

Cape Town, South Africa Welcomes You in 2016

IFEA World Congress 2016

Date: 11-13 October 2016

Venue: CTICC, Cape Town, South Africa

- **Venue:** Cape Town International Convention Centre (CTICC) South Africa
- **Build up:** Sunday 9 October 2016
- **Pre-congress:** Monday 10 October 2016 (1 day)
- **Congress & Trade Exhibition:** Tuesday 11 – Thursday 13 October 2016 (3 days)
- **Breakdown:** Friday 14 October 2016 (1 day)
- Estimate **800** delegates (including accompanying persons) in total

Sun 9 Oct	Mon 10 Oct	Tue 11 Oct	Wed 12 Oct	Thur 13 Oct	Fri 14 Oct
	Registration open				
Build up day	Pre-congress courses	Congress Day 1 & Trade Exhibition	Congress Day 2 & Trade Exhibition	Congress Day 3 & Trade Exhibition	Break down day
	Welcome Reception		Gala Dinner		

- Pre-congress one day continuing education courses: 3 courses / 20 pax/course (total 60 pax)
- Scientific Themes/Tracks: TBA
- Modes of presentation will include:
 - Invited Speakers
 - Country Representative Speakers
 - Panel Discussions
 - Free lectures
 - Oral Research Presentations
 - Research posters
 - Clinical case presentations

Congress Highlights

- Optimal use of online technology and social media
- Interactive website with secure, online payment facility
- “Responsible Tourism” practices – see www.responsiblecapetown.co.za
- Congress secretariat – professional service to assist delegates

Marketing the Congress

- Delegate boosting support from South Africa National Convention Bureau and Cape Town

Convention Bureau

- Promotion at IFEA 2013 congress in Japan: interactive display in exhibition area (daily quiz with lucky draw, Amarula/wine tasting, plasma screen with DVD)
- Electronic newsletters to database and membership of IFEA member countries and previous congress delegates
- Banner ads on industry websites
- Maximise social media
- Interactive and user-friendly website
- Focus on South Africa's unique attractions – destination marketing: variety of pre-and post tours

Social events

- **Welcome Reception**
 - Venue: CTICC
 - Showcasing South African hospitality
 - Local entertainment
 - Introduce delicacies and traditional foods and wines of South Africa
- Gala Dinner
 - Venue: **Moyo**
 - Pan-African feast

Accommodation

- Various world-class hotels in different star categories available within walking distance of CTICC.
- International (One&Only, Westin, Hilton, Taj) and local brands (Southern Sun, Protea)
- Most hotels offer free shuttles to the Victoria & Alfred Waterfront (working harbour with entertainment and shopping complex)

Activities to Date

- Finalise appointment of Local Organising Committee
- Finalise and approve draft budget
- Compiled outline of scientific program
- Allocated rooms at CTICC – holding provisional booking
- Block bookings have been made at selected hotels:
 - Taj
 - One&Only
 - Southern Sun Cullinan
 - Southern Sun Waterfront
 - Westin Cape Town

Next Steps.....

- Finalise day-by-day program and theme
- Design logo and corporate identity
- Finalise budget
- Appointment of Professional Congress Organiser (PCO)
 - We suggest: **Imfunzelelo Conference and Event Management**
- Signing contracts with CTICC and hotels
- Planning 2013 promotion at Japan congress
- Design 1st announcement/'save the date' flyer or postcard (electronic and print)

Reserve URL and design basic website

By Prof Peet van der Vyver, President ESSA

Convert from PPT to WP by Luke Kim, the IFEA Secretary