



REQUEST FOR PROPOSAL

Exhibition: Africa's Travel Indaba 2024

Dates: BONDay: 13 May 2024

Exhibition Days: 14 – 16 May 2024

Services: Content Development Agency

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.

OPERATIONAL SCOPE OF WORK:

The appointed Content Development Agency will be responsible for content creation, management and deployment in accordance with the relevant channels of distribution. The content focus areas will encompass the following areas:

1. Media Buy Chaselist content
2. General Public Relations content
 - a. Speaker Notes for Key Executives
 - b. Editorial content
 - c. Press Releases
 - d. Articles for Africa's Travel Indaba Daily Newspaper
3. Onsite Newsroom Function
 - a. Production & Packaging of content for distribution & consumption
4. Onsite Photography & Videography

Pre-Indaba

1. Develop strategic communications in accordance with pre-determined communications strategy, positioning and theme.
2. Develop messaging in written and visual formats for key stakeholders, to include Minister of Tourism and CEO of SA Tourism.
3. Drafting of strategic communications for editorial use.
4. Development of speaker notes for key SAT EXCO members for public addresses, e.g. media launch event, participation at panel discussions (BONDay preparation) and radio / television interviews.
5. Development of article for ATI Daily Day 1 publication
6. Content development against a definitive media buy chase-list:
 - a. Advertorial content
 - b. Long-form content for digital platforms
 - c. Radio script – 30 seconds
 - d. *Digital content creation to be managed by an alternate agency*

During Indaba / Onsite

1. Photography & Videography
 - a. Photography and videography of all onsite activities and events for the show duration, as per the events calendar.
 - b. Capturing of key stakeholders and authentic show moments.
 - c. Management of photo and video library for access by all relevant media delegates and suppliers.
 - d. Recording and packaging of short-form vox-pops of exhibitors and buyers to package as testimonials for future call to action for ATI 2025 registrations.

2. Newsroom
 - a. Onsite editing and packaging for onsite utilization and deployment
 - b. Daily wrap video production to include highlights of the day for use on all relevant channels x 4
 - c. Final wrap AV to encompass all show days, key highlights and headline stats indicators with cut-downs.
3. ATI Daily
 - a. Editorial articles for overnight publication for Days 2 and 3.
4. Onsite Interviews
 - a. Assistance with press interviews

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
- Portfolio of Evidence
- Reference Letters
- B-BBEE Certificate (Certified Copy)
- Tax Clearance Certificate
- Proof of Company Address
- Company registration documents

Cost Structure of Proposal:

Please provide itemise costs and 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. Where possible, for services onsite in Durban we request that service providers be located in the host province and host city.

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 sudeshnee@synergybe.co.za & indaba@indaba-southafrica.co.za

Submission Deadline: Tuesday, 09 April 2024, 12:00 PM



Queries:

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