

REQUEST FOR PROPOSAL

Exhibition: Africa's Travel Indaba 2024

Dates: BONDay: 13 May 2024

Exhibition Days: 14 – 16 May 2024

Services: Professional Conference Organiser (PCO) for BONDay (Business Opportunity Networking Day) & BOMA Talks (Business Opportunity Meetings Aspirations)

Venue: Inkosi Albert Luthuli International Convention Centre, Durban, KwaZulu-Natal

We are pleased to extend this opportunity for provision of services for Africa's Travel Indaba 2024. Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa's Travel Indaba 2024.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of **Africa's Travel Indaba 2024** on behalf of **South African Tourism** for the year 2024. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa's Travel Indaba 2024**. This event is held annually in Durban during the month of May.

Africa's Travel Indaba 2024 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 13th to 16th of May 2024.

BONDAY AND BOMA TALKS OBJECTIVE

- BONDay: To incorporate an activation that captures the attention of the attendees, but which also leaves the attendee with a profound learning experience. This should be fun and community-bonding that resonates with the crowd.
- May 14 – 16 – BOMA Talks: Interesting, intimate, interactive sessions which address real concerns and sparks meaningful, tangible outcomes. This will comprise of two sessions per day, as per the events calendar.
 - Manage 2 BOMA's located at different parts of the venue.

OPERATIONAL SCOPE OF WORK:

The appointed PCO will be responsible for the logistics management for BONDay and BOMA Talks.

BONDay

Pre-Indaba

1. Design and develop Invitation with RSVP and manage the process via the overall registration system managed by Synergy Business Events. Digital Invitation to participate with RSVP Link
2. Source speakers / panelists / moderators in line with proposed topics – provide options to choose from
3. Develop all holding slides
4. Invite speakers / panelists and arrange associated logistics and travel
5. Share briefing documents with speakers and moderators.
6. Conduct briefing sessions between speakers and moderators in preparation for their relevant sessions.
7. Provide all speaker profiles as part of pre-show profiling of topics and speakers and PR / Communications.
8. Ensure all logistics information is shared with exhibition management for the purposes of directional signage.

During Indaba / Onsite

1. Venue: Suggest a creative seating arrangement.
2. Programme Management
3. Brief speakers on-site in conjunction with SAT
4. Room architecture to create a unique and inviting space, that is conducive to engagement.
5. Manage Branding and logistics of venue
6. Provide all technical equipment required, not part of the standard items provided by the venue
7. On-site registration and RSVP management of attendees
8. Catering – arrival teas, coffees, and beverages; Lunch and tea break – manage access control for RSVP'd vs non-RSVP'd attendees. Monitor Lunch with wrists bands.
9. Manage speaker management room and activation requirements.
10. Staging, Technical, Holding Slides, Event & Programme Management, Speaker/ Panelist Procurement & Briefing.
11. Relevant Directional Signage Content Management, in conjunction with branding & logistics teams
12. Provide enough Ushers on-site and they must be well trained before the BONDay
13. Manage the start and end time of all BONDay activities
14. Manage Speakers Holding Room and Provision of water for all speaking sessions
15. Make sure the Programme to be loaded on website and mobile App – Manage through Synergy BE
16. Manage content touch-point during Africa's Travel Indaba – copy and images
17. Venue: Content to appear on venue touch screens – schedule of activities – Managed through Synergy Business Events

18. Notifications and content on Mobile App – schedule of push notifications (timings & content) – Managed through Synergy Business Events
19. BONDay 13 May 2024 – Build-up to be ready on the 12th of May 2024 for use for the duration.

BOMA Talks:

Pre-Show

1. Establish a project plan with delivery dates and resource allocations, inclusive of programme management for BOMA Talks – this can be combined into the overall BONDay Project Plan
2. Source all speakers / panelists / moderators' information in line with programme & topics - develop all holding slides.
3. Collate and share programme with topics and speaker profiles for communications purposes.
4. Arrange speaker logistics for travel in conjunction with appointed Programme Development supplier & TMC.
5. Develop a running order for use by the Activations agency, logistics, branding & directional signage teams in collaboration with the Programme Development supplier.
6. Design & develop evaluation questionnaires to assess the degree to which objectives have been met, successes and failures, strengths and weaknesses, and pointers for future development for inclusion in Mobile App – this will be used onsite to rate each session.

During Indaba / Onsite

1. Co-ordinate Programme Management in conjunction with Programme Development Supplier.
2. Manage speakers on-site in conjunction with Programme Development Supplier
3. Directional Signage, Branding, and logistics of venue Management
4. Provide technical rider and manage all technical equipment required, not part of the standard items provided by the venue
5. On-site registration of attendees
6. Provision of water for all speaking sessions.
7. Manage speaker holding room.
8. Manage all relevant Directional Signage Content Management, in conjunction with branding & logistics teams
9. Ushers' briefing & management on-site

Post-event activities

- Provide final financial report
- Provide consolidated feedback report inclusive of supplier management, sponsorship management, speaker management,
- Maintain a computerised management system to process all registration details, receipts, and expenditures
- Briefing of all casual staff allocated to BONDay – ensure professional conduct of ushers at all times – they need to be knowledgeable, informed, and proactive.

Our Target Market?

- PAN African Tourism Products
- South African National and Provincial Tourism Authorities
- Airlines
- Destination Marketing Companies
- African Travel Agents
- South African Inbound Operators
- Transport / Tour Operators
- Online booking Companies
- Adventure / Experiences
- African Tourism Boards and Products
- Industry Associations
- Media
- Stakeholders

SUBMISSION:

Kindly submit the following documents

- Company organogram (include all personal names and years of service)
- Number of personnel responsible for pre-planning directly responsible for this proposed scope of work
- Number of personal responsibilities for onsite management directly responsible for this proposed scope of work
- B-BBEE Certificate (Certified Copy)
- Tax Clearance Certificate
- Proof of Company Address
- Company registration documents



The winning supplier will be required to take up an exhibition stand at Africa's Travel Indaba on 13 May – 16 May 2024 at their own cost. For more information contact the sales team at exhibitor@indaba-southafrica.co.za

Cost Structure of Proposal:

Please provide costs as a total project fee. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs are to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be for us to make an informed decision. Please include the transport and accommodation costs for personnel who will be working on-site.

Submission:

Independent consultants/teams that would like to be considered for appointment need to provide a proposal including their references, and previous experience. Submissions need to be sent to molebogeng@synergybe.co.za & indaba@indaba-southafrica.co.za

Submission Deadline: Monday, 11 March 2024, 12:00 PM

Queries:

Should you have any questions relating to this RFP, please contact **Molebogeng Masote** at molebogeng@synergybe.co.za or at **+27 11 476 5104**