

REQUEST FOR PROPOSAL

Meetings Africa 2027 BRIEFING TEMPLATE	
Market:	Exhibitors, Buyer, Media & Stakeholders
Description:	Meetings Africa 2027 Welcome Networking Event
Event Date:	23 February 2027

We are pleased to extend this opportunity for provision of Welcome Networking Event for Meetings Africa 2027.

Our Request for Proposal (RFP) requires you to submit a detailed breakdown of your proposed value offering and costs by the specified closure date in order to be considered as a preferred supplier for the above services for Meetings Africa 2027.

Synergy Business Events (Pty) Ltd has been appointed as the official management company of Meetings Africa 2027 on behalf of South African Tourism for the period of 2027. As part of this contract, Synergy Business Events (Pty) Ltd team is responsible for the planning and implementation including all of the operations and logistics around the execution of Africa's Travel Indaba.

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

Meetings Africa Profile:

Meetings Africa is a Pan-African Business Events Trade Show, which has been in existence for 21 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.

South African Tourism's proprietary trade platform, Meetings Africa takes place from 23rd of February to the 24th of February 2027. This exhibition is preceded by BONDday (Business Opportunity Networking Day) which takes place on the 22nd of February 2027.

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Event Background

The supplier is expected to create a welcoming, engaging and intentionally designed networking event that brings the Meetings Africa community together at the start of the show and facilitates meaningful connections between buyers, exhibitors, partners, stakeholders and industry representatives.

While the event should remain informal and free from formal proceedings, speeches or presentations, the experience should be designed with greater strategic intentionality, providing opportunities to subtly reinforce and amplify the strategic priorities of the South Africa National Convention Bureau (SANCB) and South African Tourism for the Business Events industry.

The event should:

- Create an environment that actively facilitates connection, conversation and relationship-building, rather than relying solely on organic networking;
- Welcome delegates into the Meetings Africa experience and establish the energy and tone for the days ahead;
- Bring the approved Meetings Africa 2027 theme to life through the environment, experience and appropriate touchpoints;
- Provide subtle opportunities to communicate key strategic messages and priorities for the Business Events industry without introducing formal programme elements;
- Reinforce Meetings Africa's role as a platform that connects the African Business Events industry with global markets;
- Promote a sense of community, collaboration and shared purpose amongst attendees;
- Create opportunities for engagement between public and private sector stakeholders in an informal environment;
- Showcase South African and African hospitality, creativity and sense of place; and
- Create a memorable opening experience that encourages delegates to connect beyond their established networks.

Experience Principle

The Welcome Networking Event should be networking-led rather than programme-led.

There should be no requirement for formal speeches, presentations or ceremonial proceedings. Instead, the Event Organiser should demonstrate how the approved Meetings Africa theme and relevant strategic messaging can be embedded naturally and creatively within the delegate experience.

This may be achieved through the creative concept, environment, visual messaging, digital or interactive touchpoints, conversation prompts, experiential elements and other subtle interventions that encourage delegates to engage with the strategic narrative while networking.

Intentional Networking

The Event Organiser should propose simple and innovative mechanisms that facilitate meaningful interaction without making the networking experience feel overly structured or forced.

Particular consideration should be given to:

- Encouraging interaction between delegates who may not ordinarily engage with one another;
- Creating natural conversation opportunities between buyers, exhibitors and industry stakeholders;
- Designing the venue and spatial layout to encourage movement and interaction;
- Using appropriate experiential or interactive elements as conversation catalysts;
- Ensuring that entertainment supports rather than dominates networking;
- Creating moments of surprise, discovery and shared experience; and
- Ensuring that strategic messaging remains visible and present without becoming intrusive.

Desired Outcome

Delegates should leave the Welcome Networking Event having made meaningful new connections, experienced the Meetings Africa 2027 theme, gained a sense of the strategic direction and ambition of the Business Events industry, and felt welcomed into the Meetings Africa community.

The experience should demonstrate that strategic messaging does not always require a stage or a speech - it can be experienced through the way people, place, content and conversation are intentionally brought together.

