

A photograph of four business professionals (three men and one woman) standing on a modern glass-enclosed staircase or balcony. They are dressed in business casual attire. The man on the far left wears a maroon sweater and dark trousers. The woman next to him wears a light beige blazer and trousers, holding a coffee cup. The woman next to her wears a grey blazer and trousers. The man on the far right wears a dark blue suit and tie, also holding a coffee cup. They are all looking towards the right side of the frame. The background shows a modern building with large glass windows and a yellow armchair visible through the glass.

South Africa National Convention Bureau Support Services:

Making bidding for international
business events simple

MEET
**SOUTH
AFRICA**

01



A photograph of two women sitting on a teal sofa in a modern, brightly lit office or studio. The woman on the right, with long dark hair and wearing a white button-down shirt and dark pants, is looking towards the other woman. She is holding a tablet and a pen. The woman on the left, with curly brown hair, is seen from the back, also wearing a white shirt. The background shows a desk with various items and a large window.

South Africa is an incredible country boasting a diverse African landscape of people, cultures, and expertise. It offers an abundance of unique and alternative experiences not on offer anywhere else. Proudly African first, South Africa is an exciting canvas with magnificent, vast open spaces from pristine beaches, majestic mountain ranges, exciting bush safaris, and vibrant cities.

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AFRICA**



During the global pandemic of recent years as the world battled to contain the fast-spreading virus and some countries had to close their borders, South Africa continued welcoming the world and hosting local business events.

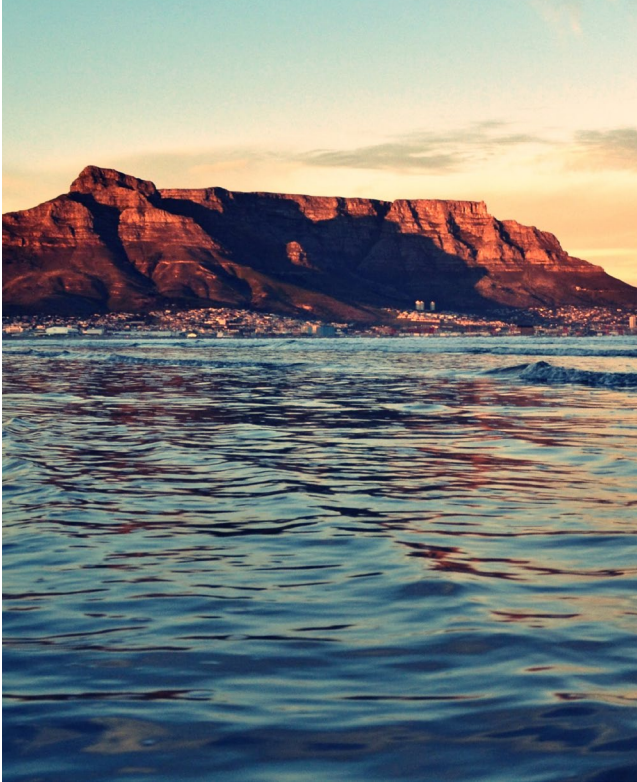
This decision allowed the destination to navigate the crisis in real-time and with a hands-on approach. As a result, when it comes to hosting business events in the new normal with an understanding of the current challenges and revised needs of our clients, South Africa has gained much-needed expertise and emerged stronger and even more resilient and equipped to handle any business event request for now and the future.

While a lot has shifted the way we work and interact, the one thing that hasn't changed is South Africa's readiness and ability to host one-of-a-kind future-fit world-class business events, in a distinct, unforgettable way.

Apart from being easily accessible to the world and home to iconic landmarks such as Table Mountain, Kruger National Park, uShaka Marine World, and Constitution Hill, what also makes our destination stand out from the rest are our resourceful world-renowned partners and suppliers who have amazing expertise in creating memorable events in iconic places in South Africa. So if you can dream it, we can make it happen – a world-class experience under the African sky!

If you're looking for something that is more than just a business event destination, we would like to reintroduce you to South Africa – an inspiring place that moves you as it hosts you, leaves an impression on you and everyone that attends your event with its wealth of experience, breath-taking beauty, the warmth of Ubuntu, and extraordinary cultural, economic, and geographical diversity, there's really only one place to go where you will **arrive intrigued** and **leave inspired**. South Africa!

