytics to prove it.

“We have worked with thousands of people across a range of demographics and all within different scales of groups,” notes Lindy Scott, managing director and creative strategist at Conceptual Eyes.

The agency has an interesting history and, over the last five years, it has evolved significantly, shifting its focus from graphic recording at events and conferences to being directly responsible for designing and facilitating full-day sessions and ensuring that the strategic outcomes of the sessions are met. Kerry Moseley, head of people at Conceptual Eyes, has played a key role in the development of the strategic workshops, making sure the delegates and clients are at the centre of every programme and methodology.

“Lindy is the big-picture thinker, which is important as a business owner to see the company through the long term; my head is very much in the present and on the ground. Lindy is

SECTORS WE HAVE WORKED IN:

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Manufacturing
Finance
Retail
FMCG
Commerce
Telecommunications
Technology
Education
Hospitality
Tourism
Energy
Automotive
also amazing with our people and leaves no stone unturned. She will make sure the delegates are set up for success and I will come in to see that this outcome is met,” says Kerry.

 Aside from its complementary powerhouse team, the differentiator behind Conceptual Eyes’ work is twofold. First, they use tried and tested creative tools and methodologies to encourage creative thinking for a fuller delegate experience. Second, they compile detailed post-event reports that are presented to the client after every project. In this way, both the client and agency can understand how effective each campaign was, and highlight any potential barriers to success.

SERIOUSLY CREATIVE

All the workshops Conceptual Eyes holds are co-created and often co-facilitated with their clients, and always with the delegate experience in mind. While this may be centred on elements of team building, there is a clear strategy geared towards achieving the desired outcomes for the client. “We implement a lot of design-thinking principles in our workshops, and these are varied because of client timeframes – we do 15-minute energisers or the full day, or more; but whatever the needs are, from a strategy and content perspective, we have different options and capabilities available to meet them,” says Lindy.

“Our methodologies are tried and tested, and we know our processes work. We also take the time to make sure that the solution we present is suited to the needs of each brand – tweaking this and tailoring it where we needed,” adds Kerry.

The eventing space in particular is an area of focus for Conceptual Eyes, with Lindy noting the significance of having a group of people in the same room at the same time: “There is a lot of energy being created and a multitude of insights shared, which is especially important when you have a diverse group and bring them together with one shared goal.” The methodologies and processes developed by the agency are intended to get people to engage with each other and enhance the outcomes, she adds.

Take, for example, their Strategy In Action workshop. In the workshop, delegates are split into teams and receive a set problem statement, they then use non-linear, design-thinking methodologies to brainstorm around the problem statement, assess alignment and as a group determine a way forward.

WHERE THE MAGIC HAPPENS

The team at Conceptual Eyes believes that events are the ideal platform to drive a business’s objectives and outcomes.

“Events create an escape from the everyday; the change in environment encourages creativity and gives us the space to guide that creativity,” says Lindy.

“People generally arrive at an event with a renewed mindset. They are outside of their usual space and are there to do something new; to learn, to discuss, to develop new thoughts, ideas or connections. So, they are already in a positive space to get the most value out of what we are offering,” emphasises Kerry.

She underscores how delegates come up with far more original ideas when working within events, as they tend to deal with a group or a team of representatives from different backgrounds with different functions. “With our framework and guidance, these cross-functional teams tend to be far more creative as they are influenced by other perspectives and see scenarios from different vantage points. At an event, we have the opportunity to make sure we are getting the right content and giving the right feedback,” Kerry says, while Lindy also highlights that it is within these spaces where people are more comfortable stepping outside their comfort zones.

“We can set new rules because it’s not business as usual. Delegates who spend a lot of time in front of the computer have the chance to put pen to paper and tap into a different side of their thinking and working, bringing out the best in them.”

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The sustainability discussion within the events industry is one that is all-pervading... but is it delivering results? Meetings gauges where we are and speaks to sector specialists on safeguarding our future.

Everyone agrees that sustainability is key to ensuring the future of not just industry but the entire planet. There is a particular emphasis on this within the eventing space because it is so astoundingly resource-intensive – from the substantial wastage of paper, plastics and consumables, to the disposal and usage of materials such as screens and frames for exhibitions stands, in addition to the huge amount of water and electricity required to run an event. It is no wonder that this has become of particular concern for the industry as a whole. And while there is distinct and positive growth, it is slow.

“South African meeting and event planners are starting to understand the benefits that more sustainable events can bring to both their own and their clients’ reputations. Uptake has been slow, but there are promising signs that the international trends are being accepted locally,” notes Greg McManus, chairperson of the Event Greening Forum (EGF).

Shifting attitudes towards sustainability seems to be among the greatest challenges faced by sustainability practitioners, with traditional practices that can potentially harm the environment still widely used. “South Africa has made a good start in considering greening; however, our ‘modern’ processes and first-world capabilities are, in essence, our downfall in this. Companies are so geared to manufacture in a non-sustainable way that they are resistant to change,” says Gary van der Watt, director of Resource Design, a stand-building company that uses Xanita or X-board (a lightweight, recycled and recyclable material) to construct exhibition stands.

A SUSTAINABLE EFFORT
While it is clear there are industry players making significant strides in the area of sustainability, efforts towards this are often not continued long enough to make a meaningful impact. It is for this reason that South Africa is falling behind its African counterparts. “We seem to have got stuck on greening in the form of effective waste management; how to reduce waste and how to deal with it once we have it. This is more effective for a venue or event but for exhibitions or any build-related action, a waste management approach is very superficial,” says Gary from Resource Design.

He notes that countries such as Kenya and Rwanda are implementing sustainability far more effectively than South Africa. “This is largely due to the fact that they are less invested in non-sustainable technology and processes. They also have a will to implement and a realisation of the negative impact that toxic products carry,” he says.
Gary van der Watt, director of Resource Design, says:

- Start converting green thinking to sustainable thinking
- If any action undertaken will not have ecological and socio-economic benefit (preferably locally), then it needs to be reviewed
- We need to mature our way of thinking. If we offer the same solution and same greening policy for a decade, it indicates no change
- Communication and planning are key to make common learnings shared successes. Long-term, effective planning is the foundation of sustainable thinking
- Realisation that every step taken – however small – adds to the momentum that will turn the tide
- In the same way – every step taken in the wrong direction – or no change at all – compounds the problem

Dr Harold Goodwin, professor emeritus: Institute of Place Management at Manchester Metropolitan University as well as MD of the Responsible Tourism Partnership, believes that the benefits extend far beyond just greening.

"Event organisers now have an excellent opportunity to engage both their clients and the attendees in the effort to achieve triple-bottom-line sustainability (planet, people, profit). South Africa needs to see all organisers raising their game and getting closer to the best; given that the best are securing business, it is difficult to argue that the burden of sustainability is a crippling one. On the contrary, sustainability can provide a commercial advantage and raise quality," he says.
Sun International destinations offer experiential luxury, enduring quality and incredible adventure, supported by an authentic dedication to personal service.

Sun International has a proud legacy in the hospitality, entertainment, sporting and conferencing sector, and its superior hotels and resorts make it a recognised, premium brand. The Sun International Group has a diverse profile of assets, including world-class, five-star hotels – which are modern and well located – in addition to a range of premier resorts with state-of-the-art conferencing and convention facilities.