Event Marketing

- To effectively communicate that this is an event specifically for buyers and exhibitors, where networking will be a major opportunity.
- To effectively communicate the venue, time and directions to the venue during the day, as a run-up to the event (logistics).
- To introduce a payment option for additional tickets to the event for exhibitors should the proposed venue not be able to accommodate all delegates.

Key Communication Points:

The Welcome Networking Event should creatively reinforce the following key messages:

- Meetings Africa is the premier platform for connecting with the people shaping Africa's Business Events industry - bringing together leading destinations, products, buyers, decision-makers, industry leaders and partners from across the continent and international markets.
- Meetings Africa is where meaningful connections translate into business opportunity. The platform enables relationships, collaboration and partnerships that contribute to the growth of Africa's Business Events economy.
- The SANCB is a catalyst for industry collaboration and growth, creating an enabling environment in which public and private sector partners can work together to strengthen South Africa's and Africa's competitiveness as Business Events destinations.
- Meetings Africa is a platform of choice for growing and advancing the African Business Events industry, connecting African products and destinations to global markets while creating opportunities for knowledge exchange, partnership and business development.
- Africa's Business Events industry is stronger when it works together. Collaboration across destinations, government, industry and the private sector is essential to unlocking the continent's collective potential.
- Business events are a catalyst for economic and societal value, supporting tourism, trade, investment, knowledge exchange, skills development and broader economic opportunities.
- Meetings Africa connects Africa to opportunity - creating a platform through which the continent can showcase its capability, innovation, diversity and readiness to host world-class business events.
- The future of Africa's Business Events industry is ours to shape collectively. Meetings Africa provides a space for the industry to connect, collaborate and contribute towards that future.

Communication Approach

These messages should not necessarily be delivered through formal speeches or conventional corporate messaging. The Event Organiser should creatively integrate them into the event environment, networking experience, visual and digital touchpoints, content, activations and conversation opportunities, ensuring that delegates experience the strategic narrative while retaining the informal character of the Welcome Networking Event.

Objective

To create an informal, inclusive and engaging business networking experience that serves as the official welcome and opening event for Meetings Africa 2027.

The event should be open to exhibitors, buyers, media, partners and key industry stakeholders and hosted at an appropriate free-flow venue within comfortable walking and/or travelling distance of the Sandton Convention Centre (SCC).

The event should:

- Provide a relaxed but intentionally designed environment that facilitates meaningful networking, connection and relationship-building across the Meetings Africa community.
- Officially welcome delegates to Meetings Africa 2027 and set the tone, energy and sense of occasion for the show.
- Bring the Meetings Africa 2027 theme and positioning to life through the overall experience, without relying on formal proceedings or speeches.
- Reinforce Meetings Africa's positioning as a leading global Business Events trade platform and the premier platform for doing business with Africa's Business Events industry.
- Strengthen South African Tourism and the SANCB's reputation as collaborative leaders and catalysts for growth within the Business Events industry.
- Provide an environment in which the strategic priorities of the SANCB, South African Tourism and the National Department of Tourism can be subtly reflected through the experience and messaging.
- Create sufficient talkability, visual interest and content opportunities to stimulate organic media, delegate and stakeholder engagement.
- Showcase the warmth, energy, creativity and hospitality of South Africa and create a strong sense of welcome for international and African delegates.

The overall experience should be networking-led, informal and free-flowing, with no formal programme or proceedings. Creative and experiential elements should enhance networking and

provide strategic messaging and content opportunities without detracting from the primary purpose of the event: bringing the Meetings Africa community together and enabling meaningful connections.

Operational Requirements

The Event Organiser will be required to conceptualise, plan and deliver the Meetings Africa 2027 Welcome Networking Event for an anticipated attendance of up to 3,000 delegates.

The event should be operationally seamless, safe and professionally managed while retaining an informal, free-flowing and highly engaging networking environment.

1. Creative Concept and Experience Design

Develop an aesthetically compelling and strategically relevant creative concept that brings the Meetings Africa 2027 theme and positioning to life and creates a distinctive welcome experience.

Two concept and budget options should be presented:

- Option 1 - Budget-Aligned Concept: A compelling concept delivered within the prescribed/allocated budget.
- Option 2 - Enhanced / Blue-Sky Concept: An elevated concept that extends beyond the allocated budget but remains realistic, implementable and commercially reasonable for consideration.

