

## **REQUEST FOR PROPOSAL**

**Exhibition: Meetings Africa and Africa's Travel Indaba 2020**

**Dates: BONDay : 24 February 2020**

**Exhibition Days: 25 - 26 February 2020**

**Africa's Travel Indaba: BONDay : 11 May 2020**

**Exhibition Days: 12 – 14 May 2020**

**Services: Professional Conference Organiser (PCO) for BONDay's**

**Venue: Sandton Convention Centre and Durban ICC and Exhibition Centre**

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We are pleased to extend this opportunity for provision of Professional Conference Organiser Services for Meetings Africa 2020 and Africa's Travel Indaba 2020.

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed concept and costs by the specified closure date in order to be considered as a preferred supplier for the above services for Meetings Africa 2020 and Africa's Travel Indaba 2020.

### **Meetings Africa Profile:**

Meetings Africa is a Pan-African Business Events Trade Show, which has been in existence for 14 years. The Trade Show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination.

Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

### **Meetings Africa 2019 Attendance:**

Media, including Hosted Media:	126
Exhibiting Companies:	344
Total Buyers:	517
Total Confirmed Meetings:	7706

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**Africa's Travel Indaba Profile:**

Africa's Travel Indaba, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. Africa's Travel Indaba is a three-day trade event that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, almost 550 local and international media, and more than 1 500 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

**Services required:**

The official PCO Supplier must provide the following services:

- **Marketing and mailing pre, during and post**
  - Design and prepare programme newsletters, mailers, invitations and other marketing materials.
    - Programme, speaker profiles, topics with descriptions,
    - mobile app content
    - website content
    - save the date with registration link (work in conjunction with registration team)
    - Send out call for speakers and topics for educational session
    - Assist with developing appropriate topics for programme and matching to speakers
  - Advise on marketing strategy providing general PR support
  - Estimated print-run for mailings
  
- **Event Management which may include:**
  - **General management and reporting systems**
  - Establish and monitor budgets, financial accounting and banking procedures
  - Provide a dedicated resources and organising team in the build-up to, during and post event; and produce weekly summary/progress reports
  - Attend weekly status meetings and committee meetings and provide feedback as required and requested
  - Ensure that all contacts and actions taken with suppliers are noted and communicated to client
  - Liaison with participants
    - Registration, logistics and programme of events

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- Pre-communications
- Dietary Requirements (to be built into registration system, work with registration team, communicate to client and venue)
- and
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- **Speaker Management**
  - Travel & accommodation (submit details to appointed Travel Agency and communicate confirmed itinerary to speakers)
  - Briefing on topics as per final agreed programme
  - Dry Runs / Rehearsals
  - Technical Requirements
  - Host Speaker Briefing Session on site
  - Draft speaker pack and submit for review and approval.
  - Send speaker pack to all speakers
  - Notify speakers which have been confirmed and / or declined
- **Registration, RSVP Management and administration**
  - Manage RSVP's as received and provide reports on registration numbers (work in conjunction with current registration supplier)
  - Administer delegate registration at the event
  - Inform registration temp staff at an information desk regarding programme, venues and logistics to handle queries and messages
  - Ensure speakers have name badges (send through name badge list to contact person) to arrange for name badges
- **Venues and related facilities**
  - Ensure suitable meeting space is available for all aspects of the event, including plenary and breakout sessions, reception areas, and private meeting facilities as per the final programme submitted
  - In charge of meals, catering and tea/coffee breaks, ensure menus and drinks are to the satisfaction of the client and taking account of medical or dietary requirements
  - Provide directional signs where needed
  - Provide for speakers' technical requirements
  - Arrange parking tickets for speakers
- **Audio-visual and back-up facilities**
  - Ensure lighting, technical operators, and all audio visual requirements that have been ordered for BONDday are set up and ready on site on the day
  - Arrange any additional audio-visual equipment requested on site: projector, screen, PA system, additional as required with appointed AV service provider

