



Redefining Tourism in Africa



AUDIT • ADVISORY • TAX

2019 AFRICA BUSINESS TOURISM AND MICE MASTERCLASS

Theme: Stimulating Intra-African Business Travel and MICE
Tourism



DATE:
10 - 12 June 2019

VENUE:
BDO Offices,
Wanderers Office Park, 52 Corlett Drive
Illovo, Johannesburg, 2196, South Africa

Supported By:



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About the 2019 Business and MICE Tourism Masterclass

Following a successful first edition of Africa Business Travel and MICE Tourism Master Class 2018, Africa Tourism Partners and its lead partner BDO (formerly Grant Thornton) wish to invite you to the 2019 edition of Africa's Business Travel and MICE Tourism. This is scheduled to take from 10 – 12 June, 2019 in Johannesburg.

The 2019 edition of the programme will be combined with a Business Card Exchange, Business-to-Business Workshop, and a Networking Session.

Why Attend?

- Raise your professional profile and expertise through Continuing Professional Development (CPD).
- Learn how to establish robust and economically viable MICE destinations and businesses.
- Learn to grow your business and MICE destination footprint through new business leads.
- Learn to increase revenues and/or tourist arrivals and receipts through learning.
- Learn to improve levels of professionalism and capacity in Business and MICE Tourism.
- Learn from experts, academics and policy-makers and thought leaders in the industry.
- Sell at a Business Tourism and MICE business-to-business workshop for new business

- Learn about the value of Convention Bureau to business Tourism and MICE businesses.
- Gain insights from thriving Business Tourism and MICE Tourism businesses.

The Curriculum

The curriculum is Action-Learning focused and flows from the outcomes of the June, 2018 Masterclass.

The objective is to help stimulate growth across the businesses of all attendees - from Convention Bureaus, Conference Centres and other Venues, as well as providers of accommodation facilities and services to the Business Tourism and MICE Tourism market.

Who Should Attend?

- Management and executive levels (decision

- -making) of Tourism organisations.
- Officials of Business and MICE tourism-related private and public sector organisations.
- Newly appointed senior managers, political leaders/administrators new to the sector. People in decision-making positions in business travel and tourism strategies.
- Executives and General Managers, Chief Marketing Officers, Sales & Marketing Directors, Heads of Departments, Corporate Sales Managers, Meeting Planners PCOs, DMCs, Event Managers and Exhibition Directors.
- Representatives of Convention Centres, Meeting Venues, Convention and Visitor Bureau, Corporate and Association Meeting Planners.
- All those involved in other aspects of Business Travel and MICE Tourism.

The Expected Outcome

- Destinations, buyers and suppliers to expand their business footprint and to increase revenues and/tourist arrivals and receipt, to the benefit of all.
- Improved levels of professionalism and propels economic viability of Business Travel and MICE Tourism for African businesses and public organizations.

- African stakeholders to establish robust and economically viable MICE destinations and businesses, delivering MICE programmes on a par with the rest of the world.

In the long-term the initiative is expected to continue to help Tourism Authorities, MICE Tourism Businesses and facilities to collaborate and grow the Africa Business and MICE sector, intra-Africa Business Travel and MICE Tourism and improve succession planning.

The Faculty

The programme will be delivered by a faculty of experts in Business Tourism and MICE tourism sector around the world. These will include Convention Bureau Experts, Business and MICE Tourism Strategists, Corporate and Business Travel Experts, Facility and Hotel Sales and Business Development Experts and academics.



Dr. Rob Davidson

Managing Director,
MICE Knowledge,
United Kingdom



Nelly Mukazayire

CEO,
Rwanda Convention
Bureau, (TBC), Rwanda



Gillian Saunders

Advisor to South Africa
Minister of Tourism



Kagiso Dumasi

Commercial Manager -
Global Networks,
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Julie May-Ellington

CEO, Cape Town
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Doris R. Parsons

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Nonnie Kubeka

Head of Gauteng
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Miller Matola

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Frank Murangwa

Director of Destination
Marketing, Rwanda Convention
Bureau



Thenjiwe Morule

Head: Sales and Marketing,
BCD Travel

Provisional Course Outline

This is a Continuing Professional Development (CPD) Programme that aims to upskill Business Travel and MICE tourism professionals, practitioners, operators and executives in Africa. The key components are Business Card Exchange, Master Class and Business-to-Business Workshop.