Both options should clearly demonstrate the anticipated delegate experience, operational model and associated costs.

2. Johannesburg Destination Experience

The event should provide delegates with an authentic Johannesburg experience, preferably within comfortable walking distance of the Sandton Convention Centre (SCC).

The Event Organiser should identify opportunities to utilise the surrounding precinct, venues, restaurants and/or experiences in a manner that:

- Creates a genuine sense of place;
- Allows delegates to experience Johannesburg in an authentic but safe manner;
- Supports informal movement, exploration and networking;
- Profiles local hospitality, food, culture, entertainment and/or creativity; and
- Creates a seamless experience across the selected venue or precinct.

The Event Organiser may propose a multi-venue or precinct-based concept, if delegate movement, access, safety, capacity and the overall experience can be effectively managed.

3. Venue and Precinct Planning

Identify and recommend appropriate venue/s, restaurants and/or experiences capable of collectively accommodating up to **3,000 delegates**.

Venue planning should take into consideration:

- Overall capacity;
- Delegate circulation and crowd flow;
- Entry and exit points;
- Accessibility;
- Food and beverage capacity and service rates;
- Entertainment locations;
- Noise management;
- Ablution facilities;
- Weather protection and rain plan;
- Emergency access;
- Security, medics and safety;
- Branding opportunities; and
- The ability to create a cohesive experience where multiple venues are utilised.

Where existing public-facing venues or restaurants form part of the concept, mechanisms must be implemented to ensure that Meetings Africa-designated facilities, benefits and experiences are accessed only by authorised Meetings Africa delegates.

4. RSVP, Registration and Access Control

Develop and manage an appropriate RSVP and access-control solution for the event.

This should include:

- RSVP management and reporting;
- Integration with Meetings Africa delegate data/processes where applicable;

- Management of any approved paid-ticket categories, where relevant;
- Identification of confirmed attendees;
- On-site validation and access control;
- Appropriate use of wristbands, tags, digital credentials or other identification mechanisms (provision for sponsor integration);
- Management of walk-ins, where permitted;
- Capacity monitoring; and
- Prevention of unauthorised access to event-designated venues, catering and experiences.

The process should be simple, fast and appropriate for an event accommodating up to 3,000 delegates, avoiding unnecessary congestion at entry points.

5. Delegate Communications

Develop a comprehensive communications plan to ensure that exhibitors, buyers, media, partners and stakeholders receive clear information sufficiently in advance of the event.

Communications should cover:

- Invitations
- Event concept;
- Date and timing;
- Venue/location;
- RSVP process and deadlines;
- Access requirements;
- Transport arrangements;
- Walking routes where applicable;
- Appropriate attire where relevant;
- Weather considerations;
- Food and beverage arrangements; and
- Any other information required to enable seamless participation.

The Event Organiser will be responsible for the design and development of electronic invitations and associated event communication collateral for deployment through the Exhibition Management Company and/or designated Meetings Africa communication channels.

6. Programme and Running Order

Develop and manage a comprehensive programme and operational running order for the event.

Although the Welcome Networking Event should have no formal proceedings, the Event Organiser should develop an underlying operational programme that manages:

- Opening and closing times;
- Delegate arrival;
- Entertainment;
- Food and beverage service;
- Experiential interventions;
- VIP arrival and movement;
- Media opportunities;
- Transport;
- Supplier activities; and
- Event close and delegate dispersal.

All stipulated programme timings and event duration must be maintained.

7. Entertainment and Experiential Elements

Identify, source and manage appropriate entertainment and experiential elements that complement the networking environment and approved creative concept.

Entertainment should:

- Enhance rather than dominate the networking experience;
- Create atmosphere, energy and memorable moments;
- Reflect South African and/or Johannesburg character where appropriate; and
- Be appropriately distributed throughout the event or precinct where multiple locations are utilised.

Preference should be given to local artists and performers, where appropriate.

The Event Organiser will manage all associated artist requirements, including contracting, transport, equipment, technical requirements, rehearsals and subsistence/travel requirements where applicable.

