



AIPC Africa Summit
Johannesburg, South Africa 23 February 2015
in conjunction with

Meetings Africa

Program Agenda:

- 09:00-09:40 Africa in Context: Global Industry Trends, Performance and Prospects
Rod Cameron | Executive Director, AIPC
- 09:40-10:30 CEO Panel: Perceived Challenges and Solutions from South Africa's Major Convention Centres
Julie-May Ellingson | CEO, Cape Town International Convention Centre
Nicolette Elia-Beissel | Acting CEO, Durban International Convention Center
Dr Matifadza Nyazema | Executive Director, Sandton Convention Centre
- 10:30-11:00 Networking Break
- 11:00-11:45 An Evolving African Product: What's Changing, What are the Implications
Rick Taylor | The Business Tourism Company
Paul D'Arcy | CEO, Calabar International Convention Centre
- 11:45-12:15 Trade Shows: Role and Relevance
Paul Flackett | Managing Director, IMEX Group
- 12:15-13:15 Lunch
- 13:15-14:00 Challenges and Strategies in Sales and Marketing: Responding to a Demanding Environment
Megan Arendse | General Manager: Commercial and Business Development, CTICC
Mala Dorasamy | Marketing, Sales and Events Director, Durban ICC
Neil Nagooroo | General Manager: Sales & Marketing, Sandton CC
- 14:00-14:45 Advancing and Managing Africa's Image and Reputation
Thebe Ikalafeng | Founder and Managing Director, Brand Leadership Group
Moderator:
James Latham | Executive Producer, International Meetings Review

14:45-15:15 Networking Break

15:15-16:30 Round table discussions in two streams:

1. Centre Sales and Marketing

Potential topics:

- Case studies in current marketing challenges
- The convention bureau and centre relationship
- Being competitive in the current price-sensitive market; balancing discounts vs value-adds
- New venue marketing and launch strategies
- New developments in compliance
- Centre and destination alliances
- Ambassador programs

2. Centre Management and Operation

Potential topics:

- F&B Management
 - Challenges
 - New systems to ensure service delivery for mass consumer shows
- IT Systems and Process
 - New trends in centre management and how systems have evolved
 - Case studies of systems being used and related challenges and opportunities
- Staff development and training
- Safety & security
- Benchmarking

16:30-17:00 Report back and conclusions