Programme

10 JUNE

TIME	COURSE OUTLINE
08h00 - 08h30	REGISTRATION
08h30 - 10h00	Welcome, Introductions and Business Card Exchange Session
Session 1 10h00 - 10h30	Spotlight on Africa's Business Tourism and MICE - Future Critical Success Factors and Opportunities for industry role players
Session 2 10h30 - 11h30	The Bigger Picture - Selling Africa Destinations and Venues as compelling Business Tourism and MICE destination to attract the world
11h30 - 11h45	REFRESHMENT BREAK
Session 3 11h45 - 13h00	Measuring and measuring the socio-economic contribution of events - The case studies of Rwanda and South Africa
13h00 - 14h45	NETWORKING LUNCH
Session 4 14h45 - 15h45	The Power of the Collective - a strategic approach to establishing more thriving world class Business Tourism and MICE destinations in Africa
Session 5 15h45 - 16h45	Transforming Convention Centres and Conference Venues into multi-purpose event destinations - A South Africa Case Study
Session 6 16H45 - 17h00	Plenary - Synthesis of key challenges and opportunities highlighted in Day 1

11 JUNE

TIME	COURSE OUTLINE
Session 7 08h30 - 09h30	The role of Convention Bureau/MICE Business Units in winning international conferences, meetings and events' bid - Global Best Practice
Session 8 09h30 - 10h30	Optimizing Business Tourism and MICE Travel Fairs and Roadshows for business success - Global Sales and Business Development Perspective
Session 9 10h30 - 11h00	Leveraging destination's intellectual capital to create financially viable MICE Business - From conceptualization to execution
11h00 - 11h15	REFRESHMENT BREAK
Session 10 11h15 - 12h30	Securing domestic and international associations' business beyond bidding - International Association's Perspective
12h30 - 13h30	NETWORKING LUNCH
Session 11 13h30 - 14h30	Insights into 21st Century Travel Technology trends shaping the future MICE and Business Travel in Africa
Session 12 14h30 - 15h15	A professional approach to building a financially sustainable Meeting and Events Management business/organization
15h15 - 15h30	REFRESHMENT BREAK
Session 13 15h30 - 16h20	Understanding Business Travel and MICE Sales Process for revenue optimization - From PCOs to Accommodation facilities, Aviation and TMCs
Session 14 16h20 - 17h00	Insights into key performance sectors in corporate meetings and events for business success - 2019 and Beyond

12 JUNE

TIME	COURSE OUTLINE
Session 15 08h30 - 09h00	How can Travel Management Companies leverage Africa's Business Travel and MICE Sector for increased revenue?
Session 16 09h00 - 09h30	The place of sharing economy in managed travel in Africa - Business Travel Perspective
Session 16 09h30 - 10h00	Harnessing the benefits of the BRICS MICE Forum for the benefits Business and MICE Tourism value in Africa - From PCOs/DMOs to TMCs and Hotels
10h00 - 10h15	REFRESHMENT BREAK
Session 17 10h15 - 11h00	Synthesis of key challenges and opportunities highlighted during the course - Interactive Panel Discussion
Session 18 11h00 - 13h00	Meeting of Africa Convention Bureau and MICE Units
11h00 - 13h00	Business-to-Business Exhibition setup
13h00 - 14h00	NETWORKING LUNCH
Session 18 14h00 - 18h00	Business-to-Business Workshop
Session 19 18h00 - 20h00	Networking Cocktail

13 JUNE

10h00 - 16h00	Technical and educational visit of African Member States Convention Bureaux and MICE Units/Departments only
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About ATP



Africa Tourism Partners (ATP) is a 360-degree solution-driven Pan-African tourism advisory services company. We leverage the expertise of our experts and established global strategic networks to execute impactful and uniquely designed programs with measurable outcomes. Our core areas of work include advisory and consulting services across travel and tourism value-chain including:

