



## NEWS RELEASE

### SAACI CONFERENCE TO TAKE MEETINGS INDUSTRY TO TASK

The 2009 national conference of the Southern African Association for the Conference Industry (SAACI) will be held at the CSIR International Convention Centre in Pretoria from 26 to 28 July.

Themed TASK – an acronym for Tenacity, Accountability, Sustainability and Knowledge – it is visually represented by the juggler's balls in the logo, symbolising the energy and multitasking required in the conference industry.

Conference chairman Nigel Walker of SAACI's Northern Territories branch, which is organising the 2009 event, says: "We usually have to balance a number of balls in the air at the same time and our aim is for conference delegates to walk away with fresh knowledge and renewed vigour, equipped to manage their dynamic environment more effectively. It will truly be an occasion where the industry takes itself to task, shaping its future.

"The conference sector – and indeed SAACI - is already at the forefront of the business tourism industry in South Africa and through this conference we will further strengthen this position."

Walker says the conference committee, made up of representatives of the different sub-sectors of the conference industry, is already hard at work to make the 2009 conference a benchmark event. "It will reflect the professionalism that already exists in the industry and offer real, practical value to delegates."

The conference is open to anyone with an interest in the conference industry – including venue owners and managers, Professional Conference Organisers, corporate marketing and event professionals, event planners, public relations practitioners and suppliers of products and services.

A high-level marketing and public relations campaign will commence early in 2009 to attract delegates to the event. "We plan to make this conference dynamic, exciting and record breaking," says Walker.

Registration for SAACI 2009 will open on 1 February but delegates can already indicate their interest in a special field on [www.saaciconf.co.za](http://www.saaciconf.co.za).

To discuss sponsorship opportunities or participation in the exhibition that will run parallel to the conference, contact Traci Mann or Juliet Dickson on tel 011 886 9895 or [conf2009@saaci.co.za](mailto:conf2009@saaci.co.za).

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