

**REQUEST FOR PROPOSAL**

- Exhibition:** Africa’s Travel Indaba 2023
- Dates:** BONDay: 08 May 2023  
Exhibition Days: 09 – 11 May 2023
- Services:** Programme Development Services for BONDay (Business Opportunity Networking Day) & BOMA Talks Business Opportunity Meetings Aspirations)
- Venue:** Inkosi Albert Luthuli International Convention Centre, Durban, KwaZulu-Natal

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We are pleased to extend this opportunity for provision of services for Africa’s Travel Indaba 2023. Our Request for Proposal (RFP) requires you to submit a detailed proposal and breakdown of your proposed concept and costs by the specified closure date to be considered as a preferred supplier for the above services for Africa’s Travel Indaba 2023.

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa’s Travel Indaba 2023** on behalf of **South African Tourism** for the year 2023. As part of this contract, **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the largest events on the African tourism calendar - **Africa’s Travel Indaba 2023**. This event is held annually in Durban during the month of May.

**Africa’s Travel Indaba 2023 – Inkosi Albert Luthuli International Convention Centre, (Durban, KwaZulu-Natal) 08<sup>th</sup> to 11<sup>th</sup> May 2023.**

**Africa’s Travel Indaba 2022 Attendance (Post-COVID-19 stats – higher attendance expected in 2023)**

Media, including Hosted Media:	306
Exhibiting Companies:	650
Hosted Buyers:	244
Local Corporate Buyers & Visitors:	506

## **Our Challenge**

### **Business Objects**

To provide education sessions during BONDay on the 8th May 2023. Content should be inspiring and relevant to the current environment which takes into consideration the revived focus that Africa has, post-pandemic.

Positioning: Africa's Excellence, Endless Possibilities

Theme 2023: Shaping Africa's tomorrow, through connection today

Date: BONDay – 8<sup>th</sup> May 2023; Trade Show Days 9 – 11 May 2023

To position South African Tourism as thought leaders in anything tourism related in SA and within the continent. This should be done through:

- Sharing of insights that can position exhibitor's business in a more impactful way.
- Access to great thought leaders on various topics that focus on growing their businesses.
- Identify a key 'drawcard' speaker that creates hype and elevates the level of the programme. This must be a speaker of global gravitas, and does not necessarily need to form part of the tourism fraternity, however, the content should be relevant within the context of leisure tourism, South Africa and the continent.
- There needs to be a focus on South African Exceptionalism, and speakers should reflect this.
- Exposure to technology and trade platforms that enable businesses to further enhance their marketing and operations.
- The BONDay talks are aimed at showing leadership in providing information that will in turn assist the exhibitors to grow their businesses.
- To Discuss barrier issues that impede arrivals and how our exhibitors can counter / overcome these challenges – present these issues in the spirit of the theme – Shaping Africa's tomorrow, through connection today
- Information on industry / global trends
- Provide information on market insights
- Identify the best way to assist newcomers to the Indaba community (perhaps there is a separate programme for beginner / novice exhibitors and a different programme for seasoned exhibitors).
- Consider creativity and in presenting the topics.

## Marketing Challenge

Africa's Travel Indaba needs to give a greater value proposition to exhibitors and buyers by being at the forefront of information sharing and education in the industry.

The programme must build on the learning outcomes of Africa's Travel & Tourism Summit held in 2021, as well as the outcomes of talks conducted at ATI 2022.

There must be a golden thread of the positioning of the show – "Africa's Excellence, Endless Possibilities", and the overarching theme of "Shaping Africa's tomorrow, through connection today" to be carried throughout the programme.

The content should be enticing, informative and on-trend, with speakers who represent the African continent in a way that elevates the brand proposition of Africa's Travel Indaba.

## Objective

### What is the strategic/business objective that needs to be achieved?

- May 8 – BONDay - Create a compelling programme which kicks off with an inspirational session. The purpose of the session is to stimulate innovative thinking and ways of conducting business which drives change and stimulates recovery. The sessions can commence from 9am till 1pm.
- Provide speaker sessions that are informative and interactive.
- Be seen as leaders in providing content that is useful, thought provoking and practical that can assist exhibitors to grow their businesses.
- To position SAT as a thought leader for supporting industry recovery and growth
- Create a platform for inclusive engagement by trade partners through inviting participation from industry stakeholders.  
Present content which stimulates discussion / debate that directly impacts and / or benefits our exhibitors. Suggested talks may include a panel which considers Destination Appeal, innovative approaches that demonstrate African Success.
- Incorporate an activation that captures the attention of the attendees but which also leaves the attendee with a profound learning experience. This should be fun and community-bonding that resonates with the crowd.
- May 9 – 11 – BOMA Talks – interesting, intimate, interactive sessions which address real concerns and sparks meaningful, tangible outcomes, This will comprise two sessions per day, as per the events calendar.
  - Manage 4 BOMA's located at different parts of the venue.