- Design and produce promotional boards, banners or other signage for venue (directional on venue screens and within / on each venue board)
- Provide an on-site secretarial service
- **Post-event activities**
  - Design and distribute evaluation questionnaires to assess the degree to which objectives have been met, successes and failures, strengths and weaknesses, and pointers for future development
  - Write and send thank you letters to speakers, partners and sponsors
  - Provide final financial report
  - Provide consolidated feedback report inclusive of supplier management, sponsorship management, speaker management,
  - Provide post event content for mobile app, website and newsletters
  - Maintain a computerised management system to process all registration details, receipts and expenditures
  - Establish a project plan with delivery dates and resource allocations, inclusive of programme management for BONDay technical (e.g. audio-visual) requirements  
Briefing of all casual staff allocated to BONDay  
Notify client how many temp staff is required in order to plan appropriately and timeously

**List of events to be costed for at Meetings Africa:**

Event Name	Requirements
AFSAE Board Meeting and AGM	RSVP Management, attain final registration list from event owner Onsite registration and badge allocations (arrange for badge collection between owner and registration team) Catering coordination (ensure that all catering ordered has arrived) Audio Visual & Technical requirements coordination (ensure that all equipment ordered has arrived) Set up management (ensure that venue has been set up as per event requirement) Coordinate room branding with branding manager as per confirmation on branding required from event owner – Spoken to with set up Directional signage – create, and ensure venue and team has placed

Coordinating Forum	<p>RSVP Management, attain final registration list from event owner</p> <p>Onsite registration and badge allocations (arrange for badge collection between owner and registration team)</p> <p>Catering coordination (ensure that all catering ordered has arrived)</p> <p>Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)</p> <p>Set up management (ensure that venue has been set up as per event requirement)</p> <p>Coordinate room branding with branding manager as per confirmation on branding required from event owner – Spoken to with set up</p> <p>Directional signage – create, and ensure venue and team has placed</p>
<p>ICCA Africa Chapter Meeting</p> <p>ICCA Meetings Africa</p> <p>Association Day</p> <p>ICCA Association Day Cocktail Function</p>	<p>RSVP Management, attain final registration list from event owner</p> <p>Onsite registration and badge allocations (arrange for badge collection between owner and registration team)</p> <p>Catering coordination (ensure that all catering ordered has arrived)</p> <p>Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)</p> <p>Set up management (ensure that venue has been set up as per event requirement)</p> <p>Coordinate room branding with branding manager as per confirmation on branding required from event owner – Spoken to with set up</p> <p>Directional signage – create, and ensure venue and team has placed</p> <p>Holding slides</p> <p>Mobile App survey</p>
Hidden Gems Session	<p>RSVP Management, attain final registration list from event owner</p> <p>Onsite registration and badge allocations (arrange for badge collection between owner and registration team)</p> <p>Catering coordination (ensure that all catering ordered has arrived)</p> <p>Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)</p> <p>Set up management (ensure that venue has been set up as</p>

	<p>per event requirement)</p> <p>Coordinate room branding with branding manager as per confirmation on branding required from event owner</p> <ul style="list-style-type: none"> <li>– Spoken to with set up</li> </ul> <p>Directional signage – create, and ensure venue and team has placed</p> <p>Holding Slides</p>
IMEX-MPI-MCI Future Leaders Africa	<p>RSVP Management, attain final registration list from event owner</p> <p>Onsite registration and badge allocations (arrange for badge collection between owner and registration team)</p> <p>Catering coordination (ensure that all catering ordered has arrived)</p> <p>Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)</p> <p>Set up management (ensure that venue has been set up as per event requirement)</p> <p>Coordinate room branding with branding manager as per confirmation on branding required from event owner</p> <ul style="list-style-type: none"> <li>– Spoken to with set up</li> </ul> <p>Directional signage – create, and ensure venue and team has placed Holding slides</p> <p>Mobile App survey</p> <p>Assist with handing out of certificates for students</p>
Event Greening Forum AGM	<p>RSVP Management, attain final registration list from event owner</p> <p>Onsite registration and badge allocations (arrange for badge collection between owner and registration team)</p> <p>Catering coordination (ensure that all catering ordered has arrived)</p> <p>Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)</p> <p>Set up management (ensure that venue has been set up as per event requirement)</p> <p>Coordinate room branding with branding manager as per confirmation on branding required from event owner</p> <ul style="list-style-type: none"> <li>– Spoken to with set up</li> </ul> <p>Directional signage – create, and ensure venue and team has placed Holding slides</p>

