## Visitors

**JULY**
- **Visitor approval**
  - Review and approve visitor 2023 programme
  - Develop visitor brand for 2023 programme
  - Develop a visitor awareness and engagement strategy
- **Visitor creation**
  - Develop visitor brand materials
  - Create visitor testimonials
- **Visitor targeting**
  - Identify key target segments
  - Develop visitor targeting strategies
- **Visitor communications**
  - Develop visitor communications plan
  - Roll out visitor communications

**AUGUST**
- **Visitor engagement**
  - Prepare visitor engagement activities
  - Run visitor engagement webinars
- **Visitor support**
  - Provide visitor support via live chat
  - Conduct visitor surveys and feedback

**SEPTEMBER**
- **Visitor analytics**
  - Analyse visitor data
  - Report on visitor insights
- **Visitor retention**
  - Plan strategies for visitor retention
  - Implement visitor retention programme

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## Exhibitors

**JULY**
- **Website development**
  - Update website with new graphics and logos
  - Develop exhibitor application process
- **Exhibitor application process**
  - Test exhibitor application process
  - Refine exhibitor application process
- **Exhibition setup**
  - Prepare for exhibition setup
  - Ensure exhibitor readiness
- **Exhibition delivery**
  - Ensure exhibitor materials are delivered on time

**AUGUST**
- **Exhibition applications**
  - Collect exhibition applications
  - Review exhibition applications
  - Approve exhibition applications
- **Exhibition design**
  - Prepare exhibition design for inclusion in exhibitor pack
  - Finalise exhibition design

**SEPTEMBER**
- **Exhibition delivery**
  - Ensure exhibitor materials are delivered on time
  - Prepare exhibitor materials for delivery

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## Marketing

**JULY**
- **Media advertising**
  - Develop media advertising campaign
  - Place advertising in relevant publications
- **Trade shows**
  - Attend trade shows
  - Represent the event at trade shows
- **Social media**
  - Develop social media strategies
  - Engage with social media platforms

**AUGUST**
- **Email marketing**
  - Develop email marketing campaigns
  - Send out email newsletters
- **Publications**
  - Prepare publications for distribution
  - Distribute publications

**SEPTEMBER**
- **PR**
  - Develop PR strategies
  - Pitch media releases
- **Events**
  - Plan event activities
  - Execute event activities

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## Communication

**JULY**
- **Communication plan**
  - Develop communication plan
  - Implement communication plan
- **Status report**
  - Update status report

**AUGUST**
- **Exhibitors**
  - Collect exhibitor information
  - Update exhibitor database
- **Status report**
  - Update status report

**SEPTEMBER**
- **Exhibitors**
  - Update exhibitor information
  - Prepare exhibitor packs

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## Logistics

**JULY**
- **Exhibitor application**
  - Collect exhibitor applications
  - Review exhibitor applications
  - Approve exhibitor applications
- **Transportation**
  - Plan transportation logistics
  - Ensure exhibitor materials are transported on time

**AUGUST**
- **Exhibitor applications**
  - Collect exhibitor applications
  - Review exhibitor applications
  - Approve exhibitor applications
- **Transportation**
  - Plan transportation logistics
  - Ensure exhibitor materials are transported on time

**SEPTEMBER**
- **Exhibitor applications**
  - Collect exhibitor applications
  - Review exhibitor applications
  - Approve exhibitor applications
- **Transportation**
  - Plan transportation logistics
  - Ensure exhibitor materials are transported on time

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## Financial

**JULY**
- **Budget planning**
  - Develop budget plan
  - Review budget plan
- **Revenue generation**
  - Generate new revenue streams
  - Monitor revenue performance

**AUGUST**
- **Budget planning**
  - Review budget plan
  - Implement budget plan
- **Revenue generation**
  - Generate new revenue streams
  - Monitor revenue performance

**SEPTEMBER**
- **Budget planning**
  - Review budget plan
  - Implement budget plan
- **Revenue generation**
  - Generate new revenue streams
  - Monitor revenue performance

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**INDABA PLAN**

**JULY**
- **Visitor approval**
- **Visitor creation**
- **Visitor targeting**
- **Visitor communications**

**AUGUST**
- **Visitor engagement**
- **Visitor support**

**SEPTEMBER**
- **Visitor analytics**
- **Visitor retention**

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## Visitor Approval
- **Visitor approval**
  - Review and approve visitor 2023 programme
  - Develop visitor brand for 2023 programme
  - Develop a visitor awareness and engagement strategy

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## Exhibitor Application Process
- **Exhibitor application process**
  - Test exhibitor application process
  - Refine exhibitor application process

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## Exhibitor Applications
- **Exhibition applications**
  - Collect exhibition applications
  - Review exhibition applications
  - Approve exhibition applications

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## Communication Plan
- **Communication plan**
  - Develop communication plan
  - Implement communication plan

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## Logistics
- **Exhibitor applications**
  - Collect exhibitor applications
  - Review exhibitor applications
  - Approve exhibitor applications

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## Visitors

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## Exhibitors

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## Marketing

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## Logistics

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## Financial

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