

NEWS RELEASE

SAACI CONGRESS – TOPICS WILL ADDRESS ISSUES RAISED BY MEMBERS

The 2012 national congress of the Southern African Association for the Conference Industry (SAACI) will address issues raised by members who responded to a special survey conducted by the organising committee.

To be held at the Indaba Hotel in Fourways, Johannesburg from 29 to 31 July, the theme of the congress is 'Shifting Paradigms', referring to the changing business environment and strategies needed to adapt to it.

Congress chairman Wayne Johnson of SAACI's Northern Territories Branch says 55 SAACI members responded to the survey. "To the best of our knowledge, this is the first time that members of the association have been asked for input and have had a direct say into the development of the congress programme. Feedback received from members was very insightful and we are now approaching experts in their fields to address and interact with delegates."

He says topics that will be addressed at the congress include social media and Quick Response Codes, measuring return on investment on events, creating a competitive edge through alliances and standardisation of services across the industry.

"It is also clear from the feedback received that there is a real need for proper, definitive industry intelligence. People need facts on which to base business decisions and we hope to bring it to them," says Johnson.

Other topics relate to new legislation, service excellence and future conference industry trends. The organising committee will announce names of speakers and panellists as they are confirmed.

Members can register online on www.saaciconf2012.co.za. Early bird registration closes on 4 May.

To discuss sponsorship opportunities, or the sponsorship packages listed on the website, contact Cine Dunkley on tel 011 266 3215. For more information contact the Professional Conference Organiser, Estelle Lotter on tel 011 482 2835.

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