



THE SOUTH AFRICA NATIONAL BUREAU, IN CONJUNCTION WITH THE CITY AND PROVINCIAL BUREAUS, OFFERS FIVE KEY SUPPORT SERVICES:



OVERVIEW OF THE SANCB'S KEY SUPPORT SERVICES

1. Bidding support

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

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

2. Site inspection support

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

Site Inspections also serve to reinforce positive aspects of hosting a conference in South Africa, and dispel negative preconceived notions.

These positive aspects are:

- South Africa is a cost-effective destination with attractive exchange rates
- Reassurance that South Africa is a world-class destination
- Delivery of world-class services and experiences that are on time and bring the WOW factor
- South Africa is a secure and harmonious nation
- The opportunity to leave a lasting impression
- Political/economic stability
- South Africa is an innovative and advanced nation
- The South African people are warm, welcoming and professional. Furthermore, well-coordinated Site Inspections give decision makers key insights into the myriad venues available in the chosen city. This allows decision makers to make their choices based on the facilities and location that best suit the conference attendees.

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



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

3. Convention planning support

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

a) Sourcing Venues

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

booming, which further highlights the diversity of South Africa's venue offering.

b) Locating Suppliers

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

c) Compiling Cost Estimates

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

d) Submitting and Monitoring RFPs

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

e) Co-ordinating Site Inspections

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

f) Advising on Pre- and Post-Tour Opportunities

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





4. Delegate boosting

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

Delegate Boosting Packages

The SANCB offers three packages to assist with delegate boosting:

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

The evaluations criteria for these packages include:

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

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

5. On-site event services

On-site event services are vital as they add remarkable value to a delegate, especially if the delegate is visiting South Africa for the first-time. On-site services are the little things that can happen on-site that make a big difference to the delegate's experience. The SANCB is proud to offer on-site event services as part of its range of support services. The objective of this service offering is to enhance the delegates experiences, and put into perspective the value of the delegate's visit to our country, over and above the value of attending the conference programme itself.

WHAT ARE ON-SITE EVENT SERVICES?

Some examples include;

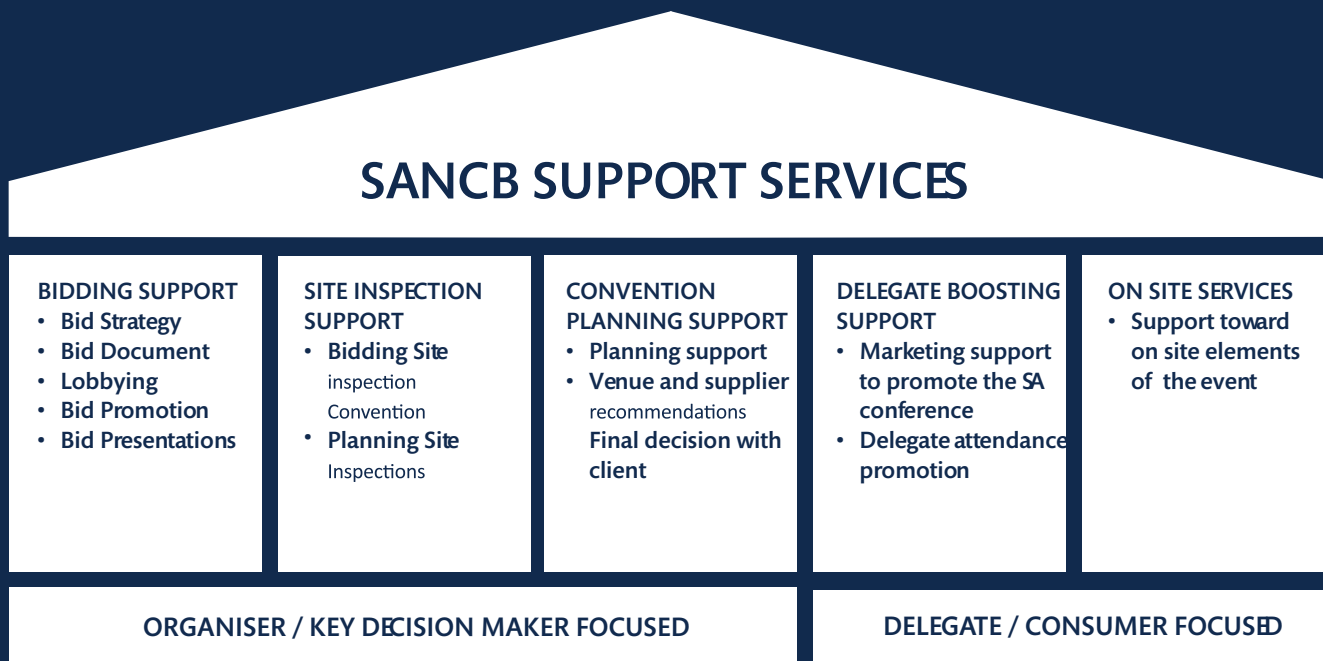
- Entertainment that is rooted in local custom.
- Welcome stands and airport transfers
- Activity/local attraction bookings.
- Travel arrangements and activities for accompanying persons.
- Personalised gifts.

“We have to make sure that all delegates have a fantastic time in our country. this will ensure that they tell their friends and families, which translates to further business.”

Kotze-Nhlapo, Chief Convention Bureau Officer at the South Africa National

Convention Bureau

SANCB'S SUPPORT SERVICES



UNPACKING THE LEGACY OF BUSINESS EVENTS

Our value proposition as an industry has been changing from one based on delegate and organiser spending to the value of what these events actually achieve for organisers, participants and host communities. As simple as it sounds, this in fact has huge implications, because it places the business-events industry at the very centre of both the global economy and the underlying scientific, professional, academic, business and social advancements that drive it.

THE IMPORTANCE OF BUREAU-LED RESEARCH

The outputs and legacies to be identified and quantified in the SANCB-led studies will cover a broad spectrum, from the value of networks and business transactions arising from an event to medical advancements like improved disease awareness, research and treatment practices. Also, to be explored are the benefits that hosting events can deliver to the host community,

including profiling a particular country or city in connection with key elements of their economic or social agenda or attracting new talent to key sectors. To learn more, contact the South Africa National Convention Bureau, and visit the www.the-iceberg.org.

