

## **REQUEST FOR PROPOSAL**

<b>Exhibition:</b>	<b>Meetings Africa and Africa's Travel Indaba 2019</b>
<b>Dates:</b>	<b>Meetings Africa 2019</b>  BONDay Day: 25 February 2019  Exhibition Days: 26 - 27 February 2019  <b>Africa's Travel Indaba 2019</b>  BONDay Day: 06 May 2019  Exhibition Days: 07 – 09 May 2019
<b>Services:</b>	<b>Training Supplier for Development Zone Exhibitors</b>
<b>Venue:</b>	<b>Sandton Convention Centre (Meetings Africa) &amp;  Inkosi Albert Luthuli Durban International Convention Centre</b>

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We are pleased to extend this opportunity for provision of a Training Supplier for the Development Zone and Hidden Gems attendees for Meetings Africa and Africa's Travel Indaba 2019.

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed concept and costs by the specified closure date in order to be considered as a preferred supplier for the above services for the shows.

**Synergy Business Events (Pty) Ltd** is an experienced exhibition and event organiser with infrastructure capacity. We assist our clients with all their project management, sales, logistics and stand-building needs for their exhibitions and events. Our innovative team offers streamlined benefits in tune with our clients' objectives, focusing on delegate, exhibitor and visitor needs.

**Synergy Business Events (Pty) Ltd** has been appointed as the official management company of **Africa's Travel Indaba** on behalf of **South African Tourism** for the period 2018 to 2020. As part of this contract, the **Synergy Business Events (Pty) Ltd** team is responsible for the planning and implementation including all of the operations and logistics around the execution of one of the

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largest events on the African tourism calendar – **Africa's Travel Indaba**. This event is held annually in Durban during May.

### **Meetings Africa Profile:**

Meetings Africa is a Pan-African Business Events Trade Show, which has been in existence for 14 years. The Trade Show was born in response to the global meetings industry's growing recognition of Africa as a sought-after premier business events destination.

Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continent's business events industry and ultimately contribute towards the continent's economic growth.

### **Meetings Africa 2018 Attendance:**

Media, including Hosted Media:	155
Exhibiting Companies:	306
International Hosted Buyers:	175
Local Corporate Buyers & Visitors:	1638

**Africa's Travel Indaba**, a trade exhibition, is one of the largest tourism marketing events on the African calendar and one of the top three 'must visit' events of its kind on the global calendar. **Africa's Travel Indaba** is a three-day trade show that attracts well over 8000 delegates from the travel tourism and related industries. The exhibition accommodates over 1000 exhibitors, almost 700 local and international media, and more than 1 500 local and international buyers.

The focus for South African Tourism is to market South Africa as a destination to both domestic and international travellers. This is a trade show that provides a platform for the entire tourism industry to conduct business and network.

### **Hidden Gems / SMME Exhibitors Programme**

Participants were selected through the SME Market Access Support Programme, a public-private tourism partnership, funded by the National Department of Tourism's Tourism Incentive Programme.

It sees the NDT and South African Tourism partnering with industry and Provinces, to stimulate small business in the tourism sector.

This programme develops small and medium-sized enterprises around the country, especially in less-visited provinces like the Northern Cape and Free State.

135 Small, black-owned tourism businesses from all nine provinces in South Africa, offering authentically South African tourism products, services and experiences participated at Africa's Travel Indaba 2018, and 15 products participated at Meetings Africa 2018.

**Services required:**

The official Training Service Provider must provide the following

**Pre Show Training**

The purpose of the training is to prepare exhibitors for participation at Africa's Travel Indaba and other trade platforms. The training needs to assist exhibitors with brand and marketing, sales, general business management, presentation skills, and industry & destination knowledge.

A detailed training session needs to be arranged for products to attend in each of the nine provinces. Bidders are requested to provide a training manual and topics for the training manual are to be inserted into the proposal. Bidders are required to submit costs for training to take place in each province. Suggested dates can be found further below; however, these are subject to change.

