



Conference Design & Management

## AFRICAN AGENDA MENU OF SERVICES

*African Agenda is a professional conference organiser specialising in national and international conferences for associations, academics, NGOs/non-profits, government and companies. We also organise other conference-related events and are a full-service, hands-on partner for our clients, committed to seamless service and the highest levels of professionalism.*

*African Agenda has attained the highest accreditation given by the Southern African Association for the Conference Industry (SAACI): we are one of only a handful of companies in South Africa recognised as a SAACI-Accredited International Professional Conference Organiser.*

*We hope that this detailed list of our services meets your every expectation for a successful conference. Please note that what we do can be tailored to meet your needs, and if you have a requirement that is not on this list, just get in touch with us for a solution.*

### **Bid preparation**

Bring the conference to your city with our help. If your local association would like to host the annual international convention, let us help you prepare the bid to host.

- Co-ordinate with the convention bureau to secure preferred dates and venue and high-level endorsements
- Assist with the development of a conference budget
- Assist with the conceptualisation of the conference
- Develop and collate bid document content and imagery
- Co-ordinate design, printing and shipping of bid document

### **Pre-conference planning, needs assessment and project management**

We assist in developing the objectives, timelines and principles for your conference.

- Conduct research and a needs assessment for your conference
- Prepare and manage a detailed critical path timeline
- Drive and manage the planning process
- Hold regular meetings with the organising committee, compile minutes and action lists with regular progress reporting
- Consult on conference greening and how to make your conference more environmentally friendly

### **Venue selection and evaluation**

We match your specific conference needs with venues that can best meet those needs.

- Prepare meeting profile and Request for Proposal (RFP) to send to preferred venues and manage the RFP process
- Conduct site inspections of proposed venues and hotels
- Consult on room configuration optimisation
- Consult on venue and accommodation greening

## SERVICES

- Bid preparation
- Pre-conference planning, needs assessment and project management
- Venue selection and evaluation
- 3rd party supplier identification, evaluation and management
- Contract negotiation with venue and 3rd party suppliers
- Accommodation/housing desk
- Programme development
- Marketing services
- Conference programme proceedings, papers and publications
- Financial and accounting management
- Registration services
- Logistics planning and execution
- On-site management
- Manage audio-visual, technical and translation support
- Sponsorship management
- Exhibition management
- Tours and special events
- Conference evaluation and post-conference reporting



### 3rd party supplier identification, evaluation and management

We identify additional suppliers such as AV, translation, printing, transport, catering/decor, etc as needed.

- Identify and vet the full range of required 3rd party suppliers
- Brief and ensure fulfilment of professional obligations
- Manage 3rd party suppliers on-site
- Consult on preferential procurement

### Contract negotiation with venue and 3rd party suppliers

Using our experience, we negotiate the fine print of final 3rd party contracts.

- Ensure your interests and needs are met
- Reduce your liability as much as possible
- Negotiate fair cancellation clauses
- Address future rate increases, exchange rate fluctuations, etc.
- Advise on insurance needs where necessary

### Accommodation/housing desk

In sourcing and managing accommodation that suits the needs of your conference, we negotiate guaranteed rates and preferential terms and manage group bookings.

- Identify suitable accommodation with a range of prices and standards
- Negotiate guaranteed rates, preferential terms and conditions and favourable cancellation terms
- Manage group bookings at all designated accommodation suppliers
- Administer accommodation bookings and payments through the participant registration process
- Prepare rooming lists and manage payments, changes and special requirements

### Programme development

We can assist your programme committee in developing a programme that stimulates participants and makes efficient use of time, space and expertise.

- Co-ordinate programme development with programme committee
- Manage programme schedule
- Invite, follow-up and confirm speakers
- Brief confirmed speakers, contract and arrange travel if necessary
- Issue call for papers
- Manage call for papers responses and abstract/paper submissions
- Collate all submitted abstracts/papers for committee review



- Administer poster sessions
- Arrange for academic credit or continuing professional development (CPD) points

### Marketing services

We assist in developing a comprehensive marketing plan to increase attendance and enhance conference reputation.

- Co-ordinate design of conference identity and branding
- Develop and collate marketing content
- Develop, host, maintain and update a conference website, including online registration if necessary
- Co-ordinate the design and production of marketing materials including first and second announcements, registration forms, brochures, calls for papers, postcards, flyers, banners, advertisements and promotional gifts
- Manage designers and printers to ensure quality publications delivered on time
- Co-ordinate with courier/shipping services to deliver marketing materials
- Co-ordinate electronic mailing services including database preparation, mass personalised mailings and mobile text communications
- Manage PR activities, develop media kits and accredit journalists

### Conference programme proceedings, papers and publications

We arrange for any conference documentation to be presented in hard copy or electronically.