Entertainment remains subject to budget and South African Tourism approval.

8. Catering and Beverage Management

Develop and implement an appropriate catering and beverage solution capable of efficiently servicing up to 3,000 delegates while contributing to the immersive nature of the experience.

The Supplier should propose solutions that:

- Minimise queues and congestion;
- Provide sufficient service points and capacity;
- Facilitate movement and networking;
- Cater for appropriate dietary requirements;
- Ensure responsible beverage service; and
- Where possible, incorporate South African and/or Johannesburg food and beverage experiences.

Where food or beverage vouchers are utilised, their distribution and redemption should be simple, controlled and seamless.

A beverage budget and/or consumption threshold must be established in advance, submitted for approval and actively monitored onsite. Appropriate controls must be implemented to prevent expenditure exceeding the approved threshold.

9. VIP Management

Make appropriate provision for VIP guests, including the Minister, Deputy Minister, South African Tourism Board Members, EXCO and other identified guests.

VIP arrangements should:

- Provide appropriate comfort, security and protocol;
- Facilitate interaction with the broader Meetings Africa community;
- Avoid unnecessarily isolating VIP guests from the event;
- Occupy a proportionate footprint within the overall venue; and

- Not compromise the informal and inclusive nature of the networking experience.

Where a dedicated VIP area is required, it should be clearly designated but appropriately integrated into the broader event environment.

10. Transport and Delegate Movement

Where the selected venue requires transportation, develop and implement a comprehensive transport plan between the SCC/designated Meetings Africa hotels and the event venue.

The plan should consider:

- Anticipated passenger volumes;
- Vehicle capacities and frequency;
- Peak-hour Johannesburg traffic;
- Staggered arrivals and departures where appropriate;
- Clearly identified pick-up and drop-off points;
- Accessibility requirements;
- Queue management;
- Communications;
- Emergency/contingency transport; and
- Return transport at the conclusion of the event.

Where the venue is within walking distance, develop a safe, clearly marked and appropriately managed pedestrian route, supported by directional signage and personnel where required.

Particular attention should be given to the safe and efficient dispersal of delegates at the conclusion of the event.

11. Safety, Security and Crowd Management

Develop and implement a comprehensive event safety, security and crowd-management plan covering the entire delegate journey, from departure from the SCC/hotel through to return.

This should include:

- Venue and precinct security;
- Access control;

- Crowd-flow management;
- Appropriate security personnel;
- Medical and emergency response;
- Emergency evacuation procedures;
- Traffic and pedestrian management;
- Incident escalation protocols;
- Lost-person/property procedures where applicable; and
- Co-ordination with venues, precinct management and relevant authorities.

All required permissions, licences, safety documentation and regulatory approvals must be obtained within the required lead times.

12. Weather, Power and Contingency Planning

Develop comprehensive contingency arrangements appropriate to the approved concept and venue.

- This must include:
 - A viable rain/weather contingency plan;
 - Alternative or covered capacity where required;
 - Backup power arrangements;
 - Appropriate mitigation for power interruptions;
 - Technical contingencies;
 - Transport contingencies; and
 - Alternative operational arrangements should elements of the proposed precinct or outdoor experience become unavailable.

Contingency plans must be practical and capable of implementation at short notice.

13. Technical Production

Develop a technical rider aligned to the approved entertainment and experiential programme and procure/manage all associated technical requirements.

This may include:

- Sound;
- Lighting;
- Power;
- Staging;
- Audio-visual equipment;
- Artist technical requirements; and
- Backup technical provision.

All relevant technical rehearsals, testing and dry runs must be completed prior to the opening of the event.

14. Branding, Infrastructure and Wayfinding

Develop and install all required event infrastructure, branding and directional signage in accordance with the approved creative concept.

Particular attention should be given to wayfinding, especially where the event spans multiple venues or delegates are expected to walk between the SCC and the event precinct.

Branding should also create appropriate photographic and content opportunities without overwhelming the environment.

15. Accessibility and Inclusive Experience

Ensure that the event and associated delegate journey are accessible and inclusive.

Consideration should be given to:

- Wheelchair users and delegates with mobility requirements;
- Accessible transport;
- Accessible routes between venues;
- Venue accessibility;
- Appropriate seating/rest areas; and
- Access to catering, entertainment and other event experiences.

