

MEETINGS AFRICA 2010 ASSOCIATION DAY CONFERENCE PROGRAMME

TUESDAY, 23 FEBRUARY 2010

TIME	TOPIC
07h30 - 08h30	Registration - Networking
08h30 - 08h45	Welcome Address: South African Tourism Level 2, Committee Room 4
08h45 - 09h15	Learn how to increase your business, exploit key global trends and get ahead in the association market: A very special presentation by trends guru Daniel Levine, Executive Director of the New York-based Avant-Guide Institute Level 2, Committee Room 4
09h15 - 09h30	Increasing your association's membership and revenue: by Desiree Smits van Waesberghe: Managing Director: CAPEMOTION Association Management As we emerge out of the recession, associations have to find new and creative ways to bring back members and increase their membership and revenue streams. Level 2, Committee Room 4
09h30 - 10h15	Working with a convention bureau to win international meetings: A case study: by Amanda Kotze-Nhlapho from Cape Town Convention Bureau - The importance of a strong working relationship with your convention bureau - How can associations get maximum value from tourism bodies during the bid process - from bidding, delegate boosting, site inspections, or actually hosting the meeting? Level 2, Committee Room 4
10h15- 10h45	Mid-morning Break - Networking
10h45 - 11h30	Bidding process: - A case study looking at the International Statistics Congress 2009: by Miller Matola - CEO ICC Durban and Dr Arrow Jiro of Statistics SA - Insights into the bidding process, challenges, learnings and the roles played by the various parties, particularly the role played by the association in the bid process. Level 2, Committee Room 4
11h30 - 12h00	How does the future look like for Africa - ICCA perspective: Marco van Itterzon, Director Research - International Congress and Convention Association Level 2, Committee Room 4
12h00 - 13h00	Lunch - Networking
13h00 - 13h30	Introduction to the ROI methodology: Elling Hamso, The Event ROI Institute: How do meetings and events create value for different stakeholders and how do you measure the results? The participants look for ROI from the time and money invested, sponsors want to know what they got in return for their support, the association or other meeting owner has a vision and mission to support. This session will show how to apply the ROI methodology to all kinds of events and stakeholders, ensuring a greater return and the measurements to prove it. Level 2, Committee Room 4
13h30 - 14h30	Breakaway 1: Facilitated discussion: Challenges facing associations - Through testimonials, hear how other associations have dealt with these challenges: by Desiree Smits van Waesberghe: Managing Director: CAPEMOTION Association Management Level 2, Committee Room 4

13h30 - 14h30	Breakaway 2: Facilitated discussion: Partnerships - how to split the workload successfully between associations and professional conference organisers: by Enrico Zuffi: EZ Associates International Conference Marketing and Research Level 2, Committee Room 2
14h30 - 15h30	Mid-afternoon Break - Networking
15h30 - 16h00	Feedback from breakaway Sessions: panel discussion Level 2, Committee Room 4
16h00 - 16h15	Closing remarks
16h15 - 18h00	Time at leisure, travel to the Radisson Hotel
18h00 - 22h00	Association Day /Buyer-meet-seller networking cocktail The Radisson Blu Hotel

NB: Please note this programme is subject to change