The brand boasts conferencing and convention venues in destinations around South Africa, including the newly refurbished Sun City Convention Centre. With over 1 200 hotel rooms across its four properties, offering from three to five star accommodation, Sun City in the North West province is Sun International’s flagship resort. Its Convention Centre can host between 8 and 1 500 pax, across spaces that are equipped with only the best technology to meet the needs of today’s business travellers. Not only are the conference venues and meeting rooms more interactive and experiential, they are also greener, in line with the resort’s ISO 14001 accredited Environmental Management System.

As an additional offering, Sun Park is a venue inspired by the growing need for bespoke, interactive and specialised event concepts and brand activation initiatives. The Sun Park function venues have been designed as game changers in the industry and offer unparalleled flexibility, scalability, convenience and cost-effectiveness. Sun City Resort gives guests and delegates a variety of new and memorable experiences, with the new and revitalised Sun City poised to claim its position as not only a premier conference destination but one of the finest resorts worldwide.

For more information, visit www.suninternational.com
As an executive presenting on behalf of your company, you have one slot, one moment, one presentation during which you need to make an impact. But what impact is that? And how do you prepare to maximise and leverage this opportunity?

Let’s begin by addressing the five biggest mistakes we see presenters make at annual conferences:

1. Missing the Opportunity
   There are necessary elements to every conference; you may be required to share complex information or detailed data. But the most effective presenters understand that a conference is an opportunity to instil belief in your team. It is a deep personal conviction in the mission of the organisation, and the value of our products and services that carries us day to day, week to week and month to month. Do not miss the opportunity to instil a high level of personal conviction in your offering.

2. Clarity
   Be clear on what your message is, before you can deliver it. Your presentation should have just one central message. And, everything else should point to that one key message. A failure to identify your key message is going to cause you to create a presentation that is unclear and therefore not successful. We procrastinate in the preparation of our presentations – not out of laziness, but because we don’t logically know what the next step is. So we delay it as long as we can in the hopes of figuring it out in time, instead of just seeking clarity within our own objectives.

3. Too Much Information
   How many slides should you prepare for a 60-minute slot? If you know that you need to talk for five minutes per slide, and you have 10 slides, you know that you’re going to need at least 50 minutes to deliver your key message. That said, when you get up to present, time just disappears, and I can’t tell you where it goes!

4. Design Matters
   When using charts or animations, help the audience interpret them. Imagine a pie or bar chart breaking down the voting results from our recent election; at a glance, I could stack that graphic and give you all the information you could ever want on one page, but where would you focus while I was presenting key findings that are buried in that same stack? If, however, I extracted the information per party and discussed it to its logical conclusion, highlighting the key points I wanted to make and controlling the flow of information, I would be able to hold your attention.

5. Looking Uncomfortable
   There is a wealth of information and advice that I could give you related to body language, but my overriding advice is this: the way to appear relaxed is to actually be relaxed. Instead of expending all your energy on appearing relaxed, why not spend it on actually relaxing? Take the pressure off of yourself by being prepared earlier than necessary or you will invariably find yourself compromising your sleep to develop a last-minute presentation. To be relaxed, get a good night’s rest. The most powerful presenters are “completely in the room” when they’re presenting. All that is required of you now is to show up with energy and clarity, and the convictions of your key message.

*Shelley Walters is the founder and executive director at The Sales Counsel.
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THE GRAND SHOW

Celebrating its 125th year, the Rand Show has become a rich part of South Africa’s heritage. We speak to the team at the Johannesburg Expo Centre (JEC) on the significance of this year’s event.

“\nThe Rand Show is an annual celebration of so many things that make South Africa great: our strong sense of history and community, our excitement about mega displays and events, and our commitment to shopping around for the best deal. Thousands of people return every year because they know they’re in for a great experience and access to great offers on the products they need; but the show also piques the interest of new visitors and exhibitors every year who want to make the most of all the experiences and deals available.”

- Craig Newman, CEO of the JEC

The Rand Show is, by far, South Africa’s longest running event – in 2019, it celebrated its 125th year. Run and owned by Dogan Trading, the Rand Show has grown from strength to strength. In 2018, the Gauteng Tourism Authority noted that R50 million was injected into the province’s economy as a direct result of visitor expenditure at last year’s event. It further noted that the Rand Show generated more than 1 000 jobs for its duration, attracting 46 000 visitors from outside Gauteng to the province.

The Rand Show draws 200 000 visitors annually, with the event’s 125th celebration one of its most successful yet. Rand Show 2019 saw the introduction of exciting, on-trend content that included Africa’s biggest playoff of Fortnite – the online game that has taken the world by storm. Gamers and geeks alike could also get into the spirit of their favourite superheroes and comic characters during a cosplay segment, while the Rand Show’s sci-tech zone stimulated curious minds.

New reality cooking and talent shows took place, with visitors playing the role of a live audience. Visitors were also treated to a beautiful flower and decor show and fitness fanatics flocked to the Fitness Expo that brought renowned international athletes to South Africa’s shores.

There was something for everyone at the Rand Show and world-class military displays by the South African National Defence Force.

THE DETAILS

CLIENT: Dogan Trading
FUNCTION: Rand Show
THE BRIEF: To successfully implement and deliver the Rand Show
NUMBER OF ATTENDEES: 200 000
DATE: 18 to 29 April 2019
Kids were treated to an unforgettable experience at the Rand Show’s fun fair and thrill seekers were able to get their adrenalin flowing in the Adventure Zone, while the Zip Zap Circus provided awe-inspiring entertainment for the whole family.

**Which room/venue did you use at the Johannesburg Expo Centre and how did this support the Rand Show’s offering?**

We utilised all available venues at the JEC, which was conducive to delivering the full offering available to patrons.

**Why should one choose the JEC as the choice for events?**

One should choose the JEC for the great flexibility the venues offer and its ample, secure parking. With such vast and varied spaces, we are able to run several additional activations without having to drop another.

**What were some of the challenges you faced rolling out the Rand Show and how did you overcome them?**

Dealing with exhibitors and their demands is always a challenge but one we take on wholeheartedly, endeavouring to give everybody we encounter only the best service, which upholds the great brand that is the Rand Show. And while the venue’s size is a definite advantage, it also presents its own challenges; however, good planning and preparation address this.

**What was your take on how the event was received?**

It was great – the show looked fantastic and definitely lived up to our motto of ‘Jo’burg’s Best Day Out!’

— Leighton May, Operations Manager for the Rand Show and Marketing and Communication Executive at the Johannesburg Expo Centre

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*Johannesburg Expo Centre*
A GLOWING REVIEW

As one of the city’s oldest and largest multipurpose venues, the Johannesburg Expo Centre (JEC) has managed some rather exceptional events. We hear from just a handful of the JEC’s key clients on their experiences working with the venue.

RAND SHOW

“Rand Show was a great learning experience for me, another opportunity for the JEC to showcase its diversity in delivering events of this size. Parking and parking management were easily controllable, with gates and turnstiles available offering a multitude of solutions for access, and the egress easily managed all stakeholders and patrons entering the venue – another successful Rand Show where the venue put its best foot forward.”
- Leighton May, Operations Manager, JEC

ULTRA SOUTH AFRICA

“The inaugural show was a great success and we’ve raised the bar each year since. We plan to grow the event in South Africa for many years to come so that Ultra South Africa becomes a destination festival that music fans should experience at least once. As Ultra expands to other parts of the globe, there may not be a more appropriate location in South Africa than the JEC.”
- Russell Faibisch, Founder, Producer and CEO of Ultra South Africa and Ultra Music Festival
"We were pleased with the facilities and Refilwe Mokgaotsi (Marketing and Communications Officer from the JEC) was of great assistance to us as our point of contact."