- Collect and collate abstracts/papers for publication
- Co-ordinate design and production of an abstracts/papers book
- Collect and collate material for a conference handbook
- Co-ordinate design and production of a conference handbook
- Proofing, checking and sign-off of all publications
- Manage designers, printers and deadlines
- Source appropriate technology for a "paperless" conference in line with a green policy
- Prepare customised certificates of attendance for CPD requirements

### Financial and accounting management

We manage your budget, cash flow, banking and conference finances.

- Assist in creating a detailed budget of estimated income and expenses
- Manage and maintain budget
- Set up independent bank account, reconcile and manage banking charges and VAT
- Process purchases as approved by the organising committee
- Process all accounts and manage cash flow
- Prepare final financial statements post-conference
- Contract audit services where necessary

### Registration services

Combine our efficient staff with conference management software, and pre-conference and on-site registration are a breeze.

- Host and operate the conference secretariat for registration and all enquiries, with dedicated phone and email
- Design and produce a fax-back conference registration form
- Develop and produce online registration with a secure payment portal
- Manage and administer a bursary process, including provision of visa assistance and travel arrangements
- Receive and process registration and payments securely online, by mail, or fax
- Administer accommodation bookings through the registration process
- Register participants for social, tourism and partners programmes
- Prepare and send confirmations and invoices to all registered participants
- Capture and track all participant information using conference management software
- Provide current financial and registration reports at regular intervals
- Prepare and print customised name tags
- Prepare and print participant lists and optional event lists
- Provide on-site registration system and manage registration staff



## Logistics planning and execution

Using our experience in project management and foresight, we handle all the conference logistics to ensure that the conference runs smoothly.

- Provide advance scheduling and co-ordination of room configuration, technical equipment, catering, transport, parking, social programme and tours
- Develop transport plan and manage transport to and from airport and between hotels and venue
- Arrange for services to meet the needs of those with special requirements, e.g. disability or dietary
- Arrange for security services
- Arrange for VIP services
- Design and produce directional signs and nameplates

## On-site management

We provide complete on-site logistical and programme management during the conference.

- Manage registration desk and staff
- Manage help/information and travel desks
- Manage venue, catering, all 3rd party suppliers and other service providers
- Manage sponsor and exhibitor needs, including meeting branding obligations
- Manage all speakers, presenters, chairpersons, entertainers and AV staff to ensure that the programme runs smoothly and on time
- Communicate any housekeeping messages or other announcements to chairpersons
- Manage head table and speaker nameplates, any room configuration changes and roving microphone needs
- Co-ordinate all VIP security and protocol needs
- Manage VIP, meeting, holding and speaker preparation rooms
- Prepare and break down all conference and exhibition areas
- Review and approve daily charges and bills

## Manage audio-visual, technical and translation support

We arrange all audio-visual, technical and translation support and our team always stays up-to-date with new technology.

- Brief and contract technical suppliers
- Manage on-site audio-visual, technical and translation support services
- Arrange for video conferencing, audio and/or video recording, webcast or podcast services
- Provide speaker audio-visual support and training and manage speaker preparation room

## Sponsorship management

Fundraising is a necessary component of conference success and a professional approach is essential.

- Develop and design a sponsorship prospectus and sponsorship pack
- Manage the fundraising process, providing support to key committee fundraisers
- Contract sponsors and ensure fulfilment of obligations to sponsors
- Manage sponsor branding rights and any sponsor special events

## Exhibition management

Let us develop an exhibition to serve the trade associated with your conference.

- Design, develop and manage a conference-related exhibition
- Develop an exhibition plan and layout
- Develop an exhibitor prospectus/kit
- Contract and co-ordinate all exhibition-related suppliers
- Administer stand reservations, confirmations and contracts
- Manage on-site exhibition build-up, staffing, security and breakdown
- Facilitate freight forwarding and shipping needs

## Tours and special events

We'll design vibrant social and partners programmes to enhance your conference, and we'll tempt your participants with world-class pre- and post-conference travel options offering the best of Africa.

- Design and manage welcome receptions, gala dinners, afternoon excursions, golf days, cultural events and more
- Highlight the unique African setting and advise on local entertainment, cuisine, and cultural and scenic must-sees
- Develop an interesting partners programme that will encourage participants to include their families in their conference travel plans
- Co-ordinate a full offering of pre- and post-conference travel options, as well as day tours for individuals or groups
- Develop all-inclusive conference packages comprising flights, transport, accommodation, registration fees, safari, golf, spa, etc

## Conference evaluation and post-conference reporting

We will develop a conference evaluation to encourage learning and determine if objectives have been met.

- Design, distribute, and collect evaluations from participants, speakers, sponsors, etc
- Provide statistical analysis and reports of evaluations
- Send thank-you letters and final correspondence to participants, speakers, sponsors, etc
- Prepare post-conference evaluation and report
- Assist in scheduling follow-up conferences



*“ Doing easily what others find difficult is talent; doing what is impossible for talent is genius.”*

*Henri Frederic Amiel*



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