Training topics should include, but not be limited to:

**Phase 1: Indaba Presentation Training on: (45 products) (1 – 2 days training)**

- Online application / registration for show
- Online diary system
- Propose incentive to use diary system more often (e.g. second diary complimentary once first diary is full)
- 80/20 split between leisure tourism and business tourism, training to incorporate one module on Business Tourism
- One module to focus on Business Events Tourism
  - Module to incorporate value chain of the segment
  - Module to incorporate Buyer behavior within Business Events Tourism Industry
- One module to focus on Leisure Tourism
  - Module to incorporate value chain of the segment
  - Module to incorporate Buyer behavior within Leisure Tourism Industry
- Propose regional packaging for provincial products
- Propose incentive for the utilization of social media as a strategy for sales (e.g. retweeting products)
- How to best market product offering at exhibitions
- Social Media as a Sales Strategy on site
- How to successfully sell your business when attending business platforms
- Business platform trends to be on a look out for

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- Toolkits needed in order to win
- How to prepare for the shows in order to be relevant and sell your business successfully
- Brand and marketing
- Sales
- General business management
- Presentation skills
- Industry & destination knowledge
- 30 second elevator pitch training
- Winning formula for leads follow-up and closing deals

### **Phase 1: Indaba Presentation Training on: (90 products) Refresher Course, 1 day only**

- Refresher course touching on the above mentioned topics

Phase one training to take place across all nine provinces. Bidders are required to please cost accordingly.

### **Phase 2: Refresher Mailer (combined, all 135 products)**

Training refresher mailer to be sent to attendees by training service provider. Mailer to contain information on what marketing collateral needs to be brought on site.

### **Phase 3: Interactive Speed Marketing Session: (combined, all 135 products)**

Training to be provided on how to sell your products within a limited timeframe to potential clients. Bidders are requested to provide “quick sell” material to attendees as well as how to put the theory into practice. (30 second elevator pitch).

Prior to the event and after the Phase 2 training sessions, bidders are requested to send a reminder of material covered to all participants of the training session. Bidders are requested to confirm how the material will be delivered and what will be covered.

Bidders are to be a Tourism Training accredited institution (to ensure that experience and knowledge of the industry is incorporated in the training sessions). Trainers to have work experience in the Tourism Industry. Standardized Training Manual to be drawn up for sessions for each participant and in each province.

**Proposed timeline for SMME Programme: Meetings Africa and Africa's Travel Indaba 2019**

Description / Action	Proposed Date	Responsible Agency
Products to be identified	Oct 2018	SAT and NDT
Identify Training Needs	Oct 2018	SBE, SAT and NDT
RFP for training supplier	Oct - Nov 2018	SBE, SAT and NDT
▪ Compile RFP		
▪ Submit to suppliers		
▪ Adjudication of submissions received		
▪ Confirm and brief supplier		
Training Workshop and Training Participant Assessments	Nov - Dec 2018	Synergy Business Events and Selected Training Supplier
Feedback from workshop – report	Jan 2018	Synergy Business Events and Selected Training Supplier
Meetings Africa training – on site (20 products)	Feb 2019	Synergy Business Events and Selected Training Supplier
Final comprehensive Training Report (MA)	Mar 2019	Selected Training Supplier and Synergy Business Events
Mailer to be sent by training company	April 2019	Refresher information
Training Workshop – Phase 2 (Refresher course on site) On site at Africa's Travel Indaba	May 2019	Synergy Business Events and Selected Training Supplier
Training supplier to check-in with products on site whether they have incorporated training into their sales pitch and general participation	May 2019	Selected Training Supplier
Final comprehensive Training Report	June 2019	Selected Training Supplier and Synergy Business Events
Identify Products to purchase Meeting Hubs / or introductory stands for 2020 (move onto floor)	June 2019	Synergy Business Events

**Proposed Speed Marketing Session (Hidden Gems, during Africa’s Travel Indaba only)**

A one-day speed marketing session, with Local Hosted Buyers to be hosted at the Inkosi Albert Luthuli Convention Centre on Sunday, 5<sup>th</sup> May 2019 at the Annual Africa’s Travel Indaba.

Bidders are required to recommend an alternative format with the exact logistical format of how the session would take place.

Proposed Programme:

Date: 05<sup>th</sup> May 2019, Venue TBA

Programme	Timing	
Trade arrive	07:30	08:00
Orientation Site Inspection	08:00	09:00
Opening and Key Note Address	09:00	09:30
Refresher and sense check with participants on trade Show readiness for Africa’s Travel Indaba 2019	09:30	10:00
Speed Marketing	10:00	11:00
Tea Break	11:00	11:30
Speed Marketing	11:30	13:00
Lunch	13:00	14:00
Speed Marketing	14:00	15:30
Tea Break	15:30	16:00
Speed Marketing	16:00	17:00
Networking Cocktail Event (not delivered by trainer)	17:00	20:00

### **Scope of speed marketing session**

The preferred bidder (training service provider) will be required to facilitate and execute the speed marketing training at Africa's Travel Indaba 2019 taking place at the Inkosi Albert Luthuli International Convention Centre.