- Itumeleng Ramahlape, Event Coordinator, Creative Space Media

"It's incredible to work with a group of people as passionate about the youth as we are. This year's Annual Gauteng Youth Jobs, Careers and Entrepreneurship Opportunities Expo was bigger and better than ever before. The expo, which takes place at the JEC, was thoroughly enjoyed by the learners who attended, as well as youth from both in and out of school and unemployed youth seeking guidance on available career options."

- Simon Molefe, Director of Youth Development from the Office of the Premier

**DISABILITY SUMMIT 2019**

"We were totally satisfied with Believe Sibiya (Exhibitions and Events Coordinator), who is pleasant and efficient."

- Hayley Mathys, Regional Credit Controller at Autozone Holding

**AUTOZONE TRADE SHOW**

"We were totally satisfied with Believe Sibiya (Exhibitions and Events Coordinator), who is pleasant and efficient."

- Hayley Mathys, Regional Credit Controller at Autozone Holding

**YOUTH MONTH**

"It’s incredible to work with a group of people as passionate about the youth as we are. This year’s Annual Gauteng Youth Jobs, Careers and Entrepreneurship Opportunities Expo was bigger and better than ever before. The expo, which takes place at the JEC, was thoroughly enjoyed by the learners who attended, as well as youth from both in and out of school and unemployed youth seeking guidance on available career options."

- Simon Molefe, Director of Youth Development from the Office of the Premier

**TOP 10 REASONS WHY THE JEC IS A LEADING VENUE**

1. **FLEXIBILITY AND VERSATILITY**
   In and outdoor multipurpose facilities

2. **MASS EVENTS**
   Over 150 000 m² of space

3. **AMPLE PARKING**
   Over 20 000 parking bays

4. **LOCATION**
   Surrounded by choice 4- and 5-star hotels

5. **AWARD-WINNING**
   World-class facilities recognised by both the EXSA-lence and PMR.africa awards

6. **HELIPAD ON-SITE**
   Registered helicopter landing base

7. **PROUD MEMBERS**
   Affiliated to all major industry associations

8. **EASE OF ACCESS**
   30 minutes away from ALL major Gauteng airports

9. **EASE OF ACCESS**
   Accessible from all highways

10. **DEDICATED TEAM**
    All service providers on-site
Often noting the importance of a good team, Craig Newman, CEO at the Johannesburg Expo Centre, believes that the success of any venue lies in its people and staff. With this in mind, he has challenged his staff to comment on where they see themselves within the JEC and their professions in the next five years.

The JEC’s team is lean but efficient. Under Craig Newman’s tenure, its members aspire to greater heights and we hear where they see themselves in five years’ time.

**VANESSA WILSON**
Personal Assistant to the CEO

I see myself not just as the personal assistant but also as the future office manager.

**LEIGHTON MAY**
Marketing and Communication Executive

I see myself involved in the business as part of senior management.

**PETRONELLA MALEBADI**
Receptionist

I see myself in sales – increasing revenue and building customer relationships for continuity with my key strengths in customer service, marketing and communications.

www.expocentre.co.za
www.facebook.com/@jhbxpocentre1
www.twitter.com/@jhbxpocentre
www.expocentre.co.za
I want to be an exhibition and events strategist.

I still see myself actively involved in promoting, protecting and serving shareholders’ interests in the new organisations.

I want to be an exhibition and events strategist.

AND WHO IS CRAIG NEWMAN?
Craig Newman has served as CEO of the JEC for the past 13 years, ensuring its profitability as a business throughout his time as CEO.

With over 27 years of industry experience, Craig has made a significant contribution to the South African exhibitions, conferences and events industry and has held key positions at some of the sector’s leading companies, including Forge Ahead Exhibitions, TML Reed Exhibitions, Oasys Innovations, Balanced Solutions and Kagiso Exhibitions and Events.

Craig believes his staff are pivotal in ensuring the success of the venue and he hopes that in the next three to five years, he will still be at the helm of the venue overseeing its continued success.
OVER 50 000 M² INDOOR SPACE

OVER 100 000 M² OUTDOOR SPACE

SOUTHERN AFRICA’S LARGEST FULLY CONTAINED EXHIBITION, CONFERENCE AND EVENTS VENUE

30 MINUTES TO INTERNATIONAL AIRPORTS

MORE THAN 15 000 PARKING BAYS

A TEAM OF PROFESSIONAL AND DEDICATED STAFF

CONTEMPORARY CONFERENCE FACILITIES

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Expo Centre, Cnr Rand Show and Nasrec Roads, 2000, Johannesburg
MADEX 2019: THE TALK HERE MIGHT BE FREE, BUT IT DEFINITELY AIN’T CHEAP

Come and seek out the knowledge of successful thought leaders, disruptors, creatives, groundbreakers, innovators, mavericks and geniuses – all under one roof at Madex 2019, #TheOriginalMarketingExpo.

More than 40 on-point topics under discussion during Madex 2019, taking place between 5 and 6 June 2019 at the Sandton Convention Centre, are free to all ticket-holders of the show. And due to their enormous and growing popularity at past Madex events, seating at the two seminar theatres has been expanded this year.

In addition, event organiser Specialised Exhibitions Montgomery has introduced live podcasts of the seminar sessions, so visitors won’t miss a thing.

“The best way to build on knowledge, industry trends and skill sets is to open your mind to constant learning and to not be complacent. Our aim at Madex is to instigate learning and discussion among both seasoned marketing specialists and those new to the industry, so that the fast changes happening in business can be used advantageously,” says Nick Sarnadas, portfolio director at Specialised Exhibitions Montgomery. “The Madex 2019 speakers have been hand-picked for their ability to inform and inspire the marketing, advertising and design industry.”

Speakers include radio personalities Boni Mchunu, general manager at East Coast Radio, and Kevin Fine, general manager of Jacaranda FM, who will focus on the topics ‘It takes two: where marketing ends and branding begins’ and ‘Creating micro content: Effective design strategies for mobile marketing’ respectively.

Jodene Shaer, who authored the book *The Holistic Entrepreneur* and has a significant online social presence, openly demonstrates what a life of courage, consciousness and a sense of humour looks like, tackling ‘The future of social media in the world of digital marketing’.

‘Digital Marketing Trends: Expert insights on how to gain a competitive edge’ will be presented by serial entrepreneur and speaker Dylan Kohlstädt, and Nick Gribb, chief executive of radio at Kagiso Media, talks about ‘Relationship ROI – Expanding business growth by magnifying relationships online’.

More topics up for discussion include ‘Harnessing social media data: Insights to improve marketing strategy’ by Leon Marinus, who is widely acclaimed for his digital marketing expertise and inspirational motivational addresses from global stages and television screens.

And, if you are wondering about ‘The future of email marketing’, look no further than Karyn Strybos, brand manager of Everlytic. Also, Mikhaila Hunter, finalist in L’Oreal’s global Brandstorm competition, takes you on a ‘Storytelling for a Connected World’ journey.