- Strategic Formulation, Planning and Execution
- Strategic Marketing, Brand Management, Sales and Marketing Representations / Global Sales Agency (GSA)
- Executive Coaching, Capacity
- Building and Skills Development
- Investment Facilitation and Promotion
- Creating and convening signature business events

Additionally, ATP is the founder and convener of Africa Business Tourism and Meetings Incentives, Conferences and Exhibitions/Events (MICE) Masterclasses, Africa Tourism Leadership Forum and Awards (ATLF) and Africa Women in Tourism Summit (AWITS). Based in Johannesburg, South Africa, the company has country offices and key partners in

Angola, Botswana, China, Ghana, Kenya, Namibia, Nigeria, Rwanda, Singapore, UK, Scotland, Tanzania, USA and Zimbabwe.

Among our key partners BDO (formerly Grant Thornton), South African Association. Conference Industry (SAACI), Society for Incentive Travel Excellence (SITE Southern Africa), Voyages Afriq, Tourism Tattler, University of Brighton's Research and Enterprise and Conference & Exhibition Management Services PTe Ltd (Singapore). Our clients include national tourism ministries and authorities, hotels and resorts, convention bureau and centres, destination.

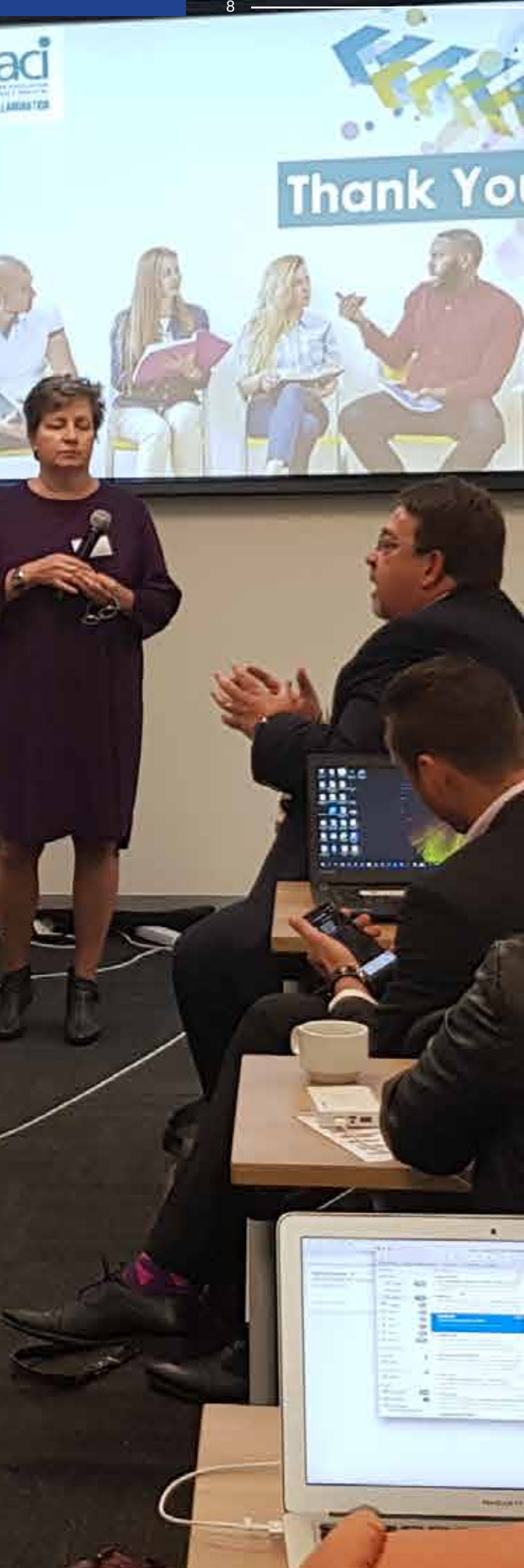


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Fees

- Registration Fee: R9 500 (\$ Equivalent).
- Fees for desktop exhibition at the Business-to-Business Workshop: R4 800 (USD Equivalent).
- Masterclass and Workshop: R12 000 (USD Equivalent)
- 10% Discount for all registration and payment before 29 March 2019.
- 10% Discount for a group of 2 or more.

Contact Details

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