



**saaci**  
SOUTHERN AFRICAN ASSOCIATION  
FOR THE CONFERENCE INDUSTRY

29 - 31 JULY  
**2018**  
MISTY HILLS  
JOHANNESBURG



**IT TAKES A VILLAGE**  
NETWORKING | LEARNING | COMMUNICATION

## Programme

SUNDAY 29 JULY	
09h00-15h00	Exco & Board meetings
15h00-16h30	Patrons' Function
16h30 - 20h00	Sanibonani, Dumelang, Molweni - "Welcome to the Village"
MONDAY 30 JULY	
06h00-07h00	Early morning activity - walk in the Misty Hills botanical garden with Horticulturist
07h00-08h00	Breakfast
07h00-08h30	Delegate Registration
08h00 - 08h30	New Villagers' welcome - First Time attendees Indaba
09h00-10h30	<b>Legotla 1 - Opening the Village: Including Minister of Tourism and the "Chief" of the Jo'burg Village</b>
10h30-11h00	Refreshment break and interaction with exhibitors in their designated kraals
11h00-12h30	AGM
	Motivational Imbongi
12h30-13h30	Lunch
14h00-15h30	<b>Legotla 2 - Entrepreneurship and SMME Development: Ignite sessions, followed by a village chat</b>  This session will feature a panel discussion of experts who are successful entrepreneurs – but who also own some battle scars. They'll talk about how their companies attracted funding, acquired customers and grew over time. It's through their setbacks and failures along the way that they were able to grow, and where you can learn.
15h30-16h00	Refreshment break and interaction with exhibitors in their designated kraals
16h00-17h00	<b>Legotla 3 - Back to our Roots: find out about the new ways to contribute to sustainability</b>  <b>Sustainable and Ethical Food – Lorraine Jenks, Hotelstuff</b> It's not about crystal-clutching hippie hubris. It's not about me. It's not about you. It's about that, them and those. It's about protecting and future-proofing our very existence. The planet is fine – we are not. Twenty years from now, our children will say "Hey, Mom, Dad! You knew. What did you do?" So, what did you do? What can you do? Once we understand the "why" – we instinctively seek the "what" - then discover the surprisingly simple "how". Lorraine will explode the myths about starvation in Africa and about expensive, elitist organic, good, clean and fair food.  <b>Never let a crisis go to waste – Corne Koch, Wesgro</b> UNESCO's new World Water Development Report says that 3.6 billion people currently live in places that can suffer from water scarcity for at least one month of the year. It projects that the figure will rise to five billion—half of the world's predicted 10 billion population—by 2050. The news of our possible predicament Day Zero went global within 24 hours, with news networks and social media showing pictures of empty dams and people standing in queues for water. The impact on business across various sectors was immediately felt. How can we as a destination not let this crisis go to waste?
18h30-23h00	Dinner and networking



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TUESDAY 31 JULY	
06h00-07h00	Early morning activity – Yoga on the deck
07h00-08h30	Breakfast
07h00-08h30	Delegate Registration
09h00-10h30	<p><b>Legotla 4: Technology and Digital Platforms for Events</b></p> <p><b>101 of Why Digital and Social Media for your MICE Business: William Price and Mqondisi Gumede, #HACKTOURISM</b></p> <p>In the last few years, social media and mobile have disrupted business and behaviour in many ways that no-one could have imagined. This is true for the tourism and hospitality space too, and also for professional meetings organisers and conference planners. Now, more than ever before, digital and social are becoming the key focus areas for delegates and organisers to improve engagement and increase value - before, during and after events. During their talk, they will focus on a few key principles and highlight a few must do best-practices to ensure that you and your next event don't get left behind. You don't have to be a digital marketing expert or a social media diva to get in on the action.</p>
10h30-11h00	Refreshment break and interaction with exhibitors in their designated kraals
11h00-12h30	<p><b>Legotla 5 - Beyond tourism: Legacy of big events, event qualifications vs certifications and experiences</b></p> <p><b>Beyond tourism: Legacy of big events</b></p> <p>What's next, is tourism growth all we aim for? How do we create market access and business opportunities through business events? Join this session to discover the broader reach of business events and the opportunities for growth offered across the various platforms. Deep dive into the real business of events.</p> <p><b>Event qualifications vs certifications and experiences</b></p> <p>We are all professionals in the business events industry but are we driving and operating the industry as a truly professional industry in Africa? Learn from thought leaders and industry experts about the value of certifications in creating and driving a culture of professionalism. How does this affect you and what will this do for the industry?</p>
12h30-13h30	Lunch
14h00-16h00	Final conference session:
	Announcement of 2019 Congress City and Venue and handover
	Motivational Imbongi
16h00-18h00	A villager's farewell