Concerned about ‘Future-proofing your business: How to ensure your business delivers the results you expect’? Look no further than Bert Weeninck, who has had a successful 30-year stint in the FMCG industry and has a vision to inspire and empower more than 10 000 business owners in creating long-term thriving businesses, resulting in the creation of 100 000 jobs.

Mike Byron, creative director and author of 29 explanations why video will deliver more success, has run numerous workshops and delivered many talks on video marketing. At Madex 2019, he’ll speak about ‘How video marketing changed in 2018 – and what that means for 2019’.

“Speakers at Madex 2019 focus on what you need to do and know now, so that you can immediately excel in both the real and digital realms,” adds Sarnadas.

The full programme can be viewed at www.madex.co.za, or by downloading the Madex app from the App Store or Google Play.

REGISTER NOW

Register to attend Madex 2019 by visiting www.madex.co.za. The entrance cost to the expo is R50, payable online, or R100 on-site at the show, giving you access to all content, our interactive exhibition floor, giveaways, competitions, the Colour-in Wall, the New Product Display, and more.

Join the Madex WhatsApp broadcast list to receive the latest in show news, by following the quick and easy steps at www.madex.co.za/whatsapp.php.

CONTACT:
Specialised Exhibitions Montgomery
Natasha Heiberg
+27 (0)11 835 1565, info@madex.co.za, www.madex.co.za
Your event will come but only once, ever, and the organisation and planning behind it are crucial to its success. Don’t miss the boat by winging it.

As event planners, the very last option we are left with – failing our planning and organisation coming together as it should – is to postpone or worse, outright cancel. This is by no means a get-out-of-jail-free card and should only ever be a last resort, if there are aspects beyond your control that will materially impact on how your event runs. And bear in mind, the devil is in the detail so make sure you miss absolutely nothing on your to-do list.

According to a survey run by EventBrite, 44% of organisers say that their greatest barrier to productivity is last-minute requests. These are, of course, inevitable. But there are measures that can be implemented to ensure that these new additions don’t have a drastic knock-on effect on your ability to roll out your event plan. It is, therefore, essential that you do not fall behind on your schedule because this will create a backlog of tasks.

Fixing a budget might give you a good sense of how to plan your event but this will need to be managed very carefully; between all the add-ons, service fees and other potentially unforeseen costs, you may end up with a much higher bill than initially planned for. Building in options that can allow for additional flexibility wherever possible will give you additional cushioning if it’s needed, so apply yourself to where you can do without to keep costs down to a minimum.

The standards to which we are expected to deliver and the resources we have at our disposal
mean that executing an event is becoming more difficult. Outside of needing to possess superior organisation skills, innovation will also be key in our ability to distinguish our events as a cut above the rest.

“What we have found is that it’s important to stay ahead, with industry trends that are not too expensive. With technology, for example, by adding an event app into the mix, you reduce the paper and printing trail and instead offer valuable digital communication tools such as notifications through the app, gamification, live polling, agendas, evaluation forms and much more event information. In a nutshell, innovation is key – so stay ahead of the pack,” says Katja.

#THE CHECKLIST

It might sound grand but event planning and organising is challenging work, and you need eyes and ears everywhere. Here are some tips to ensure your planning and organisation come together with relative ease:

#1: Organise your time efficiently and mitigate last-minute changes by sticking to a budget and drawing up detailed contracts for all service providers and parties involved in bringing together your event.

#2: A non-traditional venue can deliver a unique experience for attendees but choosing a reliable venue with experienced in-house expertise will be far better assurance that your event will run smoothly.

#3: Connect with your network through your marketing and social media platforms. Let participants spread the word for you and make information your friend. Put in place measures as far as possible to prevent attendee backlash and ask for feedback so you can improve on your ability to deliver on and execute superbly organised events.

STRESS LESS

Stress levels and tension will be running high on the day and it is easy for something to go wrong in and among the frenzy. To mitigate this, EventBrite recommends you:

• Tighten up your day-of timeline

  Keep your hour-by-hour timeline on hand throughout the day, so you know when you’re behind (or ahead of) schedule.

• Review responsibilities

  Make sure you’ve designated a point person for even the seemingly small things – what seems like a small task now could become a huge problem if you don’t have a coverage plan.

• Confirm your communication plan

  Come up with a contingency plan for escalating and resolving unforeseen issues.

• Put kits together to get your team through the day

  Pack bags with essential items like phone chargers and printed contact numbers, snacks, aspirin, earplugs, or whatever else will help your team make it through the day.

SOLVE IT WITH STAFFING

Pulling off a successful event is all in the planning but one of the most crucial aspects for delivery is having the right people on your team. Well-trained on-site staff who have been put through their paces by an industry expert will help ensure your event is perfectly planned. The right staff can add an intangible extra level of atmosphere that people will remember long after the fireworks have ended. Soldiers Group focuses on training a team that can deliver on our client’s promise. In order to do this, we start with basic skills such as communication and presentation, extending the training to events services and special skills for the industry. There is so much scope for personal growth in the events space, and it’s a great way to develop the skills of a young workforce who are eager to impress.

Kerith Hulme, Founder and Group Managing Director, Soldiers Group
FENG SHUI YOUR DAY

Seating and setting up an event might seem fairly straightforward but there are some tips and tools Meetings can offer to help deliver maximum impact.

1. SPATIAL AWARENESS
   First and foremost, assess the full dimensions of your room – not just the length and breadth but also the height of the entire space you are working with. If your set-up requires rigging and lighting, this will be a factor for consideration.

   Do a basic floor plan that takes into account your entrance/exit points, table seating and other aspects like staging and screens. Take care to make sure there is enough space for everyone to move around one another but that you have built in enough flexibility to add or do away with a few tables if need be.

2. FOR ALL SHAPES AND SIZES
   Wherever your audience is directing their attention – a stage or podium – will be the focus point for the event itself, so your stage and seating need to be arranged accordingly. Your stage will need lighting and there will only be so many ways in which your stage can be erected for this.

   Your seating will be a balancing act – guests will need to feel cosy enough but not overly cramped, and if you have waiting staff or people need to rove the room, you will need to ensure there is adequate space to move around freely.

3. LIKE FOR LIKE
   Seating groups of people from similar industries who are at similar levels will ensure that your guests have some commonality and can interact with one another. This could also potentially lead to opportunities for them.

   VIPs at events will always need special consideration. Placing them near the front or wherever they can get the best view of the proceedings and close to an exit is preferred. Bear in mind, some VIPs might require a breakout room, so arrange this with the venue beforehand.

4. VARYING VARIETY
   You don’t necessarily need to have one style of seating at your event. Consider switching it up with seating that can be arranged around the walls of your event for media, staff or guests attending for only a short duration, with tables for other guests in-between.

   Look at creating zoned areas within your venue where people are able to have quiet discussions among themselves that won’t interfere with the rest of the goings-on of the event. Ensuring sufficient power points where people can charge their phones or work on their laptops will also be appreciated.

