

INDABA PLAN			
 INDABA www.southafrica.net			
	JULY	AUGUST	SEPTEMBER
VISITORS	Visitor categories - Implement new visitor categories and procedures as agreed with SAT RU - Visitor approvals - All previous visitors to automatically be approved - Dedicated person at each SAT country office to be identified for international visitor approvals for new applications Visitor database - Establish and manage for notification of application opening Visitor comforts - Hotel Amenities proposed as preferred supplier International awareness - Indaba Promotional stand being finalised for WTM, ITB International Visitor marketing campaign- Finalise for approval by bid parties Registration company - Proposed preferred supplier IT-Event Management MEDIA Media accreditation process - Review criteria and communication for approvals/declines - Reason for media decline to be included in decline letter - Accredited media in 2005 to be automatically approved for 2006 - Dedicated person at each SAT country office to be identified for new international media accreditations Daily Newspaper - Proposed preferred supplier – Junxion Communication Media Centre - Proposed preferred supplier BLD Group HOSTED GROUPS - Formalise structure for Hosted Groups Programme SAT responsibility - Dedicated person at each SAT country office to be responsible for Hosted Groups from that region - Country offices to finalise rebated air tickets with airlines Accommodation - Block book hotels according to expected numbers and pay 50% deposit Bid Party Involvement - Discuss Pre & Post show tours with KZN - Discuss luxury train with Durban Africa	VISITORS Website Applications - Meet with website designer to review application form and implement suggested changes Visitor comfort zones - Discuss different concepts and locations on site Collateral look and feel - Brochures, electronic invitations for media and visitors Interaction with international travel associations and WTO - Draw up agreements for participation at Indaba International Awareness - Finalise stands for WTM and ITB Visitor incentives - Finalise with SAA and TKZN to encourage more visitors MEDIA Website Applications - Meet with website designer to review application form and implement suggested changes - Media process to be separate to visitor process HOSTED GROUPS Invitations - SAT country offices to submit list of hosted invitees to Kagiso Exhibitions, deadline 1 August - Kagiso Exhibitions to facilitate invitation process including design, production and distribution	VISITORS Visitor applications - Approval of application form - Load on website - Approval of 'confirmation of receipt' letter - Load on website Visitor zone - Design and finalise content and sub-headings - General newflash - Regular informative communication with previous visitors - electronic format General Visitor invitations - Design electronic teaser that SAT country offices can use - Collateral requirements - Approval of design Pre/Post show tours - Contact all provinces for their top three tour itineraries for international delegates/media - specific template to be used - SADC countries to be contacted for their list of highlights of their countries MEDIA Media Centre - Finalise logistics General Media invitations - Design as optional html or regular HOSTED GROUPS Invitations - Monitor RSVPs - Liaison and update with SAT country offices
EXHIBITORS	Website look & feel - Update website with 2006 graphics and logos Exhibitor Application process - Finalise procedure and management - Meet with website designer to implement application form on website Exhibition layout - Space proposal to determine strategic overview of layout, incorporating usage of halls 5 & 6 - Finalise preliminary floor plans to go live on website when applications open Exhibitor Database - Manage 2005 database Selection Committee - Notify all parties of the dates for provincial and national selections Budget and rates - To be finalised Mid July: Exhibitor Newsletter End July: Exhibitor Newsletter	Exhibitor Applications - Go live on website Website Advertising opportunities - Banners / pages etc. Overall Exhibitor experience - Implement strategy to enhance quality Exhibition services management - Ongoing liaison with exhibitors Beginning of August: Exhibitor Applications open Mid August: Exhibitor Newsletter 5 (Inform all previous exhibitors of applications having gone live, and remind all re: closing date) End August: Exhibitor Newsletter 6 (General update, and reminders)	Exhibitor Applications close Initial plotting of all pre-approved exhibitors Beginning of September: Exhibitor Newsletter 7 (Reminder re closing date of applications) Mid September: Exhibitor Newsletter 8 (Final reminder of closing date) Mid September: Applications close End September: Exhibitor Newsletter 9 (Notify all potential exhibitors)