Accessibility requirements should form part of the venue evaluation process rather than being addressed retrospectively.

16. On-site Operational Management

Provide an appropriately resourced on-site team to manage the complete event operation, including:

- Venue and precinct coordination;
- Registration and access;
- Delegate movement;
- Entertainment;
- Catering and beverages;
- VIP requirements;
- Transport;
- Security and safety;
- Technical production;
- Suppliers; and
- Event close and delegate dispersal.

A comprehensive Event Operations Plan and Running Order detailing responsibilities, timings, escalation procedures and key contacts must be developed and approved ahead of the event.

Our Target Market

- Exhibitors
- Buyers
- Media
- Stakeholders

Event outcome

The event provides an opportunity for stakeholders to network with fellow members of trade.

Exhibitors and buyers must feel a sense of ownership and pride feel excited about experiencing something new and different.

Feel safe at the event.

All attendees should brag about the incredible experience and make connections with other exhibitors and buyers.

Brief summary:

Venue	Suggest venue within close proximity (2026 venue – Sandton Rooftop)
PAX:	3 000
Event date:	Tuesday, 23 Feb 2027
Event format	Informal Networking cocktail event
Entertainment:	Scene-setter and ambient entertainment
	Local DJ
Agenda	<i>Proposed programme/ running order</i>
Social Media communication	Pre-notifications on social media platforms and App about the start of the event. Amplification of event across all Meetings Africa Social platforms via live tweeting
Content and Photography	Provide post-event content folders including: Photography: high- and low-resolution images sorted into separate folders for print and digital, split into vertical and horizontal. All images to be captioned.
Image	Photographer/ Videographer
AV	DJ Booth
Production: <i>Branding/ Collateral</i>	Venue branding, directional signage (tastefully done) in line with creative concept. Printing, digital lighting: Menus (format dependent on creative concept).
Printing	Drinks Vouchers – agency to recommend format (singular vouchers or a booklet or electronic card that can be scanned) – cashless transactions – can be digital – aim to reduce printing and opt mainly for digital formats
Collateral	Identification wristbands or other proposed solution in line with concept.
Photo-booth	Glam cam concept that is branded - optional based on event concept.
Digital:	Digital invitation to be designed, with RSVP link to Management company.

Expected event outcome

Positivity of attendees and Media coverage. Maximum attendance by delegates with specific focus on exhibitors and buyers. Positive networking amongst attendees. Delivering on key brand message.

Operational objectives:

- Attendance: 3000 attendees
- Streamlined logistics, incident free
- Ensure sufficient and quality food availability, that is available seamlessly, minimal queues, and variety that considers dietary requirements. Consider food and beverages that encompasses the ethos of African and South African gastronomy.
- Professionally managed access control
- Ensure safety and security of all delegates
- Encourage talkability of delegates
- Social Media Coverage - tweets on twitter, profiling of exhibitors and buyers; Facebook and Instagram activity; promotion of #(Hashtag)MeetingsAfrica27
- Streamlined execution with specific focus on the management of the bar area and quota of drinks
- Management of number of delegates per venue / location selected

Reporting

- Ongoing Weekly and ad hoc updates as per client request
- Onsite Handover
- Onsite Handover / Review to client of deliverables as per brief.
- Collateral
- Where collateral forms part of the brief, a delivery note must accompany the inventory upon delivery, to be signed by a SAT representative.

Closeout

- Detailed close-out report to be submitted within 10 days of the event. The report must include photographic evidence (a portfolio of evidence) of all delivered elements as per brief requirements, to accompany invoice pack per item.

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. Should you wish to sponsor these or any other services, please advise what your requirements would be in order for us to make an informed decision. Payment, subsequent to successful award will be made against an official purchase order and VAT invoice.

RFP Proposal Submission format:

Submission date - 25 September 2026

Candidates are required to submit their proposals as follows:

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

Please note that the following supporting 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 Nomakhosi Khoza: Khosi@synergybe.co.za.

Should you have any questions relating to this RFP, please contact Nomakhosi Khoza on Khosi@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.