### PROS AND CONS OF TRADITIONAL SEATING ARRANGEMENTS

<table>
<thead>
<tr>
<th></th>
<th>PROS</th>
<th>CONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEATRE</td>
<td>Maximum seated capacity achieved for the function room</td>
<td>Audience interaction hindered as audience members don’t face each other</td>
</tr>
<tr>
<td>CLASSROOM</td>
<td>Allows for note taking and consumption of plated food and beverages</td>
<td>The audience is closed in, making it difficult for them to enter or exit</td>
</tr>
<tr>
<td>HERRINGBONE</td>
<td>All seats are angled inward towards the podi-um</td>
<td>Seating capacity reduced by the trestle tables</td>
</tr>
<tr>
<td>U-SHAPE</td>
<td>Open end allows for focal point or presentation area</td>
<td>Large proportion of the audience seated side-on to the presentation area</td>
</tr>
<tr>
<td>BOARDROOM</td>
<td>Encourages audience interaction as they all face inwards</td>
<td>Restricts position of a presentation area or focal point, typically to the end of the table</td>
</tr>
<tr>
<td>BANQUET</td>
<td>Audience interaction fully enhanced, with audience members all facing each other</td>
<td>Audience is closed in, needing to push past each other to enter/exit seating area</td>
</tr>
<tr>
<td>COCKTAIL</td>
<td>Most efficient use of floor space, with maximum room capacity available</td>
<td>Audience is standing with no opportunity to sit and rest</td>
</tr>
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Source: www.encore-anzpac.com
How has the food and beverage industry changed over the past five years?
We view fats very differently and there is a definite trend towards using more butter and full-cream milk. There is also a greater tendency towards plant-based foods and healthier ingredients such as avocado, coconut water, hummus and tahini.

What are some of the current trends in the food and beverage industry?
There is currently a wonderful collective consciousness towards health and longevity for ourselves as well as the earth, and our awareness of this is evident in changes to food packaging. Adventurous consumers who like snacking along with food sourcing and sustainability are very trendy right now.

What would you identify as the primary mistake people make when catering for conferencing?
The biggest mistake is not understanding the exact nature and timing of the conference. I prefer to liaise closely with our clients to find out what the client requirements are, precisely when and what refreshments are needed so we can deliver our best services.

How can one present ‘plain’ food in a way that appeals to delegates?
Often, it’s a good idea to do mini quiches or mini croissants as the larger ones are sometimes too overwhelming and delegates prefer bite-sized portions. Plating also plays a big part, as well-plated food looks more appetising.

What is your favourite dish to make?
Seared Norwegian salmon with Asian stir fry and aioli – delicious!

What ingredients can you not cook without?
Garlic and thyme.

When did you know you wanted to be a chef?
Growing up, I would always be in the kitchen with my mother cooking various recipes and I knew then that I wanted to be a chef.

What is the proudest moment in your career as a chef?
I was given an amazing opportunity here at the Regency Apartment Hotel in Menlyn as executive chef by Siyanda Dlamini. He gave me the freedom to select my own team and set up the entire kitchen.

ABOUT SAM
Sam started his career as a sculler in Mount Grace Hotel’s kitchens. He studied at the Mafikeng Hotel School and completed his practical over three years at Le Franschhoek Hotel. He has worked under renowned chefs such as Trevor Boyd, Gerard van Staten, Frank Lubbe and Mahlomola Thamae. As executive chef at the Regency Apartment Hotel, Sam hopes to be role model for aspiring young chefs.

He is an amazing mentor and businessman, and this hotel is something special!

Who in the food world do you most admire?
Marco Pierre White.

What are your favourite foods to cook with?
Fresh herbs.

What do you think is the most challenging ingredient to work with?
Duck breast is very difficult to cook to perfection.

What’s your ‘death row’ meal?
Samp and tripe, prepared by my mother.
AVIANTO
DAY CONFERENCE

VALID: MAY-JULY 2019

From R395 per person
MAY - JULY 2019

2-50 DELEGATES
R495pp
Groups smaller than 50pax.
Price incl. Tea Breaks and Buffet Lunch
Team building options available.

50-220 DELEGATES
R395pp
Groups of 50-220pax.
Price incl. Tea Breaks and Finger Lunch
Team building options available.

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R114 Driefontein Road, Muldersdrift
Drums and Rhythm, now in its 26th year, has an established footprint within the entertainment industry that makes it a force to be reckoned with. Founder Eddie Bunting discusses how to enhance your event.

Drums and Rhythm has been making waves within the entertainment industry for more than a quarter of a century. The business was established in 1993 – just before democratic South Africa and during what was a very different time for our country.

We bore witness to one of the greatest shifts in South Africa’s history and as our nation’s diverse cultures have truly started embracing each other, we have also seen how our offering has evolved to play a significant role in the drumming and entertainment scene in this country.

The combination of drum and dance has been proven as an exceptionally effective means to revitalise and rejuvenate a person because it releases endorphins and stimulates both the conscious and subconscious to benefit physical, emotional and mental well-being and healing. To understand the immediate response this can provoke, think about the mood just one drum being played with a faster tempo has on a crowd. Now, imagine the awe-inspiring effect that can be created from 200 drummers playing over a world-class sound system, such as the opening ceremony of the FIFA World Cup. This is at the heart of what Drums and Rhythm does.

In addition to training and working with some of South Africa’s finest drumming talent, Drums and Rhythm has played at some of the largest events ever hosted in the country. We at Drums and Rhythm also offer team-building activities using drumming and dancing specifically to facilitate and enable greater human potential through rhythm.

With close to 30 years’ experience as a professional percussionist and in my work with various companies, communities, schools and institutions, I have seen first-hand the extent to which rhythm and dance can uplift not just the individual, but entire groups – building true camaraderie among people. As a result, and after having facilitated hundreds of interactive sessions, I am very hands-on and personally facilitate each of our team-building activities.

As event stalwarts, we provide entertainment solutions to the industry, with drumming being our specialty. In addition, we sell a large variety of African drums and percussion instruments, so we are experts in what we do.

**WHY DRUMS AND RHYTHM**

There are certain activities that transcend barriers such as class, age, gender and race, and Drums and Rhythm seeks to break down these barriers within a team by building confidence and developing what is often a new skill for some individuals.

Our interactive team-building activities include salsa, gumboot, African, belly and fire dancing, as well as drumming. All our activities are extremely effective and it doesn’t take long before participants understand the importance of communication, teamwork, synergy, enthusiasm and having fun in the workplace.

We encourage the industry to experience our powerful team-building experience and we look forward to seeing your team reach its true potential through rhythm!
You won’t even have to step outside your car before being made welcome by Taj Cape Town’s superior hospitality. The team at Taj pride themselves on delivering an exceptional guest experience, from beginning to end, absolutely every request is taken care of, starting with your bags being taken out your car by the friendly concierge receiving guests, to the delightful bonbons and snacks that await you in your hotel room.

Located on 1 Wale Street and just a stone’s throw away from Cape Town’s parliamentary district, Taj is located in the beating heart of Cape Town’s CBD and at the entrance to the historic St George’s Mall – ideal for those looking to explore this very colourful, cosmopolitan city.

The well-located Taj offers a complimentary shuttle service to and from the hotel within a 10 km radius. and, if there’s time between your busy schedule, sightseeing famous tourist hotspots such as the V&A Waterfront and Table Mountain is entirely possible.

**SOUTH AFRICAN ROOTS WITH AN INDIAN FLAIR**

Taj Cape Town was once home to the South African Reserve Bank and Temple Chambers buildings. Bought by Taj Hotels Resorts and Palaces, the buildings were renovated and the hotel opened its doors in August 2010 – making it the first Taj hotel in South Africa.

The hotel has 176 rooms, each offering a view of either the city or majestic Table Mountain. The five-star Taj offers complimentary, high-speed Wi-Fi to all its guests and only the best service. Its friendly staff complement is happy to assist with each and every little query guests may have and works under the guidance of Papy Mingashanga, guest relations manager at Taj Cape Town.

