



Africa Client/Supplier Business **Workshop**

**Intensive
and focused
business
event**

A quick and effective way to meet with ICCA member representatives and to share knowledge and experience with your peers.

What is an ICCA Client / Supplier Business Workshop?

An intensive and focused business networking event, which brings together senior decision-makers of association meetings (clients) who are actively looking for destinations and venues with representatives from ICCA members (suppliers).

A maximum of 15 ICCA members each invite an accompanying client who is a decision-maker or influencer of where their future association meeting will take place. Through a series of one-on-one meetings, they make initial contact with the sale representative, discuss their specific meeting requirements, and learn the suitability of the venues/destinations in a way that would otherwise have been time consuming and would have involved a great deal of travel.



What is ICCA?

The global community and knowledge hub for the international association meetings industry

ICCA - the International Congress and Convention Association - represents the world's leading suppliers in handling, transporting and accommodating international meetings and events, and comprises over 1,000 member companies and organisations in almost 100 countries worldwide. Since its establishment over 50 years ago, ICCA specialises in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities.

ICCA members represent the top destinations worldwide, and the most experienced specialist suppliers. International meeting planners can rely on the ICCA network to find solutions for all their event objectives: venue selection; technical advice; assistance with delegate transportation; full convention planning or ad hoc services.

For more information on what other services ICCA offers to association executives, please visit the ICCA website:

www.iccaworld.org or contact Ksenija Polla at **Ksenija.p@iccaworld.org**

Why should a client attend an ICCA Workshop?

- Intensive and focused 2 day networking with the right suppliers and colleagues and the minimum wasted time
- Day 1 takes the form of an educational day with presentations by various industry role-players on relevant topics
- Day 2 is a round-robin client/supplier workshop where African Association Executives will meet with ICCA members from various African destinations
- Identify and start to build long-term relationships with meeting suppliers
- Share expertise and build relationships with other clients who face the same challenges of running meetings
- Get your issues into the African meetings agenda
- Highlight your concerns and challenges with some of the most influential opinion shapers amongst your peers

Quotes from clients who have attended previous workshops

"The networking opportunities yielded invaluable business leads to build on. Keynotes presented, particularly on Greening Events and on Ensuring Lasting Legacy of Meetings stirred-up my innovative thinking in tremendous ways".

Mr Johannes Muoka, Commonwealth Association of Technical Universities and Polytechnics in Africa

"The ICCA Africa Client/Supplier workshop was a valuable experience and a good use of my time. I had an opportunity to meet and interact with well networked meetings and events industry professionals as well as event executives. I learned a great deal with regards to event bidding processes and the benefits of working with convention bureaus. The fact that the event was well organised made it that much more enjoyable".

Steve Muthiitene, Association of International Schools in Africa

And what does it cost? It costs nothing; only 3 days of your time! But we know this is your most valuable resource. We guarantee it will be a worthwhile investment!

Sample programme

Day 1 (Wednesday)	Day 2 (Thursday)	Day 3 (Friday)
Participants arrive	Breakfast in the hotel	Breakfast in the hotel
Welcome of delegates by host and transfer to the hotel	09h00 – 17h00 Educational workshop with presentations on relevant industry topics	08h30 – 09h00 Members set-up for Workshop prior to clients arriving at 09h00
Check in at hotel		09h00 – 15h00 Round-robin/one on one meetings including coffee break and lunch
18h30 Evening Welcome reception	19h00 – 22h00 Networking Dinner	Individual departures Friday afternoon/evening or Saturday

More information

If you are a decision-maker or influencer with regards to where your conference takes place in the future and would like to participate in the Africa Client/Supplier Business Workshop please contact **Esmaré Steinhöfel (Africa Regional Office)** for more information: **esmare.s@iccaworld.org**

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