

MEETINGS AFRICA

Africa's business tourism lekgotla



MEETINGS AFRICA 2012 –EVENTS PROGRAMME

TUESDAY, 28 FEBRUARY 2012

TIME	EVENT	VENUE: SANDTON CONVENTION CENTRE (SCC)	ATTENDEES
08h30 – 09h30	Registration for Association Lekgotla	Bill Gallagher Room, SCC	Association Executives
09h30 – 16h00	Association Lekgotla	Bill Gallagher Room, SCC	
08h00 – 10h00	Meetings Africa Educational Workshops in Collaboration with SAACI	To be confirmed	Members
09h00	Registration for Meetings Africa opens	Entrance foyer, Hall 1, SCC	Open to all
10h00 – 18h00	Meetings Africa Exhibition	Hall 1, SCC	Open to all
10h00 – 10h20	Corporate Speed-dating tips – David Sand, Uwin Iwin, SA	Presentation Area, Hall 1, SCC	Corporate Speed-dating Exhibitors Only
10h30 – 11h30	CRM for Conventions - Richard Reasons, President, Simple View & Kevin Bates, Senior Director of Business Development, Simple View, USA	Presentation Area, Hall 1, SCC	Open to all
11h30 – 12h00	Minister's Walkabout	Hall 1, SCC	Minister, SAT CEO, Amanda Kotze-Nhlapo
12h00 – 13h00	Opening Ceremony	Hall 1, SCC	Media, Exhibitors, International Hosted Buyers, Stakeholders, Visitors, Corporates
14h00 – 14h30	Welcome Campaign – Mabeka Makola, South African Tourism	Presentation Area, Hall 1, SCC	Open to all
14h40 – 15h10	North American Association Market & its international potential - Michel Couturier, Marketing Challenges International	Presentation Area, Hall 1, SCC	Open to all
15h20 – 15h50	Sports Events Strategy - Gauteng Department of Sports, Arts, Culture and Recreation (SRAC)	Presentation Area, Hall 1, SCC	Open to all
16h00 – 16h30	Reporting on Event Sustainability – Grace Stead, Event Greening Forum	Presentation Area, Hall 1, SCC	Open to all
16h00 – 20h00	Hosted Buyers' Welcome Cocktails	Pretoria	Hosted Buyers & Hosted Media
16h00 – 18h00	Event Greening Forum AGM	Presentation Area, Hall 1, SCC	Members

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WEDNESDAY, 29 FEBRUARY 2012

TIME	EVENT	VENUE: SANDTON CONVENTION CENTRE (SCC)	ATTENDEES
08h00 – 08h30	Registration for Association Lekgotla	Bill Gallagher Room, SCC	Association Executives
08h30 – 16h30	Association Lekgotla		
08h00 – 10h00	Meetings Africa Educational Workshops in collaboration with SAACI	To be confirmed	Members
09h00	Registration for Meetings Africa opens	Entrance foyer, Hall 1, SCC	Open to all
10h00 – 18h00	Meetings Africa Exhibition	Hall 1, SCC	Open to all
10h30 – 12h30	BRICS Panel Discussion – Panelists: Carlos Ferreirinha (MCF Consultoria & Conhecimento, Brazil), Elena Demidova (Russia), Johnny Wang (China), India (tbc), Anita Soni (Brand South Africa)	Presentation Area, Hall 1, SCC	Open to all
13h00 – 14h00	Stand Awards Lunch	Public Area 2	Open to all
14h00 – 14h30	Meetings & Events Portfolio: Reed Travel Exhibitions - Richard Mortimore CEO, Liz Hoppood, Sales Manager EIBTM and Derek Houston	Presentation Area, Hall 1, SCC	Open to all
14h40 – 15h40	Meetings Africa 2012 Trends Report - Rob Davidson, Senior Lecturer in Events Management, University of Greenwich, London	Presentation Area, Hall 1, SCC	Open to all
15h50 – 16h20	Traveling With A Conscience - Gauteng Tourism Authority	Presentation Area, Hall 1, SCC	Open to all
17h00 – 19h00	SITE AGM (Daryl Walthers, SITE South Africa Chapter)	Presentation Area, Hall 1, SCC	Members
19h00 – 24h00	Meetings Africa Networking Function	Randlords	Invited Visitors and Exhibitors

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THURSDAY, 1 MARCH 2012

TIME	EVENT	VENUE: SANDTON CONVENTION CENTRE (SCC)	ATTENDEES
07h30 – 10h00	Corporate Speed-dating	Boardroom 1,2 & 3, SCC	By Invitation Only
09h00	Registration for Meetings Africa opens	Entrance foyer, Hall 1, SCC	Open to all
10h00 – 18h00	Meetings Africa Exhibition	Hall 1, SCC	Open to all trade
10h00 – 10h30	Research vs Research - Willy Cortus (ICCA), Bashni Muthaya (South African Tourism), Nikki Clarke (USA)	Presentation Area, Hall 1, SCC	Open to all
10h40 – 11h10	10 reasons why South Africa is the best place to be today - Debra Patta	Presentation Area, Hall 1, SCC	Open to all
11h20 – 11h50	Brand, the beloved country (National Branding) - Thebe Ikalafeng	Presentation Area, Hall 1, SCC	Open to all
12h00 – 12h30	Handling the storm: lessons from an ocean row - Peter Van Keets	Presentation Area, Hall 1, SCC	Open to all
12h40 – 13h10	Unconventional Africa - Justice Malala	Presentation Area, Hall 1, SCC	Open to all
13h20 – 13h50	What's your story? - Justin Cohen	Presentation Area, Hall 1, SCC	Open to all
14h00 – 14h30	Performance under pressure - Gary Bailey	Presentation Area, Hall 1, SCC	Open to all
14h40 – 15h10	Challenge of change - Leave Ordinary Behind - Michael Jackson	Presentation Area, Hall 1, SCC	Open to all
15h20 – 15h50	SOCIALOCITY: Re-engineering your business through social media - Ryan Hogarth	Presentation Area, Hall 1, SCC	Open to all

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