BONDay Lunch	<p>Catering Coordination  Set up management  Sponsorship and management, work with Sales and Marketing Manager in finalising inclusions in sponsorship package  Ensure that sponsor attains all items as agreed upon in the package  Coordinate branding with branding manager, event owner and sponsor. Ensure branding is placed in a visible location.</p>
BONDay Educational (Meetings Africa)	<p>RSVP Management, in conjunction with registration team  Assist with developing save the date with registration link to be deployed by registration team and RSVP's managed and monitored by appointed PCO  Catering coordination (ensure that all catering ordered has arrived) Ensure dietaries are marked clearly and allocated according to registrations  Audio Visual &amp; Technical requirements coordination (ensure that all equipment ordered has arrived)  Set up management (ensure that venue has been set up as per event requirement)  Coordinate room branding with branding manager as per confirmation on branding required from event owner  – Spoken to with set up  Directional signage – create, and ensure venue and team has placed Holding slides  Record Content  Holding slides  Coordinate room branding with branding manager as per instruction from event owner  Coordinate activations where applicable  Manage ushers and microphone handlers  Directional signage  Mobile App surveys</p>
Offices and Holding Rooms	<p>Set up management (ensure that venue has been set up as per room requirements listed)  Catering coordination (ensure that all catering ordered has arrived) Ensure dietaries are marked clearly and allocated according to registrations</p>

The basis of selection would be in line with the below criteria for functionality:-

EVALUATION CRITERIA	Rating				Weight
	0	1	2	3	
The Bids will be evaluated on a scale of 1 – 3 in accordance with the criteria below. The rating will be as follows: 0 = Unacceptable, 1 = Serious Reservations, 2 = Minor Reservations but acceptable, 3 = Excellent					
<p>Bidders relevant experience in the conferencing industry and company track record to the required scope of work to be undertaken.</p> <p>To be supported by portfolio of evidence.</p> <p>Bidder to understand and demonstrate the purpose of a conference organiser.</p> <p>Approach to driving greening in the events, exhibitions and conferencing industry.</p>					30
<p>Project Methodology with an innovative approach:</p> <p>Bidders must provide a detailed description of how they intend executing the project from inception to completion.</p> <p>This must include, as a minimum, a project plan with clear time frames, skills and resources utilised in each area, nature of quality and compliance checks conducted.</p> <p>Bidders to present the unique offerings of the company and what / how this will be incorporated into the event.</p>					25
<p>Set up, RSVP Management and Reporting Structure</p> <p>Examples of different set ups for the different sessions, how RSVP's will be managed when received through our current system to the successful bidders.</p> <p>Provide content that will be covered in reporting phase upon project close out.</p>					20
<p>Project Team and individual experience relevant to the project</p> <p>Bidders to present team structure and experience in the field of conference organising relative to the tourism industry.</p>					15



Value Add's	
Bidders to present the value add's available from the company for the event. Value add's are to have no additional financial implications for Synergy Business Events, South African Tourism or the Meetings Africa Organising Team.	10
TOTAL POINTS FOR FUNCTIONALITY	100
A threshold of 70% is applicable.	

“functionality” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 1 - 3 rating scale as shown in the functionality criteria matrix.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria. Only bidders who score 70% or more will be further evaluated on comparative price and B-BBEE level of contribution.
- V. The points for comparative price and B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

#### **Cost Structure of Proposal:**

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Meetings Africa 2020. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

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**Event Greening:**

In line with international best practice Meetings Africa 2020 aims to be a low carbon event where event greening is considered in all the different work streams and appointment of suppliers. You are required to indicate in your proposal how you intend to implement this. Please include all relevant costs into your proposal, bearing in mind that it needs to still be competitive and make financial sense. The emphasis should be on innovation around current business practice to ensure positive impact around social and environmental issues, while it is still financially viable.

For additional information about event greening please visit the resource section of the Event Greening Forum on [www.eventgreening.co.za](http://www.eventgreening.co.za).

**RFP Submissions:**

Submission date – 12:00, Friday, 01 November 2019

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate

Please email your proposal to Alshanthé Smith – [asmith@synergybe.co.za](mailto:asmith@synergybe.co.za) or deliver to Synergy Business Events Offices: The Pavilion Office, Block A, Cnr of Wessel Road and 9<sup>th</sup> Avenue, Rivonia, Johannesburg

**Queries:**

Should you have any questions relating to this RFP, please contact Alshanthé Smith on [asmith@synergybe.co.za](mailto:asmith@synergybe.co.za) or +27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.

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