

REQUEST FOR PROPOSAL

Meetings Africa 2027 BRIEFING TEMPLATE

Market:	Exhibitors, Buyers, Media, Stakeholders
Description:	BONDay & BOMA (Business Opportunity Meetings Aspirations) Talks Décor Elements
Date:	22 February 202 - BONDay 23 – 24 February 2027 – BOMA Talks

Event Outcome

- There is a need to represent the brand and deliver on the its core brand promise.
- As Meetings Africa enters into a new era, the activation should encompass this ethos, and elevate BONDay and BOMA Talks in a way that feels fresh, enticing, novel and unmissable.

Event Delivery

Amplify the brand and of the 2027 theme.

Event Brief

2. Breakaway Sessions and Content Streams

Please provide décor look and feel for streaming rooms possible 4-5 seating panel with coffee tables,

Fire, Water, Air and Earth

The PCO will also coordinate moderators, speakers and panellists in advance to minimise duplication between sessions and ensure that discussions contribute meaningfully to the overarching BONDay programme narrative.

Operational Deliverables

1. Creative Concept, Environment and Delegate Experience

Develop an overarching creative and experiential concept for BONDay that aligns to the approved communications strategy and theme, and complements the Meetings Africa 2027 brand identity and programme objectives. This should include the aesthetic, look and feel, furnishings, staging, ambience, branding opportunities and overall delegate experience across the plenary and breakaway environments.

2. Plenary Venue Planning and Set-up

Plan and coordinate the BONDay plenary within an auditorium-style venue, including seating.

3. Seating Architecture and Venue Configuration

Develop the seating architecture and room configurations for the plenary and all breakaway sessions based on the final programme and anticipated attendance. Breakaway sessions may extend beyond the primary BONDay venue into alternative venues and spaces, requiring appropriate operational planning, wayfinding and delegate-flow management.

4. Infrastructure Build and Venue Readiness

Manage and/or coordinate the installation and readiness of all BONDay infrastructure in accordance with the approved creative concept, and agreed timelines. All venues and session spaces must be fully operational.

5. Risk, Contingency and Incident Management

Develop appropriate contingency plans for potential operational disruptions, including technical failures, programme changes, speaker delays or cancellations, venue-related challenges and other foreseeable risks. The PCO must maintain clear escalation protocols and decision-making structures throughout the event.

6. Post-Event Close-out and Reporting

Provide a post-BONDay operational report capturing attendance, session participation where measurable, operational performance, delegate engagement, incidents and resolutions,

supplier performance, lessons learnt and recommendations for future editions of BONDDay.

BOMA Talks

Business Opportunity Meetings Aspirations

BOMA Talks are intimate, engaging and highly interactive conversations between Meetings Africa delegates, industry leaders, experts and peers around pertinent topics, emerging issues and opportunities relevant to the business events industry.

Designed as informal knowledge-sharing spaces located within or adjacent to the Meetings Africa exhibition environment, the BOMAs should provide delegates with an opportunity to step away from the formal meeting environment and participate in thought-provoking, accessible and conversational engagements.

BOMA 1 – Shaping Sustainability

Content should explore sustainability in its broadest context within the business events sector, including environmental responsibility, social impact, economic inclusion, legacy, regenerative approaches and other evolving sustainability considerations.

BOMA 2 – Future Forward

Content should explore emerging developments shaping the future of business events, including innovation, technology, AI, changing delegate expectations, new business models, event design, workforce development and other future-facing industry trends.

These themes should provide an overarching framework rather than restrict the PCO from proposing relevant emerging topics within each BOMA.

The emphasis should remain on **conversation and participation rather than conventional conference-style presentations**.

6. Location and Exhibition Integration

In consultation with the EMC and logistics team, identify and recommend the optimal

location for **two BOMA spaces** within the Meetings Africa environment.

Each BOMA should:

- Accommodate approximately **30–40 delegates** in an informal and inviting configuration;

positioning of both BOMA spaces prior to finalisation of the exhibition layout.

7. Creative Concept and African Aesthetic

Develop a distinctive creative concept, aesthetic and look and feel for the two BOMA spaces.

The concept should reflect an **authentic, contemporary African aesthetic** while creating warm, intimate and inviting environments conducive to conversation.

The design should consider:

- Informal seating and furniture;
- Appropriate lighting;
- Natural and/or tactile materials;
- Acoustics;
- Staging or focal areas where required;
- Accessibility;
- Audience comfort; and
- Opportunities for subtle differentiation between **Shaping Sustainability** and **Future Forward** while retaining an overarching BOMA identity.

The spaces should be visually distinctive and sufficiently enticing to attract delegates without becoming disruptive to the surrounding exhibition environment.

Audience
Stakeholders, Exhibitors, Buyers, Media, International & African Associations, Captains of Industry – All Delegates

Activation Requirements	
Who:	<i>Exhibitors, Buyers, African Ministers, Stakeholders</i>
Target market & no of pax	PAX: 500
Where:	<i>BONDay – SCC</i>
Venue	<i>BOMA Talks – SCC</i>
When:	BONDay – 22 Feb BOMA Talks – 23 – 24 Feb
Why: <i>Objective</i>	To develop a content platform that is interactive, engaging and meaningful that is outcomes driven.
What:	<i>Activation</i>
Entertainment:	15mins for delegates to be energized ie. for 2026 we had Drum Cafe

Reporting	
Status	Ongoing Weekly and ad hoc updates as per client request
Onsite Handover	Onsite Handover / Review to client of deliverables as per brief.
Closeout	Detailed close-out report, to include photographic 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.
- Payment, after successful award, will only 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
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

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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.

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