**RELAX AND UNWIND**

In addition to a full gym and heated indoor pool, the Jiva Spa is a hidden gem and boasts superb facilities, with the couples’ room including its own bath, shower, steam room and sauna.

Jiva draws inspiration for its treatments from the culture of Indian royalty, along with 6 000-year-old Eastern wellness philosophies specially designed to align mind, body and soul. Jiva embraces ’atithi devo bhava’, meaning ‘the guest is god’ because it encourages the total relaxation of guests. The Jiva Spa follows the group’s global principle where everything that touches the body is completely natural, with materials such as organic cotton, sun-bleached fabrics and oven-baked pottery being used.

**NEVER MISS A MEAL**

Dining at Taj Cape Town is exceptional. For relaxed dining from morning to night, Mint Restaurant & Terrace offers a full menu with options that appeal to palates from across the world. For a casual pub experience, head over to the historical Twankey Bar.

The global tastes Taj caters to are most evident in its breakfast, with fruit and health options ranging from cold-pressed juices to smoked salmon, in addition to all the typical breakfast items such as eggs and bacon, as well as traditional Indian cuisine. If you arrive early enough, you might be lucky to get yourself some sushi for breakfast – an unprecedented treat for most.

**VENUE AFFAIR**

Taj also offers spaces within the hotel’s premises in which you can host your own private function or event – from The Vault at The Reserve (part of the old Reserve Bank building), to its first floor, which is equipped for a variety of meetings, conferences and events.

In 2019, Mark Wernich, GM at Taj Cape Town, was selected as one of South Africa’s Best General Managers (Hospitality) at the CMO Asia Awards.

World-class refinement
World Travel Market (WTM) Africa 2019 saw an impressive slew of local, African and international exhibitors as well as hosted buyers and attendees participate during this exciting show. Meetings brings you an overview of the highlights.

Running over three days and held at the Cape Town International Convention Centre, World Travel Market (WTM) Africa 2019 opened its doors on 10 April on a high note, with up to 6,000 travel professionals visiting from across the globe to attend one of Africa’s foremost travel industry events.

The event aims to promote and build Africa’s tourism industry network. In 2018, it is estimated that US$410 million, or the equivalent of R5.94 billion, was exchanged in business transactions at the three-day event.

Important discussions on Day 1 underscored the role of women in the tourism sector at the Women in Travel Meetup, while the Business Events Conference powered by IBTM Africa explored the potential of the meetings sector in Africa.

The Africa Responsible Tourism Awards, held during the afternoon, recognised this year’s new winners. The Awards seek to unite the travel industry, companies, organisations and professionals alike, to share sustainable practices and ethical methods and drive the responsible tourism agenda. This year, Grootbos Private Nature Reserve was announced as the overall winner. Winners at the Africa Responsible Tourism Awards are automatically entered into the global awards that take place at WTM London each year.

Reed Exhibitions, the organiser of the event, made sure that there were plenty of opportunities to socialise after traditional working hours. Those who attended were able to experience the culture, hospitality and cuisine, with each hosting exhibitor offering something unique.

Day 2 of WTM Africa 2019 kicked off the morning with an engaging speed-networking session followed by the stand awards, networking, meetings and a jam-packed event programme including the Sports & Events Tourism Exchange (SETE) and the African Tourism Investment Summit. The SETE conference saw high attendance, with John Robbie as MC along with other key industry panelists.

The third and final day of the sixth edition of WTM Africa 2019 continued with networking, business deals, meetings and invaluable content and inspired confidence for the 2020 show, taking place from 6 to 8 April 2020.

“Platforms such as WTM Africa provide us with an opportunity as Africans to share with the world what we have to offer not only as a city, or as a country, but as an African region,” noted Dan Plato, executive mayor of Cape Town, during the WTM Africa event.

The WTM Africa floor was buzzing from the time the doors opened right up until the final minute, and next year promises to be no different.

Congratulations to the exhibitors that were rewarded for their efforts in creating engaging and productive stands at WTM Africa 2019:

- Most Responsible Stand: SANBI
- Best Stand Personnel: La Reunion Island Tourism
- Best Stand Feature: Thailand
- Most Innovative Stand: City of Cape Town
- Best Stand Design: City of Cape Town
- Best Stand for Doing Business: Botswana
- Most Extraordinary Festivals Experience: City Sightseeing

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The team at the South Africa National Convention Bureau (SANCB) provide some insights into where they see the industry and tell us a little bit about themselves.

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<th>What role or influence do you believe your organisation plays in the industry?</th>
<th>The establishment of subvention funds has already boosted the number of bids won by providing the backing to secure more events where basic licensing and support are needed. And our services provide the right skills to ensure that the local business events industry is positioned to attract more bids and secure greater market share of international business events.</th>
<th>Neil Nagooroo, GM: Exhibitions and Strategic Events</th>
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<tr>
<td>What is the most challenging aspect of what you do?</td>
<td>The alignment and pooling of resources to ensure that our objectives are met.</td>
<td>Mmabatho Sikhakhane, Coordinator: Strategic Platforms</td>
</tr>
<tr>
<td>What drives you both personally and professionally?</td>
<td>I love looking at a project and thinking: “How can I do this better and what new elements can I bring to it?” And then when it all comes together, that feeling of complete satisfaction and fulfilment is the most rewarding emotion on the planet.</td>
<td>Merryl Fairfoot, Sales Manager</td>
</tr>
<tr>
<td>What are some of your career highlights?</td>
<td>The highlight of my career thus far would definitely be my current role at the SANCB.</td>
<td>Bongiwe Nzeku, Head: Business Development and Support Services</td>
</tr>
<tr>
<td>What is your favourite read?</td>
<td>We’re Gonna Need Some More Wine by Gabrielle Union.</td>
<td>Mpho Mphago, Business Unit Coordinator</td>
</tr>
<tr>
<td>What three items do you never leave home without?</td>
<td>My cell phone, handbag and I love my watches – so I never leave home without one on!</td>
<td>Zinhle Nzama, Manager: Strategic Platforms and Events</td>
</tr>
<tr>
<td>What is your favourite thing to do in your spare time?</td>
<td>I study the word of God for my spiritual well-being and also study, research and learn about business events and exhibitions in South Africa and internationally. And I love to listen to music.</td>
<td>Sakhile Ndhlovu, Intern</td>
</tr>
<tr>
<td>What was your very first job?</td>
<td>I was a festival coordinator at the Bafundi Film and TV Festival.</td>
<td>Lonwabo Mavuso, Exhibition Sales Manager</td>
</tr>
<tr>
<td>What was your best holiday and why?</td>
<td>The best holiday I went on was to Durban – spending time with my family at the beach was a highlight.</td>
<td>Thabang Kekana, Intern</td>
</tr>
<tr>
<td>What do you enjoy the most about what you do?</td>
<td>It’s especially great being part of the team at the SANCB who are responsible for growing the economy of our beautiful country through the promotion of South Africa as a premier business events destination.</td>
<td>Gugu Mchunu, Sales Officer</td>
</tr>
<tr>
<td>What do people most often wrongly assume about you?</td>
<td>That I am serious.</td>
<td>Amanda Kotze-Nhlapo, Chief Convention Bureau Officer</td>
</tr>
<tr>
<td>What values will you not deviate from?</td>
<td>Integrity, care, commitment and respect.</td>
<td>Nico Vilakazi, coordinator: Support Services</td>
</tr>
<tr>
<td>Who were your role models growing up?</td>
<td>My role model growing up was my father – he never went to school but pushed us all the way through. He taught me to focus on achieving my dreams and to be a go-getter.</td>
<td>Mdu Biyela, coordinator: Business Development</td>
</tr>
<tr>
<td>What is your favourite thing to do in your spare time?</td>
<td>I study the word of God for my spiritual well-being and also study, research and learn about business events and exhibitions in South Africa and internationally. And I love to listen to music.</td>
<td>Sakhile Ndhlovu, Intern</td>
</tr>
</tbody>
</table>
In recognition of its fifth birthday in April, Inspire Furniture Rentals & Sales invited Meetings magazine, along with 500 notable players within the events industry, to celebrate this milestone.

