

REQUEST FOR PROPOSAL

Exhibition:	Meetings Africa 2027
Dates:	BONDay – 22 February 2027 BOMATalks: 23 - 24 February 2027
Exhibition Days:	23 - 24 February 2027
Services:	Professional Conference Organizer (PCO)
Venue:	Sandton Convention Centre

We are pleased to extend this opportunity for provision of Professional Conference Organizer Supplier Services for Meetings Africa 2027.

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

Meetings Africa Profile:

Meetings Africa is celebrating its 21st anniversary in 2027. 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.

Meetings Africa 2027 BONDay Logistics & Conference Operations

The Professional Conference Organiser (PCO) shall be responsible for the end-to-end logistical planning, coordination, onsite management, and close-out of BONDay, including BONDay Educational, BOMA Talks, and all associated side events forming part of the Meetings Africa programme. BONDay is a strategic thought leadership platform and requires a high level of operational precision, professional execution, and seamless stakeholder coordination.

The programmes for BONDay and BOMA Talks should address forward-thinking topics that position Meetings Africa as the business events leading platform, that provides valuable insights and robust business development strategies aligned to innovation, sustainability and future-proofing.

Scope of work

Pre-Event Planning & Coordination

The Professional Conference Organiser (PCO) shall:

- Develop a detailed BONDay logistics project plan, integrated into the master Meetings Africa delivery plan, including milestones, dependencies, and resource allocation.
- Create and coordinate BONDay invitations and staffing.
- Manage speaker logistics coordination, including speaker bookings, briefings and briefing packs, schedules, venue access, and onsite movement, in collaboration with the Programme Development team. All briefing packs must be approved by SANCB prior to being issued to speakers.
- Develop a detailed running order for BONDay and BOMA Talks.
- Develop a programme and speaker profiling communications plan for distribution to all delegates.
- Confirm staffing requirements (ushers, registration support, and speaker support) and ensure appropriate briefing documentation is prepared and issued.
- Conduct a formal dry run and provide a written handover to SAT prior to the event.
- To develop a content platform that is interactive, engaging and meaningful that is outcomes driven.
- This is to be an 'africanised' discussion platform for meaningful and interactive conversations to take place.
- Develop a compelling and robust programme of content to be delivered for the show across both BONDay and BOMA Talks.

Programme Development, Content Curation and Speaker Management

The Professional Conference Organiser (PCO) will be required to develop, curate and operationalise a compelling, relevant and future-focused BONDay programme that positions Meetings Africa as a leading African platform for business events knowledge exchange, industry thought leadership and professional development.

The programme should reflect the evolving needs of the African and global business events industry while providing practical value to Meetings Africa exhibitors, buyers, industry stakeholders and partners.

1. Programme Strategy and Development

Develop the overarching BONDay programme strategy and architecture in consultation with South African Tourism and relevant Meetings Africa stakeholders.

The PCO will be required to:

- Conduct appropriate research into **global, African and regional business events trends, opportunities, challenges and emerging developments** to inform the programme.
- Identify and recommend relevant, topical and forward-looking themes for BONDay.
- Develop an overarching programme narrative and content framework that provides coherence across the different sessions and activities.
- Recommend an appropriate mix of keynote addresses, panel discussions, fireside conversations, masterclasses, workshops, facilitated discussions, case studies and other innovative session formats.
- Ensure that the programme balances **strategic thought leadership with practical, implementable industry learning**.
- Ensure appropriate representation of African perspectives while incorporating relevant global best practice and international developments.
- Develop the detailed programme, including proposed session titles, descriptions, objectives, formats, durations and intended audiences.
- Continually review and refine the programme in consultation with South African Tourism until final approval.

2. Breakaway Sessions and Content Streams

Develop appropriate BONDay breakaway sessions and/or thematic content streams that enable delegates to select content relevant to their areas of interest and professional development.

The PCO will be required to recommend the number, structure and sequencing of the streams based on anticipated delegate demand and the overall BONDay programme.

Potential streams may include, but should not necessarily be limited to, areas such as industry innovation, technology and AI, sustainability and legacy, destination competitiveness, association development, event design and experience, commercialisation, entrepreneurship and SMME development, professional development and other emerging issues affecting the business events sector.

The PCO should also recommend innovative approaches to session delivery and audience participation that move beyond conventional conference formats and encourage meaningful dialogue, knowledge exchange and industry collaboration.

3. Speaker Identification and Recommendations

Develop a comprehensive speaker strategy aligned with the approved BONDay themes and programme.

The PCO will be responsible for researching, identifying and recommending appropriate:

- Keynote and thought-leadership speakers;
- Industry experts and subject-matter specialists;
- Moderators and facilitators;
- Panellists;
- African and international business events leaders;
- Relevant leaders from adjacent industries whose perspectives can contribute to the business events sector; and
- Emerging voices, entrepreneurs and innovators who can introduce new thinking to the programme.

