

SPEED MARKETING SESSION BRIEF

Exhibition:	Meetings Africa 2027
Dates:	23 - 24 February 2027
Services:	Speed Marketing
Venue:	Sandton Convention Centre
Session Times:	15:00pm – 16:30pm 08:00pm – 09:30pm

BACKGROUND

South African Tourism (SAT) seeks to host Speed Marketing sessions at Meetings Africa 2027, providing South African tourism businesses with an opportunity to showcase and pitch their products and services directly to potential buyers.

Speed Marketing is a market access platform designed to facilitate meaningful interactions and business relationships between tourism product owners and buyers, including tour operators and Destination Management Companies (DMCs). These buyers are either already involved in packaging and selling South Africa or have a vested interest in doing so.

The platform provides both new and established tourism products with an opportunity to showcase their offerings to local and international buyers, with the objective of increasing product awareness, strengthening trade relationships and enhancing the visitor experience.

Products are provided with an opportunity to market their offerings through short presentations and/or traditional round-robin sessions. Speed Marketing is focused on connecting tourism supply and demand through meaningful business-to-business (B2B) engagements and creating opportunities for future business.

Meetings Africa 2027 is a leading Business Events Trade Show with a specific focus on creating market access opportunities for African Business Events products. The platform supports the growth of the business events industry on the continent and contributes to broader economic growth.

The two-day trade show includes a dedicated Educational Day delivered in conjunction with key global, continental and national industry associations. Meetings Africa provides a platform for exhibitors to showcase their offerings to international and local buyers, African associations and corporate planners.

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The Speed Marketing sessions will provide international hosted buyers, non-hosted buyers and media with an opportunity to engage with South African product owners and representatives through concise and impactful product presentations. The sessions are intended to facilitate new relationships, strengthen existing trade relationships and create opportunities for future business agreements.

The involvement of media will further support content creation and amplify the marketing impact of the sessions. The overall objective is to create an interactive, informative and engaging platform that delivers value to tourism products, buyers and media.

OBJECTIVES OF THE SESSION

The primary objective of the Speed Marketing sessions is to provide South African tourism businesses with a platform to promote their products and services to Meetings Africa 2027 hosted and non-hosted buyers, as well as media, with the aim of facilitating business relationships and future business opportunities.

The sessions will also support the positioning of South Africa as:

- A safe and advanced MICE destination.
- A destination committed to green and sustainable tourism.
- An accessible, enjoyable and easy-to-sell destination.
- A profitable destination for international and local buyers.
- A destination committed to the health and safety of travellers.

The sessions aim to strengthen relationships between South African tourism products and international buyers, while demonstrating that Meetings Africa creates opportunities for Africa—and specifically South Africa—to connect with global markets and attract business travellers.

TARGET AUDIENCE

The Speed Marketing sessions will target:

- 20 South African tourism products/businesses presenting at each session.
- 100 international buyers per session, including hosted and non-hosted buyers.
- Media representatives.,

Each participating tourism product will have approximately 4 minutes to present its offering

Each Speed Marketing session will run for 90 minutes, followed by a networking meet-and-greet between buyers and exhibitors and a mini cocktail session.

BRIEF REQUIREMENTS

The supplier will be required to manage and execute the Speed Marketing sessions, including the following:

Creative & Event Management

- Creative conceptualisation of the Speed Marketing experience.
- Development of a room look and feel/decor concept aligned to the approved theme.
- Recommendations for an MC, including proposed costings.
- On-site management and coordination of the programme.

Marketing & Communications

- Development of an email invitation with an RSVP link for buyers.
- Development of a reminder email with an RSVP link.
- Development of online banners to promote the sessions, including RSVP functionality.
- Development of an official hashtag for the Speed Marketing sessions.
- Production of marketing materials and promotional items.

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- Development of a Speed Marketing digital booklet accessible via QR code.

Content & Presentations

- Development of a PowerPoint presentation showcasing all participating tourism products.
- Development of a standardised PowerPoint presentation template for participating products, incorporating maps, images and relevant product information.
- Management and coordination of presentation content.

Branding & Event Infrastructure

- Production of four branded banners containing information about the sessions for placement at the Sandton Convention Centre.
- Production of two step-and-repeat/media walls incorporating Meetings Africa and Speed Marketing branding.
- Sourcing of a branded podium.
- Provision of appropriate event décor and branding elements.

Photography & Videography

- Sourcing of a professional videographer and photographer for event coverage.
- Production of audio-visual content, including event coverage and VOX pops with buyers and participating products.
- Two hours of professional photography and videography coverage.

RSVP & Attendance Management

- Management of the RSVP process.
- Management of the buyer attendance register and on-site registration.

ON-SITE HUMAN RESOURCES

The following on-site resources will be required:

- Production Manager
- Producer
- Showcaller
- Four Ushers

TECHNICAL REQUIREMENTS

The supplier must provide costing and technical specifications for all required production and technical equipment, including:

- Sound and audio-visual equipment.
- Stage.
- Lighting.
- Two large LED screens for presentation display.
- Microphone for the podium.
- Microphone for the Programme Director/MC.
- Appropriate sound system.
- Any additional technical requirements necessary for the successful execution of the sessions.

POST-EVENT REQUIREMENTS

The appointed agency will be required to:

- Submit a comprehensive close-out report following the event.
- Conduct a post-event debrief with SAT.

Cost structure of Proposal:

- All prices are to be inclusive of VAT and all payment terms to be specified.
- No additional costs will be considered over and above the RFP submissions.
- Payment, after successful award, will only be made against an official purchase order and VAT invoice.

RFP Proposal Submission format:

Submission date: 9 October 2026

Candidates are required to submit their proposals as follows:

1. A detailed proposal outlining all the services offered by the service provider
2. Pricing schedule
3. Supporting documents

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

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

Please e-mail the proposal to Nomakhosi Khoza at Khosi@synergybe.co.za for evaluation. Should you have any questions relating to this RFP, email Khosi@synergybe.co.za or call +27 11 476 5104.

On successful appointment, a service level agreement (SLA) agreement will be created. Your primary point of contact will be Synergy Business Events.