

EVENTS RFP IMPACT TOOL GUIDE



CATEGORY ECONOMIC IMPACT

CRITERIA

- Anticipated TOTAL number attendees (Note: Attendees include participants, speakers, delegates, exhibitors, media, visitors etc.)
- Anticipated profile of event participants/delegate/exhibitors/visitors
- Event Duration (includes all days that attendees)
- Season (time of the year)
- Location (Region/District)
- Recurrence in Gauteng
- Linkages to leisure tourism (in addition to the event)
- Linkages to business tourism (in addition to the event)
- Linkages to Trade, investment & infrastructure improvement)
- Estimated job opportunities(Direct, indirect and EPWP jobs)
- Total projected economic impact - Gross Geographic Impact for one event (calculated based on estimated attendee and visitor spend as well as event operational and capital spend and using accepted provincial multiplier)

Category total score: 25



CATEGORY MEDIA PROFILE

CRITERIA

- Media interest (based on supporting information from media houses as well as similar events in Gauteng, South Africa or elsewhere)
- Extent of Media coverage (based on similar events in Gauteng, South Africa or elsewhere)
- Duration of media coverage (based on similar events in Gauteng, South Africa or elsewhere)
- Estimated value of media coverage (as estimated by a reputable media reporting company and based on exposure of similar events in South Africa or elsewhere)

Category total score: 10

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C A T E G O R Y

SOCIO-ECONOMIC IMPACT

C R I T E R I A

- Community involvement Improve liveability in Gauteng, Community interest)
- Unifying/ creation of social cohesion
- Number of Jobs (working days) created/ sustained (calculated from the direct, indirect and induced economic impact spend using an agreed multiplier)
- Skills development
- Diversity of service providers (include township SMME/ youth /women Businesses)

Category total score: 10



C A T E G O R Y

EVENT LEGACY

C R I T E R I A

- Skills development
- Increase in interest, number of participants, general development in/ of the event theme
- Infrastructure improvements
- Improvement in public spaces/ places
- Increases usage! grows interest in spaces/places

Category total score: 15



C A T E G O R Y

ALIGNMENT TO GCR IMAGE

C R I T E R I A

- Develops vibrancy! Home of Champions themes in the province
- Alignment to GGT 2030 - Ten high growth sectors
- Innovative, leading edge event
- Develops pride in Gauteng brand
- Embraces sports, culture, creative, music, arts, heritage, innovation, learning, lifestyle, cuisine theme

Category total score: 10

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CATEGORY

ENVIRONMENTAL IMPACT

CRITERIA

- Green event

Category total score: 5



CATEGORY

PROFESSIONALISM OF EVENT TEAM AND QUALITY OF SUPPORT

CRITERIA

- Quality of business plan
- Quality of sponsors
- Quality of endorsements
- Experience of organisers
- Extent of support from local, provincial, national government
- Involvement of relevant Industry Association

Category total score: 15



CATEGORY

FUNDING

CRITERIA

- Extent of committed financial support from Industry Association
- Extent of committed financial support from sponsors/ Private sector

Category total score: 10