Speaker recommendations should consider **subject-matter expertise, credibility, diversity, geographic representation, audience relevance, presentation ability and the potential of the speaker to enhance the positioning and profile of Meetings Africa.**

A speaker recommendation matrix should be submitted to South African Tourism for approval, including the proposed speaker, profile, area of expertise, recommended session, rationale for selection, availability status and indicative cost, where applicable.

4. Speaker Profiling and Content Development

Following approval of the speaker programme, the PCO will develop comprehensive speaker profiles and supporting content for use across Meetings Africa communication platforms.

This should include, where relevant:

- Professional biographies;
- Short-form speaker profiles;
- Approved photographs/headshots;
- Areas of expertise;
- Session titles and descriptions;
- Speaker quotes and/or thought-leadership excerpts;
- Interview opportunities;
- Social media content;
- Website and programme/app content; and
- Other promotional assets required to profile speakers and BONDay content.

All speaker information and assets must be appropriately sourced, quality controlled and approved for use.

5. Speaker Communications and Leverage Plan

Develop and implement a **Speaker Profiling and Communications Leverage Plan** designed to maximise the value of confirmed BONDay speakers before, during and after Meetings Africa.

The plan should be developed in collaboration with the Meetings Africa Marketing and Communications teams and should identify opportunities to use speakers and programme content to build anticipation, stimulate registrations and attendance, strengthen thought-leadership positioning and extend the reach of BONDay beyond the physical event.

The plan should consider:

- Pre-event speaker announcements and profiling;
- Speaker-led social media content and amplification;
- Interviews, opinion pieces and thought-leadership content;

- Media and PR opportunities;
- Short-form video and digital content;
- Speaker participation in Meetings Africa promotional campaigns;
- Live and on-site content opportunities;
- Post-session highlights and key insights;
- Post-event thought-leadership content; and
- Opportunities to repurpose BONDay content across Meetings Africa and South African Tourism-owned platforms.

The PCO should actively identify **content moments and communications opportunities arising from the programme**, rather than limiting communications to standard speaker announcements.

6. Speaker Engagement and Management

Manage the end-to-end engagement of approved BONDay speakers, moderators, facilitators and panellists, including invitations, contracting where required, briefing, travel and logistical requirements where applicable, presentation management, technical requirements, rehearsals and on-site coordination.

Speakers must receive comprehensive briefing documentation covering Meetings Africa, BONDay, the objectives of their session, audience profile, session format, key discussion areas, technical requirements and relevant event protocols.

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.

7. Programme Measurement and Evaluation

Develop appropriate mechanisms to evaluate the relevance, quality and impact of the BONDay programme.

This should include measurement of session attendance and participation where possible, delegate feedback, speaker performance, content relevance, engagement with individual streams and other agreed programme performance indicators.

The post-event report should identify the highest-performing topics and sessions, emerging areas of delegate interest, lessons learnt and recommendations to inform the development of future Meetings Africa BONDay programmes.

Onsite BONDay Operations

During BONDay and BOMA Talks, the Professional Conference Organiser (PCO) shall:

- Coordinate onsite programme logistics, ensuring sessions run according to schedule and that transitions between sessions are seamless.
- Manage speaker onsite operations, including call times and stage access.
- Coordinate all technical presentation management and technical rider requirements.

BOMA Talks Programme and Content Development

Develop and curate the overall BOMA Talks programme for the duration of Meetings Africa.

The PCO will be required to:

- Research and identify pertinent, topical and emerging issues relevant to the African and global business events industry;
- Develop appropriate topics and conversation themes aligned to the overarching BOMA positioning;
- Ensure that topics are contemporary, provocative, practical and sufficiently engaging to stimulate meaningful conversation and audience participation;
- Develop session titles, descriptions, objectives and recommended formats;
- Ensure that BOMA content complements, rather than duplicates, the BONDay programme and other Meetings Africa content platforms;
- Develop an appropriate programme and sequencing of sessions across the three show days; and
- Submit the proposed programme and content architecture to South African Tourism for approval.

The programme should be sufficiently agile to accommodate **emerging industry developments or topical conversations** that may arise closer to Meetings Africa.

2. Thematic Positioning

The creative and content approach should encompass the two overarching BOMA themes:

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.

3. Session Format and Content Delivery

The PCO should recommend the most appropriate format for each BOMA Talk based on the subject matter and intended audience engagement.

A **flexible combination of formats** may be utilised, including:

- Dedicated BOMA hosts or facilitators;
- Expert-led presentations followed by audience conversation;
- Fireside conversations;
- Facilitated peer-to-peer discussions;
- Interviews;
- Two-person or small-panel conversations;
- Case-study discussions;
- Interactive workshops or demonstrations; and
- Other innovative conversational formats proposed by the PCO.

The format should not require the same facilitator to lead every session. Where appropriate, individual subject-matter experts or presenters may be appointed to lead specific BOMA Talks.

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

4. Facilitator, Presenter and Expert Identification

Research, identify and recommend appropriate facilitators, presenters, subject-matter experts and/or industry voices for each BOMA Talk.