Inspire Furniture Rentals & Sales is an influential supplier within the events industry and this is evident not only in its impressive range of stock available but also in how networked this supplier is – after a noteworthy five years in the game, there are very few people within this space who don’t know who Inspire Furniture is or what it does.

With a range of more than 3 000 different product items available and 500 000 pieces in stock, Inspire Furniture can provide options for a variety of events; from an ultra-bespoke affair to large-scale functions of up to 10 000, inspire adds flair to any and every occasion. While the company may not have any direct involvement in the organisation and planning, it will ensure you have all your bases covered.

Taking stock of its achievements during its birthday showcase, Alastair Laing, a director of Inspire Furniture and the MC for the evening, commented that it could not have been done without the “incredible support” of the industry and the company’s clients.

“We do our best to stay humble, to deliver on the best quality and service we can and meet all our furniture requirements,” noted Alastair.

STREAMLINED PROCESSES
Inspire Furniture has grown substantially over the last five years. Having started out with just 3 000 m² of warehousing and almost non-existent stock, the company now has furniture occupying 18 000 m² of floor space across its branches in Cape Town and Johannesburg supplying the entire country. Running such a sizeable operation is an ongoing effort and, from booking to delivery, Inspire has made major strides in improving its systems to ensure that it stays ahead of the curve, and schedule.

Its trolley system has been a game changer for the company. Previously, moving items from one side of an Inspire warehouse on to a truck for delivery could take hours using forklifts or manually loading stock, depending on the size of the order. To address this lengthy and arduous process, a trolley system was designed and introduced to Inspire’s warehouses in 2017. The trolleys are easily packed and capable of bearing large loads that can be easily moved from different parts of the warehouse on to an awaiting truck. This has made it much easier for Inspire to load and offload stock, significantly reducing turnaround times on both the loading times of vehicles and deliveries to clients.

Over the last year, Inspire Furniture has been involved in some of South Africa’s largest events. Here is what some satisfied clients have to say:

“I would like to take this opportunity to personally thank you all for the hard work, dedication, commitment and enthusiasm each and every one of you individually and collectively displayed to make the Durban July the spectacular event it was! Thanks again one and all and we look forward to an even better Durban July in 2019!”
- Grant Wilson, director of Beluga Hospitality

“We’ve been working with Inspire for the last three years and we really wanted to be involved with the launch of the new furniture range. We’ve launched a range of new bars and thought it would be a great collaboration for us to work together.”
- Rael Lasarow, managing director of Thirst Bar Services

“We’ve been working with Inspire from the onset and they are by far our preferred supplier for event styling. It’s fantastic working with them - thank you for what you provide to the industry.”
- Jeanine Richards, owner of Ninrichi Design SA Studio

“We’ve been using Inspire Furniture for five years, where we use them for the bigger numbers we have at our events. The relationships we have with the managers have been phenomenal during this time and we’ve built very strong networks with them.”
- Russell Goddard, owner and director of House of Décor & Events

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Justin Hawes | justin@scandisplay.co.za | www.scandisplay.co.za
Audience demands are constantly changing. As the president and CEO of Events DC, the official convention and sports authority for the District of Columbia, I realize that these changes present an opportunity for us to improve and embrace new outside-the-box tactics.

Events DC aims to break from the traditional, quasi-government structure by making investments and taking risks in the development of new venues and services. For instance, a Strategic Initiatives Division was implemented that positions Events DC for future growth while also enhancing the ability to create premier event experiences that help achieve our mission to drive economic and community benefits for residents and businesses of the District of Columbia.

Only through a ‘disruptive leadership’ mindset and by embracing the need to shake things up – to innovate, ideate, and execute – can we achieve the results we need.

INNOVATE

Each event comes with the challenge to outdo its predecessor, finding better ways to engage audiences – often by incorporating new technologies including mobile apps, crowdsourcing or social media tools – and turn them from passive attendees to active participants. Events are becoming more dynamic and interactive, and venues will have to keep evolving their strategies to meet these needs.

It is important for leaders to keep pushing innovation forward, even when they are already currently seeing success. For example, our Walter E. Washington Convention Center has over 200 digital signage displays and is the largest signage network of its kind in the US. We significantly expanded this programme by adding new LED video walls to key locations that allow meeting planners to better implement new interactive technologies and engage their audiences.

Our push to continue innovating has resulted in a tremendous amount of excitement among our customers and has led to numerous accolades regarding their experiences.

IDEATE

As we convention leaders consider our future in an ever-changing and competitive marketplace, we must continue to ideate with forward thinking at the leading edge. Strategic planning requires that we place emphasis on repurposing our existing assets, while simultaneously examining new opportunities. How can we extend our business and our brand beyond our venue?

This is a question I often ask myself, while also considering how we can best ‘pay it forward’ – an adage I believe all leaders should live and work by.

We recently broke away from the norm and set our sights on new market segments like e-sports. We even sponsored a team – the first city to do so – to let the world know that e-sports events, gamers and the community are welcome in our nation’s capital.

Additionally, since opening the doors to our convention centre, the neighborhood has benefitted with additional consumer traffic and an explosion of new restaurants and retail outlets.

EXECUTE

When executing any plan, it is important to recall the core qualities of the hospitality industry and provide a service to our clients that is helpful, trustworthy, courteous and kind. We must always acknowledge our audience’s presence, making each person feel recognised. Good leaders know that to accomplish this, we need to dare ourselves to break from the norms, forge unprecedented collaborations and invest in innovation, new ideas and initiatives.

We must become disruptive leaders who place an intentional focus on thinking beyond our traditional operations by embracing innovation, developing bold ideas, and executing these new strategies. We also challenge others to develop their own ideas and engage in knowledge sharing because, ultimately, this is what leads to greater success.
Producing sustainable exhibitions

With stronger environmental policies coming into play within the events industry, Leatitia van Straten identifies the ways this is transforming the industry.

Sustainability in the events industry is a big buzzword right now, with responsibility justly being placed on key players to implement initiatives that will reduce their impact on the environment. The discussion affects almost everyone involved across the value chain within the MICE sector.

We are currently seeing major focus being placed on:

- **Green marketing** – Exhibition organisers are taking deliberate steps to move as much marketing online as possible, reducing the reliance on printed material that has plagued the industry for decades.

- **Renewable energy** – Looking at some of the more innovative ways to produce power, Japan harnesses power from footsteps at some of the capital’s busiest stations, with special flooring tiles installed in front of ticket turnstiles. Every time a passenger steps on the mats, they trigger a small vibration that can be stored as energy. With exhibitions producing a fair amount of footfall, this would be an ideal way to harness renewable energy for venues going forward and is really worth looking at.

