

SAACI confirms speakers for annual conference

The theme of the 2011 Southern African Association for the Conference Industry (SAACI) national conference, being held in Somerset West, Cape Town, 24-26 July 2011, is 'Learn, Connect, Thrive'. The lineup of speakers has now been confirmed.



Tourism minister Marthinus van Schalkwyk will deliver the keynote address followed by different convention bureaux, who will reflect on the status of the South African conference industry.

Thembi Kunene, chief quality assurance officer at the Tourism Grading Council of South Africa, will update delegates on the revised grading criteria for meeting, exhibition and special event venues. Arthur Gillis, group MD of Protea Hotels will elaborate on the latest trends in the hotel sector and has invited the industry to submit some tough questions to him beforehand, which he will respond to at the conference.

Social media as a marketing tool

Topics to be discussed in breakaway sessions include event insurance, recognition of prior learning for event managers and social media as a marketing tool.

Amanda Kotze-Nhlapo of the Western Cape Convention and Events Bureau will give tips to professional conference organisers on how to respond to requests for proposals and how to present.

On the motivational side, Heinz Wagner - the blind man with a vision, having set a new land speed record for the blind - promises to instil renewed energy into conference delegates.

"We are confident that delegates to this year's conference will certainly leave enhanced to take on the challenges ahead," says conference chairman Riedwaan Jacobs.

For more, go to www.saaciconf2011.co.za.

For more, visit: <https://www.bizcommunity.com>