Recommendations should consider:

- Subject-matter expertise;
- Industry credibility;
- Facilitation and/or presentation ability;
- Relevance to the selected topic;
- Ability to stimulate audience participation;
- Diversity and African representation;
- Emerging and established industry voices; and
- Overall alignment with the Meetings Africa brand and positioning.

The PCO should submit a recommended facilitator/presenter matrix to South African Tourism for approval, identifying the individual, proposed topic/session, role, profile, rationale for recommendation and indicative cost, where applicable.

5. Speaker/Facilitator Briefing and Management

Manage the end-to-end engagement and briefing of approved BOMA facilitators, presenters and contributors.

Each participant should be appropriately briefed on:

- Meetings Africa and the purpose of BOMA Talks;

- The relevant BOMA theme;
- Session objectives;
- Audience profile;
- Intended session format;
- Key discussion areas;
- Duration;
- Audience participation expectations; and
- Technical and logistical requirements.

Where multiple contributors participate in a session, the PCO should facilitate appropriate pre-event engagement to ensure a coherent and well-structured conversation.

6. Location and Exhibition Integration

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

Each BOMA should:

- Accommodate approximately **30–40 delegates** in an informal and inviting configuration;
- Be readily accessible from the exhibition;
- Benefit from sufficient visibility and passing delegate traffic to encourage spontaneous participation;
- Be positioned so as not to interfere with scheduled exhibitor/buyer meetings;
- Mitigate surrounding exhibition noise as far as reasonably possible;
- Facilitate easy audience entry and exit; and

Kindly note the above-mentioned requirements and scope of work is subject to change.

The basis of selection would be in line with the below criteria for functionality: -

EVALUATION CRITERIA	Rating				Weight
	0	1	2	3	
The Bids will be evaluated on a scale of 1 – 3 in accordance with the criteria below. The rating will be as follows: 0 = Unacceptable, 1 = Serious Reservations, 2 = Minor Reservations but acceptable, 3 = Excellent					
Bidders relevant experience in the conferencing industry and company track record to the required scope of work to be undertaken. To be supported by portfolio of evidence. Bidder to understand and demonstrate the purpose of professional conference organiser service provider. Approach to driving greening in the events, exhibitions and conferencing industry.					30
Project Methodology with an innovative approach: Bidders must provide a detailed description of how they intend executing the project from inception to completion. This must include, as a minimum, a project plan with clear time frames, skills and resources utilised in each area, nature of quality and compliance checks conducted. Bidders to present the unique offerings of the company and what / how this will be incorporated into the event. 3 offerings = average demonstration of methodology 4 offerings = good demonstration of methodology 5 offerings = excellent demonstration of methodology					25
PCO – Kindly share the previous work completed for reference.					20
- Project Team and individual experience relevant to the project - Bidders to present team structure and experience in the field of professional conference organiser services rendered in the conference organising industry. 3 to 5 years’ experience per individual = 3					15

• 5 – 7 years' experience per individual = 4 • more than 7 years' experience per individual = 5	
Value Add's Bidders to present the value add's available from the company for the event. Value add's are to have no additional financial implications for Synergy Business Events, South African Tourism or the Meetings Africa Organising Team.	10
TOTAL POINTS FOR FUNCTIONALITY	100
A threshold of 70% is applicable.	

“Functionality” means the measurement according to predetermined norms, as set out in the bid documents, of a service or commodity that is designed to be practical and useful, working or operating, taking into account, among other factors, the quality, reliability, viability and durability of a service and the technical capacity and ability of a bidder.

- I. Bids will be evaluated strictly according to the bid evaluation criteria stipulated in this section.
- II. Bidders must, as part of their bid documents, submit supportive documentation for all functional requirements. The official responsible for scoring the respective bids will evaluate and score all bids based on bid submissions and the information provided.
- III. The score for functionality will be calculated in terms of the 1 - 3 rating scale as shown in the functionality criteria matrix.
- IV. The value scored for each criterion will be multiplied with the specified weighting for the relevant criterion to obtain the marks scored for each criterion. These scores will be added and expressed as a fraction of the best possible score for all criteria. Only bidders who score 70% or more will be further evaluated on comparative price and B-BBEE level of contribution.
- V. The points for comparative price and B-BBEE level of contribution will be added together and the proposal from the bidder which meets the highest score will be deemed the preferred proposal.

Cost Structure of Proposal:

Please provide costs as a total project fee rather than a monthly retainer. All prices to be inclusive of VAT and all payment terms to be specified. No additional costs to be considered over and above the RFP submissions. Should you wish to sponsor these services, please advise what your requirements would be in order for us to make an informed decision.

Additional points will be awarded for any innovative suggestions, as well as submission of your company sustainability / environmental policy and how you aim to implement this at

Meetings Africa 2027. Consideration should be given to using energy efficient appliances and recycling material should be put in place in conjunction with the organisers.

RFP Submissions:

Submission date – 12:00, Friday, 18th September 2026

Please note that the following 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 Khosi Khoza – khosi@synergybe.co.za

Queries:

Should you have any questions relating to this RFP, please contact **Khosi Khoza** – khosi@synergybe.co.za +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.