- Each BOMA should be assigned a theme – examples are Innovation, Sustainability, Future-Forward & Africa Now – these are suggestions, and are not limited to these options. The appointed supplier is to propose, in collaboration with the Activations Agency a
- Infuse each touchpoint with a truly reflective African essence throughout the programme.

**Our Goal: What is the operational objective that needs to be achieved?**

**Operational Metrics / Scope of work:**

- The appointed PCO will be responsible for the logistics management for BONDay and BOMA Talks
- The development of the programme and sourcing of speakers and facilitators will be managed by the programme development supplier.
- Appointed activations agency will be responsible for the aesthetic look and feel for BONDay & BOMA Talks and any associated activations.

**BONDay:  
Pre-Indaba**

1. Develop Invitation copy
2. RSVP process to be managed via the overall registration system, managed by Synergy Business Events.
3. Research and present topics that are relevant to exhibitors, buyers and key stakeholders – provide options to choose from
4. Source speakers / panelists / moderators in line with proposed topics – provide options to choose from
5. Develop all holding slides
6. Share programme with topics and speaker profiles for communications purposes.
7. Present a proposed programme and suggested format per session
8. Invite speakers / panelists and arrange associated logistics for travel in conjunction with appointed PCO & TMC.
9. Develop programme and running order – the programme must be shared in a format that can be translated into a palatable print & digital format for consumption by the end user. It must be logical, clear and professional.
10. Collaborate with PCO for all logistical and technical (e.g. audio-visual) requirements
11. Share briefing documents with speakers and moderators.
12. Dry run – written hand-over to SA Tourism – 7th May 2023 @ 15h00
13. Programme to be loaded on website and mobile App

#### **During Indaba / Onsite**

1. Programme Management
2. Brief speakers on-site in conjunction with SAT
3. Speaker management & co-ordination

#### **BOMA Talks:**

##### **Pre-Indaba**

1. Propose themes for BOMA's in accordance with proposed Topics.
2. Research and develop topics that are relevant to each of the themed BOMA's – 2 topics per BOMA, per day.
3. Source a dedicated facilitator per BOMA – provide options to choose from
4. Share programme with topics and facilitator profiles for communications purposes.
5. Present a proposed programme of topics for a facilitator to manage.
6. Invite facilitators and arrange associated logistics for travel in conjunction with appointed TMC.
7. Develop programme - the programme must be shared in a format that can be translated into a palatable print & digital format for consumption by the end user. It must be logical, clear and professional.
8. Brief each facilitator on their role and provide them with all relevant tools to capture insights gathered from sessions.
9. Collaborate with PCO for all logistical and technical (e.g. audio-visual) requirements
10. Dry run – written hand-over to SA Tourism – 7th May 2023 @ 15h00
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#### **Post-event activities**

- Provide final financial report
- Provide consolidated feedback report inclusive of topics, engagement and outcomes of discussions.
- Provide post event content for mobile app, website and newsletters

**Our Target Market? Who are we talking to? Who are the exhibitors?**

- PAN African Tourism Products
- South African National and Provincial Tourism Authorities
- Airlines
- Destination Marketing Companies
- African Travel Agents
- South African Inbound Operators
- Transport / Tour Operators
- Online booking Companies
- Adventure / Experiences
- African Tourism Boards and Products
- Industry Associations
- Media
- Stakeholders

**SUBMISSION:**

**Kindly submit the following documents**

- Company organogram (include all personal names and years of service)
- Number of personnel responsible for pre-planning directly responsible for this proposed scope of work
- Number of personal responsibilities for onsite management directly responsible for this proposed scope of work
- B-BBEE Certificate (Certified Copy)
- Tax Clearance Certificate
- Proof of Company Address
- Company registration documents

The winning supplier will be required to take up an exhibition stand at Africa's Travel Indaba on 08 May – 11 May 2023 at their own cost. For more information contact the sales team at [exhibitor@indaba-southafrica.co.za](mailto:exhibitor@indaba-southafrica.co.za).

**Cost Structure of Proposal:**

Please provide costs as a total project fee. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs are to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be for us to make an informed decision. Please include the transport and accommodation costs for personnel who will be working on-site.



**Submission:**

Independent consultants/teams that would like to be considered for appointment need to provide a proposal including their references, and previous experience. Submissions need to be sent to [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) & [indaba@indaba-southafrica.co.za](mailto:indaba@indaba-southafrica.co.za)

**Submission Deadline: Wednesday, 5 April 2023, 12:00 PM**

**Queries:**

Should you have any questions relating to this RFP, please contact **Molebogeng Masote** at [molebogeng@synergybe.co.za](mailto:molebogeng@synergybe.co.za) or at +27 11 476 5104