MARKETING	MEDIA ADVERTISING -Starcom to research publications and finalise advertising placements -Focus on core markets of Australia, France, Germany, Netherlands, US and UK -Media advertising to be structured into two main thrusts –'D0 November and Feb/March COMMUNICATION -Identification of communication groups, modes, channels and dates COLLATERAL -SAT to finalise requirements and quantities of all collateral elements for 2006 SPONSORSHIPS -Kagiso Exhibitions finalising plans for sponsorship proposal -Incorporating new opportunities and looking at out-sourcing of service BRANDING -SAT discussion on brand CI, strategy and guidelines for Indaba, within Global Marketing Strategy Budget estimate EVENTS Planning -Confirm main function dates and check for any duplication -Brief IT-EM on Function booking form for the website	MEDIA ADVERTISING -Starcom to book media placements as per the approved plan -Brief The Agency on creative requirements COLLATERAL -Brief agencies on elements, deadlines and quantities SPONSORSHIPS -Plans for sponsorship to be approved by SAT -Presentation of sponsorship opportunities to main stakeholders, followed by presentation to provinces BRANDING -Finalisation of brand elements required by SAT EVENTS -Liaise with ICC and Hotels to hold venues and dates STRATEGY -New Indaba communication strategy to be developed by The Agency INDABA PROMO STAND (WTM and ITB) -Elements dependent on new strategy	MEDIA ADVERTISING -Complete booking of ad placements -Notify exhibitors of placements -Arrange copies of final product for approval -Send creative to publication COLLATERAL -Begin production of sample layouts, including Trade Catalogue -Creation and compilation of content SPONSORSHIPS -Open sponsorship opportunities to exhibitors BRANDING -Brief Two Tone Branding on elements EVENTS -Bookings and Administration -Start events file, check all application forms are ready -Open exhibitor events application on website STRATEGY -SAT to sign off all elements from the Agency -Delivery of print ad, electronic invite and Info CDs INDABA PROMO STAND -Finalise design and place stand orders -Finalise give-aways -Half of all production to be saved for ITB End September: Completion of all marketing elements, delivery to Kagiso for Frieghting 30 September: Submit all marketing development and plans to Bid Parties for records
COMMUNICATION	Provincial debrief & update Bid Party initial meeting Team Indaba first meeting - SAT and Kagiso SAT country office liaison regarding Hosted Buyer programme Exhibitor Newsletter 1 Exhibitor Newsletter 2 Exhibitor Newsletter 3 Exhibitor Newsletter 4 Status report Status report x 2	Liaison with SAT country offices regarding deadline for their list of hosted invitees Stakeholder update Extended Stakeholder meeting - SAT, Kagiso, TKZN, DEAT, SATSA, SAT AGENCIES, Provincial Representatives, SAT Exhibitor Newsletter 5 Exhibitor Newsletter 6 Status report Status report x 2	Hosted Buyer Invitations –'D0 design and approve Media Invitations –'D0 design and approve General Visitor Newsletter Visitor Invitations Stakeholder update Team Indaba meeting Exhibitor Newsletter 7 Exhibitor Newsletter 8 Exhibitor Newsletter 9 Status report Status report x2
LOGISTICS	Exhibitors Main Application -Application preparation to go live 01 August -Draft the conference programme, incl. Workshops -Preferred supplier appointment	Meeting Dates -Set up Stakeholder / Logistic and Operational Meeting dates Exhibitor manual -Start designing Logistics -Liaise with ICC Shuttle services Finalise details with TKZN re: shuttle supplies	Services Suppliers -Obtain quotes for marquees, security, shell scheme, electrics, furniture, students Exhibitor manual -Request advertisements from suppliers Exhibitors Main Application -Closing for exhibitor applications Logistics -Liaise with ICC
FINANCIAL	-Finalisation of previous years actual figures Implement new years financials -Preparation of next budget	-Finalisation of following years floor plan with projected revenue	Finalisation of anticipated projects for next years and corresponding budget requirements