Table Mountain, Cape Town, Western Cape



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About the South Africa National Convention Bureau (SANCB)



The South Africa National Convention Bureau (SANCB) is a ‘one-stop solution’ for organisers looking to plan either a face-to-face or hybrid business event in South Africa.

Located in a unique destination offering unsurpassed natural beauty, the SANCB aligns with world-class expectations and is on hand to give you impartial advice and valuable support on all aspects of hosting and organising a successful business event in South Africa that will leave delegates informed and inspired.

When it comes to business events, COVID-19 has accelerated the evolving needs of our clients, and the future of the industry. It has also forced progressive destinations and venues to rethink their identities beyond physical places and spaces. Due to South Africa’s adaptability to the pandemic, the SANCB has gained valuable expertise in this new normal.

Working with South Africa’s city or provincial convention bureaus, the SANCB facilitates partnerships and coordinates the supply side of the business event sector to offer a fitting response to the new trends and the decision-makers hosting requirements.

Offering advanced bespoke, dedicated services to our clients who are looking to host either hybrid or face-to-face events in one of the most distinctive destinations in the world.

A world-class execution for a world-class experience that inspires thinking to keep moving forward to ensure growth and leave a legacy.

The SANCB Team



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The SANCB's Five Key Support Services

The world is constantly changing. New concepts, business models, ways of working and technologies forces businesses to adapt rapidly.

Finding new ways to ensure success in tomorrow's unknown can be challenging for any business event organiser. With an understanding of this, the SANCB is there with you every step of the way and on hand to offer advanced yet simplified solutions that cater to the needs of our clients. Ultimately making it easy for you to bid for and host a legacy leaving business event.

Bid Support

Preparing a winning bid can seem daunting – the various bid materials, presentations and supporting documents to be collated can leave one feeling overwhelmed. With the added health and safety rules and regulations brought about by COVID-19, navigating it all may seem insurmountable.

For this reason, our mandate at SANCB is to simplify the process and provide advisory and practical support with every step of the way. As an organisation, we are on hand to walk this journey with you – making it easy for you to bid for and host a successful business event from start to finish.

Looking to compile a bid document? At the SANCB, not only do we have easy to follow bid document templates that make it easy to compile the information in a compelling way, we help with any local research and information gathering needed. From government letters of support, event planning services to handling requests for proposals and locating suppliers.

Do you need a bid strategy? We have local destination expertise and in-depth knowledge of the African micro, macro, and hosting environment. Our team is on hand to assist you with gathering the necessary information to submit a comprehensive and compelling viable strategy for the bid.

Are you looking for financial assistance for your bid? The SANCB, through its bid support programme, are on hand to assist with various financial and non-financial support packages depending on the hosting requirements of the bid. Each request for financial assistance is considered and reviewed on an individual case-by-case basis. Please be advised certain terms and conditions will be applicable.

Ready to present and promote your bid? Working with us, we help you with perfecting the messages and tone that will motivate the organisation to host their event in South Africa. We also assist in lobbying and promotional support.



Site Inspection Support

So you have successfully submitted the destination bid, and now it's time to convince the decision-makers that South Africa is a world-class country worthy of hosting the event?

Our SANCB team understands how vital this step is in securing the business event. Working with you, we will coordinate and invite key decision-makers to our amazing country in order to showcase our hosting capabilities. Our network of event professionals will work tirelessly to showcase our bid strategy and value proposition to the decision-makers. This is done by reinforcing our amazing venue/location options, accessibility, infrastructure, cuisine, and entertainment.

Convention Planning Support

Any successful business event requires detailed planning with a large number of stakeholders involved. Finding reliable venues/locations and innovative suppliers who can take your dream and turn it into an amazing one-of-a-kind event can be a challenge.

As the SANCB this is where we shine!

1. We will help you source ideal suppliers, including venues, accommodation, AV partners and meeting professionals that can compile a comprehensive budget.
2. We have an extensive database of internationally renowned suppliers and partners that can assist you to plan your iconic business event in Africa. No task is too big or too small.
3. South Africa is a destination with a lot to offer, not only from a business event point of view but also as a leisure destination. The SANCB will create opportunities to showcase our destination's offerings to decision-makers that can be packaged for delegates to experience, be it before or after their event.