### **Phase 3: Interactive Speed Marketing Session:**

Training to be provided on how to sell your products within a limited timeframe to potential clients. Bidders are requested to provide "quick sell" material to attendees as well as how to put the theory into practice. (30 second elevator pitch).

Prior to the event and after the Phase 2 training sessions, bidders are requested to send a reminder of material covered to all participants of the training session. Bidders are requested to confirm how the material will be delivered and what will be covered.

### **The preferred bidder will be responsible for:**

- Trade show training (Phase 1)
- Participant Evaluations
- Refresher Mailer (Phase 2)
- Speed Marketing facilitation (Phase 3)
- Post-event evaluation a month after Africa's Travel Indaba
- Project close out report a month after Africa's Travel Indaba

### **Reports Required:**

- Each training session (per province) to reflect on the training outcome/ performance against the objectives.  
To determine the relevance and effectiveness of the training and highlight other interventions that may still be required.
- A post Indaba/Meetings Africa report on the impact of the training
  - Has the training assisted with sales? Please elaborate?



- How did the Hidden Gems perform in terms of having the exposure for the past three years?
- What elements could be improved upon?
- The quality of products selected.)

**Cost Structure of Proposal:**

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at Africa’s Travel Indaba 2019. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

**Presentation**

Bidders will be required to conduct a presentation based on the below criteria for functionality on the 30 November 2018 between 13:00 and 17:00.

EVALUATION CRITERIA	Rating					Weight
	0	1	2	3		
The Bids will be evaluated on a scale of 1 – 5 in accordance with the criteria below. The rating will be as follows: 0 = Unacceptable, 1 = Serious Reservations, 2 = Minor Reservations but acceptable, 3 = Excellent						
<b>Bidders relevant experience in the tourism value chain and company track record</b> to the required scope of work to be undertaken.  To be supported by portfolio of evidence.  Bidder to understand and demonstrate the purpose of the training in the tourism value chain considering business and leisure.  Approach to driving the inclusion of SMEs in tourism, which has been hailed and embraced by SMEs themselves as offering the best chance for them to increase their market participation.						30



<p><b>Project Methodology with an innovative approach:</b></p> <p>Bidders must provide a detailed description of how they intend executing the project from inception to completion.</p> <p>This must include, as a minimum, a project plan with clear time frames, skills and resources utilised in each area, nature of quality and compliance checks conducted, how quality SME products will be trained.</p> <p>Business process required mapping the value chain of the tourism industry.</p>	25
<p><b>Content Outline and Reporting Structure</b></p> <p>Examples of how the training will be presented, content plan for training and the tools that will be utilised.</p> <p>Provide key bullet points in terms of content.</p>	20
<p><b>Project Team and individual experience relevant to the project</b></p> <p>Bidders to present team structure and experience in the field of training and market readiness relative to the tourism industry.</p>	15
<p><b>Value Add Proposition</b></p> <p>Bidders to present proposition of value add elements extending to six months post final deliverable.</p> <p>No additional financial implications for the SMME’s, Synergy Business Events, South African Tourism and the National Department of Tourism.</p>	10
<p>TOTAL POINTS FOR FUNCTIONALITY</p>	100
<p><b>A threshold of 70% is applicable.</b></p>	

“**functionality**” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.

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- III. The score for functionality will be calculated in terms of the 1 - 3 rating scale as shown in the functionality criteria matrix.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria. Only bidders who score 70% or more will be further evaluated on comparative price and B-BBEE level of contribution.
- V. The points for comparative price and B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

### **Cost Structure of Proposal:**

Bidders must submit the total bid price (inclusive of VAT) for the project based on the entire scope of services as per the proposed project plan. Bidders should also propose innovation in their technical proposals to keep the cost to a minimum where SA Tourism will still benefit from the best possible qualitative outcome.

No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

### **RFP Submissions:**

Submission date – 11:00, Friday, 30 November 2018

Please note that the following documentation must be submitted with the application:

- A valid tax clearance certificate
- Certified copies of your company registration
- Certified copy of a valid B-BBEE verification / rating certificate

Please email your proposal to Alshanthé Smith – [asmith@synergybe.co.za](mailto:asmith@synergybe.co.za) or deliver to Synergy Business Events Offices: The Pavilion Office Park, Block A, First Floor, 12 Wessels Road, Rivonia, Johannesburg, Gauteng.

### **Queries:**

Should you have any questions relating to this RFP, please contact Alshanthé Smith on [asmith@synergybe.co.za](mailto:asmith@synergybe.co.za) or +27 11 476 5104. On successful appointment, a service level agreement (SLA) agreement will be provided for all parties. Your primary point of contact will be Synergy Business Events.