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ICCA Meetings Africa Association Summit Relaunch/Reboot/Restart Hybrid Event

8 & 9 December 2021

Supported by



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EXECUTIVES



Save the Date

Programme

The programme is set in SAST time.

Tuesday, 7 December 2021

15:00 – 17:00
19:00 – 21:30

Registration*
Welcome Dinner*

Wednesday, 8 December 2021

07:30 – 10:00

Registration*

08:00 – 09:00

Networking Breakfast* (Hosted Association buyers and ICCA Africa members)

09:30 – 09:45

Welcome & Opening

- *Senthil Gopinath – CEO, International Congress and Convention Association*
- *Jacinta Nzioka - CEO, Kenya Convention Bureau and Deputy Chair: ICCA African Chapter*
- *Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa National Convention Bureau*

09:45 – 10:30

Global Association Meetings Protocol update: where we are at now

Formally known as the Kaohsiung Protocol, a legacy project of the ICCA 2020 Congress, the Global Association Meetings Protocol is aimed at creating a strategic recovery framework to guide the global meetings and events industry following on from the pandemic.

Moderator: *Gregg Talley - President & CEO, Talley Management Group, Inc*

Panel:

- *David Mukomana - President, Apimondia Regional Commission for Africa*
- *Rob Kucera - GM, Kigali Convention Centre & District Director East Africa, Radisson Hotel Group*

10:30 – 11:00

ICCA Global Association Meetings report

A preliminary view on the Association Meetings Industry and its Foreseeable Future

- *Marco van Itterzon - Senior Manager, Research & Market Analytics, International Congress and Convention Association (ICCA)*

11:00 – 11:30

Networking Break

11:30 – 12:15

Panel Discussion - Innovation and Collaboration

The technological capabilities with greater collaboration within the business events industry became more important than ever due to the impact of COVID-19.

To remain connected with clients, staff, audiences, and suppliers during the pandemic, are we all-embracing technology and collaboration as a strategic imperative, a driver of efficiency, and a tool to empower our associations and businesses.

Panelists will take a deep dive into their business strategies, how they collaborated, with their vision for long-term digital transformation, and insights. They will offer their unique perspectives, explaining how they have harnessed technology and collaboration, while retaining the creativity of audience engagement.

Moderator: *Glenton de Kock - CEO, Southern African Association for the Conference Industry (SAACI)*

Panel:

- *Lillian Hlabangane – Head of Sales, Cape Town International Convention Centre*
- *Carole Kariuki – CEO, Kenya Private Sector Alliance (KEPSA)*

- 12:15 – 13:00 **Open Discussion – ICCA Africa Members and Hosted Association buyers ***
- Moderator: *Amanda Kotze-Nhlapo – Chief Convention Bureau Officer, South Africa National Convention Bureau*
- 13:00 – 14:00 Lunch Break
- 14:00 – 16:00 **ICCA African Chapter Members***
ICCA Association Database training Session for interested members or afternoon at leisure exploring Parys on foot.
- 14:00 – 17:00 **Hosted Association Buyers***
Off-site activity hosted by the South Africa National Convention Bureau.
- 19:00 – 21:30 **Networking Dinner and Stargazing Activity***
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Thursday, 9 December 2021

- 09:00 – 09:15 **Welcome and Update Meetings Africa 2022**
- *Amanda Kotze-Nhlapo - Chief Convention Bureau Officer, South Africa National Convention Bureau*
- 09:15 – 10:00 **Free Trade & Open Skies for African Associations – Who is taking advantage**
- Moderator: *Nicanor Sabula (African Society of Association Executives)*
- Panel:
- *Abdérahmane Berthé - Secretary General, Africa Airline Association (AFRAA)*
 - *John Bosco Kalisa - Executive Director/CEO, East Africa Business Council (EABC)*
 - *Messie Komlan - General Secretary, West Africa Civil Society (WACSOFA)*
- 10:00 – 10:30 **Advocacy Case Study – SA Events Council**
- *Glenton de Kock - CEO, Southern African Association for the Conference Industry (SAACI)*
- 10:30 – 11:00 Networking Break
- 11:00 – 11:45 **Motivational Keynote**
- *Dr Graeme Codrington - CEO, TomorrowToday Global*
- 11:45 – 12:00 **Conclusion/ Wrap-up and Thank You**

12:30 – 13:30

Lunch Break

13:30

End of Programme

*For in-person delegates only