To make your life easier, we can assist with identifying potential suppliers for you to consider for the following key services and more:

- Sourcing Venues
- Accommodation
- Catering
- Graphics
- Printing and Publishing
- Website Development
- Venue Signage
- Audio and Visual Services
- Technical Services
- Photographers
- Transport
- Publicity and Promotion
- Entertainment

All in a bid to help maximise the delegates experience.



Delegate Boosting Support

So you have planned the conference and now need the maximum number of delegates to make it a success?

This is not a journey you need to walk alone. Using the creativity and artistic flair that South Africa is known for, the SANCB can assist with developing delegate boosting campaigns using cutting edge digital marketing and experiential activations to promote your business event to potential attendees.

Some of the ways we can assist with boosting delegate attendance include:

- Assist with developing an integrated marketing campaign for the business event
- Market the event through press releases, adverts, social media and digital channels
- Work with relevant influencers to create interest within their highly specialised audiences
- Create a microsite to push the event with digital content that creates awareness of the event and destination
- Host cultural displays and promotions to garner attention

On-Site Event Services

The SANCB understands that a lot goes into planning and hosting that perfect event that delights delegates and leaves a legacy. This is why we are on hand to provide support every single step of the way. With this understanding, we identify and assist in services that we know enhance the delegate's experiences pre and post the actual event.

What Assistance can the SANCB Provide For On-Site Event Services?

Contribute to and source suppliers that can arrange:

- Seamless travel/tour arrangements for delegates and activities for accompanying persons
- Welcome activations at the airports
- Cultural entertainment
- Activity/local attraction bookings
- Locally produced and sustainable gifting options

These are all the ways SANCB can assist you!



10 Reasons to choose South Africa

 Click any of the icons for more information.

When you choose South Africa as your next business event destination you open the door to more than world-class convention facilities, you open the door to that incredible spirit that’s seen its people opening doors (and minds) all over the world.

South Africa is an unconventional, yet highly successful country where delegates arrive intrigued but will leave informed. An extraordinary place where your curiosity is met with possibilities from a diverse landscape of people, cultures and expertise to inspire a new perspective. South Africa is growing in leaps and bounds as a business events destination that is the pride of the African continent.

While the country is on the most southerly tip of this exciting continent, it is easily accessible via the world’s most established airlines and boasts superb infrastructure that can support any event of any scale. Further to this, its advanced technological infrastructure has equipped it to adapt to the new digital needs of the events industry.

- South Africa is a cost-effective destination with attractive exchange rates
- South Africa is a sought-after travel destination
- Delivery of world-class services and experiences
- South Africans are welcoming and professional

South Africa has the inherent ability to integrate business events into leisure stays for you and your delegates – gifting them an opportunity to explore a country rich with magnificent landscapes, pristine beaches and cultural landmarks brimming with history.

The incredible cultural, economic, and geographic diversity, tenacity of spirit, and the world-renown warmth of the people truly sets this destination apart and inspire the sort of thinking any business can benefit from. That’s key to opening doors, and minds, now and into the future.

MeerKAT Telescope, Karoo, Eastern Cape
Photo Credit: New York Post

Legacy

The SANCB understands that our clients are looking to host more than just a business event; they are looking to build sustainable legacies that will benefit local communities and inspire global audiences and future generations. So, when you partner with us, you can rest assured we will ensure sustainability and legacy are at the forefront of all we do and propose.

Life Sciences

When it comes to science and medical breakthroughs, South Africa has a long list of achievements that make it the perfect destination for any association looking for a destination that is at the forefront of sciences. As one of the African countries lauded for its efforts to fight the COVID-19 pandemic, the country has a well-developed generics industry and its world-class clinical sciences researchers and a regulatory framework provide opportunities for globally competitive clinical development. Its strategic international partnerships with countries and organisations could be leveraged to provide a source of innovation and other benefits.