- **Responsible waste management** – Replacing single-use items such as straws, drinks cups and bags with items that can be recycled, or simply removing their availability at your event, is a step in the right direction.

  Another option is to place recycling bins beside waste containers. Making arrangements for end-of-event clean-up, especially in terms of food disposal, is also a step in the right direction. Ensuring the venue is on board with this decision is vital.

- **Endorsing sustainable shows** – The biggest benefit to running events in an environmentally sustainable way is the knowledge that we are doing something to secure the well-being of the continent for our descendants, and we are proud to be doing our part.

Sustainability gains

**Why attend the EGF Conference & Master Class.** Lynn McLeod explains why you don’t want to miss these.

We understand that you need a good reason to spend your time and money attending educational events. Here are three key reasons to attend the EGF’s upcoming Conference and Master Class:

1. **Be informed about future issues**
   The issues the EGF’s events address are not future issues, but rather current ones. However, denial and delayed reactions mean few people are taking them seriously or responding appropriately.

   The EGF Conference and Master Class will arm you with the information and tools you need to prepare for and adapt to climate change and its impact on the events industry.

   “Based on research in Africa, I will share actual climate disruptions experienced by people on the ground and offer solutions, preparedness, special training, adaptions and tips for all aspects of the events industry,” says Lorraine Jenks, who is a climate change leader running the Master Class.

2. **Collaborate for good**
   The EGF’s events attract representatives from across all sectors of the events industry and are great opportunities to network with potential suppliers, clients, sponsors and/or partners.

   With a shared passion for sustainability, our attendees are forward-thinking and early adopters. They are the kind of people who stay curious, and are conscientious and willing to take risks. They are the kind of people you should want to do business with.

   If you are interested in building your brand at this event by becoming a sponsor, please email lisa@gingerbiscuitsa.co.za for more information.

3. **Get great value for money**
   Our Master Class is a half-day workshop, while our Conference is a one-day event. These compact formats keep the cost to attend at a minimum, reduce your time away from the office, and ensure the programme only has space for the very best content.

**SAVE THESE DATES...**

**Wednesday, 10 July 2019 - EGF Master Class**
**Thursday, 11 July 2019 - EGF Conference**
**Venue: Hominin House, Maropeng**
For more information, visit www.eventgreening.co.za
Hosting the industry

Planning a conference for the conference industry is a challenge SAACI tackles annually, and one it takes very seriously, says Rudi van der Vyver.

We at SAACI have had 33 years of experience planning events for those directly involved in the events industry, with the majority of delegates being experts in this field. In this way, we continue to learn on a daily basis, which is good, because the moment we stop learning is the moment we stop moving forward. As such, we have identified key areas of focus for this type of industry-specific event. The number one component is content. This is pivotal when taking into account that the main objective of this event is to provide a platform for learning at various skill levels within the industry. We have worked very hard for this year’s SAACI Congress to ensure that we are inclusive in terms of speaking to all the areas our members operate within, and we have also included closed sessions and workshops specifically targeted around previously neglected subsectors.

A second element is the showcasing of new trends, ideas and technology. This can be risky because, as is often the case with new innovations and concepts, they are tried for the first time at an event of this nature. Although we must showcase what’s upcoming in the future of the industry, we also need to have a certain level of standards in order to provide an engaging delegate experience for all. Advice on this element is testing, testing and then a little more testing.

Lastly, networking remains high on the agenda for us. Social events might not always be seen as important; however, an interactive and engaging social programme lends itself to better networking, which helps build crucial relationships for greater opportunity.

The 2019 SAACI Congress will be taking place from 28 to 30 July 2019 at The Southern Sun Elangeni & Maharani, Durban. Reserve your seat today! Visit www.saacicongress.org for more information.

Staying ahead of the pack

Each month, the Travelbags Committee comes together to discuss industry trends and brainstorm ideas for engaging networking events, ensuring its members and partners benefit in the best way possible, says Michelle Hinrichsen.

We love working with a range of venues: whether big or boutique restaurants and hotels, we encourage venues to engage with us to bring our Travelbags lunches and events to them. We try to achieve maximum exposure across our platforms for the venues who host us for our events in the form of social media posts, website brand awareness and, most importantly, getting our members and guests to the venues to experience the offering for themselves. We are big believers that once you have experienced something for yourself, you can sell it better or feel more confident in choosing a venue to host a client function.

Travelbags provides a platform for the venues we work with, with the venue being able to showcase their establishment once Travelbags gets its guests there. Our guests are left feeling content in the knowledge that the Travelbags Committee will seek out the best venue offerings for future events and lunches.

If you are a venue looking at marketing your property or event offering, please get in touch with us to see how we can put together a Travelbags lunch or event. We have some exciting lunches coming up, including ones being held on the Rovos Rail and at the newly refurbished Indaba Hotel. To stay updated on future Travelbags lunches and events, visit our website or social media pages.

Michelle Hinrichsen is the current president of Travelbags.
The growing popularity of hybrid events, where delegates are able to attend events in a virtual space, livestreaming and posing questions to panellists and speakers is perfectly understandable. Time constraints often mean that it is difficult to be physically present at an event, and while this is all fair and well, what if you have confirmed your attendance and simply don’t show up?

It only takes one of your own events that has a poor turnout - a dose of one’s own medicine, if you will – to realise that this is a dangerously sloppy trend that has become all too common in the industry.

We need to think twice about how we show up – granted, a no-show attendee will often have had a valid reason for not making it to your event. While unforeseen circumstances are one thing, I feel that we are perhaps a bit lackadaisical towards attending events, especially free or low-entrance-fee ones.

Being part of the events industry, we are generally rather a courteous and gracious bunch, so let’s think about the knock-on that this apathetic mentality is creating, where there seems to be not all that much thought given towards the consequences behind bailing from a function you’ve already RSVP’d for.

First, an empty room at an event, whether it’s an exhibition or conference, never looks great. If you don’t fully intend on going to an event, don’t confirm your attendance then promptly not show up. Your empty seat could have been occupied by someone who actually wanted to attend the event but was unable to owing to a lack of supposedly available seats.

Second, consider the overheads incurred by the organiser. Pax determines catering, decor, furniture and gifting requirements, and absent attendees can lead to unnecessarily high costs for whoever is footing the bill because if you don’t arrive as expected, the cost of your attendance still has to be covered.

All these issues can be easily solved by simple organisation and courtesy on the individual’s part. Managing our schedules better will ensure that, should we confirm our attendance, outside of any unforeseen circumstances, we show up. And being courteous enough to decline an invite or get in touch with the organiser to cancel your attendance is far better than not making an appearance at all, citing no particular reason.

Meanwhile, as organisers, we also need to take the time and effort to put in place processes to guarantee, as far as possible, that our attendees will actually arrive, as promised – RSVP management is an absolute necessity for this and added measures such as calendar invitations, email reminders and telephonic follow-ups to confirm attendance are key. However, prepare yourself for a drop-off of anywhere between 10% and 20% because, for all the follow-ups in the world, life happens and the show must go on.

“No matter what role you play in a meeting, how you show up in that role is critical to the meeting’s success.” Emily M Axelrod, co-author of Let’s Stop Meeting Like This: Tools to Save Time and Get More Done

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