Astronomy

The locally designed and built MeerKAT was incorporated into the first phase of the Square Kilometre Array (SKA) and launched in 2018. A radio telescope consisting of 64 antennas and located in the Northern Cape of South Africa, the MeerKAT aims to answer fundamental astrophysical questions about the nature of objects in the universe and is the first of its kind on the continent. To preserve its legacy and sustainability, South Africa Radio Astronomy Observatory (SARAO) launched a capacity development programme in 2005, which has to date provided more than 1000 scholarships and fellowships.

Creative

Housed in an important historical landmark at the old grain silo at the V&A Waterfront in Cape Town, the Zeitz Museum of Contemporary Art Africa is the largest art museum in Africa, and the largest in the world showcasing the art of Africa and its diaspora. The museum is dedicated to researching, collecting, and exhibiting this art, and houses an impressive collection of work from all over the continent and beyond.

Travel and Tourism

Because of its appeal as a tourist destination, South Africa has been chosen to host several global sporting events that drew tourists from the world over. Not only for its easy accessibility and excellence in accommodating events of that magnitude but also for its stringent health and safety measures that ensure all who enter its shores are safe.

From the iconic 2010 FIFA World Cup to the upcoming 2023 Netball World Cup and 2027 Cricket World Cup (co-hosted by Zimbabwe and Namibia), South Africa is still the destination of choice.

Sustainability

It is true that South Africa's spectacular natural beauty and abundant wildlife is unmatched. Its cutting-edge infrastructure and conference facilities are world-class. However, sustainability, equity, inclusion, and conversation are now top of mind for clients. As a destination, South Africa has dedicated additional resources to deliver on those priorities more effectively.

Working closely with various organisations, the SANCB has committed to minimising environmental impacts and increasing benefits for the event owners and the wider community and stakeholders. We are dedicated to protecting and stewarding the natural environment and developing a sustainable tourism and events strategic framework.

To add to this, several of our industry associations, internationally and locally, have taken the Net Zero Carbon Pledge for the Events Industry.

This initiative recognises that the events industry is comprised of a complex and fragmented mix of stakeholders from across the globe, we acknowledge that while individual companies and organisations may take specific actions to minimise their carbon impact, to drive meaningful progress, a system-wide approach is also needed. Those who take the pledge commit to supporting the goal of net-zero greenhouse gas (GHG) emissions by 2050, in line with global efforts set out by the Paris Agreement to limit warming to 1.5°C and reduce total global GHG emissions by 50% by 2030. They also commit to actively promoting and advocating for industry efforts throughout the value chain.

Did you know:

South Africa's green economy is set for a multi-billion-rand cash injection from the Industrial Development Corporation of South Africa Ltd (IDC), presenting massive opportunities for both international investors and local suppliers.

Testimonials

"The South Africa National Convention Bureau (SANCB) has been one of the outstanding partners that have been instrumental in supporting JCI South Africa position in South Africa as a business and tourism destination, and in showcasing South Africans as globally competitive people. With their support, we have been able to successfully bid and host JCI international events in our country."

Ms Simphiwe Zuma, JCI – Junior Chamber International South Africa

"SANCB allowed us to bring in key buyers from around the world and meet in-person leading industry partners. This has sparked a lot of business but more so made international hosted buyers experience how well run and organised South Africa is and what a superb destination it is for events."

Rex Bowden, Ocean Innovation Africa (OIA)

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The SANCB has implemented a portal, which is a web-based platform allowing the business events industry to collaborate with the SANCB in bidding for the MICE events.

This tool provides personalised access and self-service by enabling convention bureaus and other business events stakeholders to solicit support from the SANCB and exchange information relating to bidding for business events. The system is integrated with the Customer Relationship Management system (CRM) for operational efficiency and allows for industry partner management, consumer marketing, forecasting and reporting.

Features of the Portal and how will it assist our clients:

- Personalised access
- Dashboard – Gives a holistic view of all the user's projects
- Functionality to exchange information with the SANCB for bidding purposes
- Reporting functionality

Visit our portal for a step-by-step guide: <https://ncbportal.southafrica.net>

Connect with us:

Twitter: https://twitter.com/SA_NCB

LinkedIn: <https://www.linkedin.com/showcase/south-africa-national-conventions-bureau>

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