

VISIONSPRING

AFRICA SUMMIT



DATE

2023 December 8

VISIONSPRING AFRICA SUMMIT

PRESENTER

THE BRIEF

Develop a detailed plan for the 2024 VisionSpring Africa Summit happening in Nigeria with activities designed to continue to reinforce the company's commitment to motivate its African team and energize them to go far and beyond towards the goals of 2024



BACKGROUND

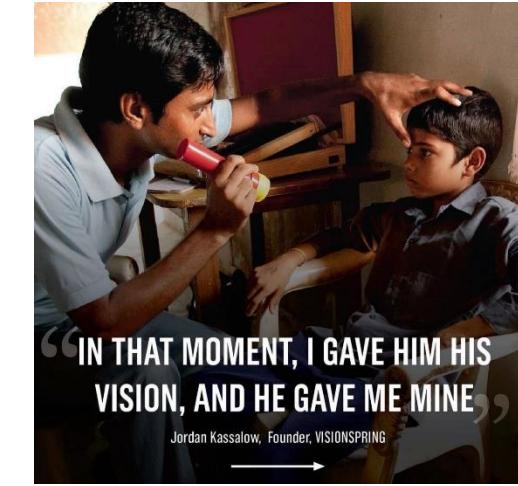
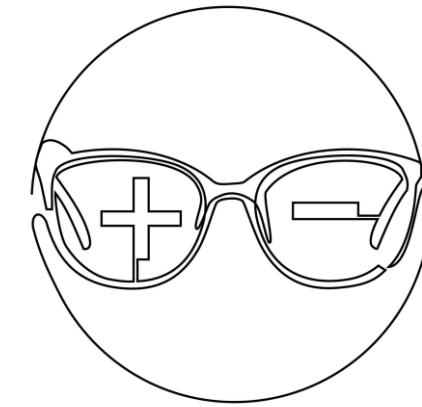
An annual summit is a platform designed to drive collaboration, dialogue and strategic program within the VisionSpring African team. Bringing them together to celebrate their success and empowering them to thrive for more towards the year's target



WHO IS VISIONSPRING ?

WE ARE VISIONSPRING.

See well.
Do well.



Founded in 2001, with a believe that clear sight is a fundamental human need to drive productivity, functionality and essential to improving people's lives

Using glasses as a tool for socio and economic growth, sustaining people across nations

Vision spring is a social enterprise with a mission to make the wonder of clear vision possible for everyone

VISION THROUGH THE YEARS



Over the years, VisionSpring has worked, not only in bringing relief through eye care, but in driving sustainable development to break the cycle of poverty. Using sight as an avenue to achieve more social development through education, safety and sustainable income.



actively collaborating with governments, NGOs, the private sector to create systemic change, ensuring eye health is integrated into communal sectors



Ensuring widespread grassroot reach to improve the lives of people, granting them access to better eye health



Impacting economic growth through innovative distribution and sales of quality eyeglasses for people with low income

VISION IN AFRICA

With Africa being faced with pressing challenges: It's been one of Visionspring key focus, as there exists a huge burden of visual impairment, Limited accessibility to eye care services, coupled with a lack of awareness and education and for sustainable development with different initiatives to grant people access to better eye health



Meet Daniel Kati.

A retired pastor and now farmer from Helekpe, Ghana.



AFRICA IN HINDSIGHT - 2023

AFRICA OUTLOOK

WASHINGTON, October 4, 2023 — Sub-Saharan Africa's economic outlook remains bleak amid an elusive growth recovery. According to the latest World Bank *Africa's Pulse* report, rising instability, weak growth in the region's largest economies, and lingering uncertainty in the global economy are dragging down growth prospects in the region.



"While inflationary pressures are receding globally, they are persistent in Africa and continue to weigh heavily on the continent's short-to-medium-term economic performance," - AFDB



DEVELOPMENT LANDSCAPE

According to the 2023 release, 1.1 billion out of 6.1 billion people (just over 18%) live in acute multidimensional poverty across 110 countries. Sub-Saharan Africa (534 million) and South Asia (389 million) are home to approximately five out of every six poor people. 11 Jul 2023



ReliefWeb

<https://reliefweb.int/report/world/global-multidimen...> ::

Global Multidimensional Poverty Index 2023 - World - ReliefWeb

To Avert a “Lost Decade,” Africa Must Urgently Achieve Stability, Increase Growth, and Create Jobs

There is a call for more intense focus on a continuous investment in human capital to boost productivity and further drive economic growth.



VISIONSPRING AFRICA SUMMIT

LOOKING TO 2024

Building on our ability to make social changes despite the economic situations – **RISING UP** and **LEVELING UP**.

The coming year poses as a time to drive more and growth in Africa, ensuring that more and more people have an improved life.

STRATEGIC INTENT



The Values We Build On

Fueling social
Impact through
investment in
human capital

Improving lives
through Clear
vision

We want to invite people to continue to be a part of something bigger than themselves, contributing to a vision where everyone can see with a clearer future

Being Change-makers|Visionaries of a continent where the Impact is clear.

2024 THEME

CLEAR IMPACT –

Ginger For Better

Our theme is a renewed call to action to the African team to make an even clearer impact through collective effort, transforming lives and creating a clearer future for all.



LOGO DESIGNS



FRAMEWORK

**Pre Event
BEING CHANGEMAKERS**

**Summit
CLEAR IMPACTS**

**Team Bonding
CELEBRATING IMPACT**

TACTICS

Announcement
Theme Registration
Impact Immersion

- Branding
- Teasers

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- Accreditation & Check-In
- Conference
- Breakout Sessions
- Interactive engagements

- Gala night
- Camp
- Team Tour

PRE-EVENT



CHANGEMAKERS DATABASE COLLATION

We will be requesting a full database of the attendees, that way we can book their itinerary for the entire period and send out the email blasts Inviting them to come continue to be change-makers who make significant impacts

Things to look out for?

- Names and IDs
- Country and Travel details
- Role in the organization
- Meal preferences & allergies
- T-shirt sizes

Grid with full edit functionality

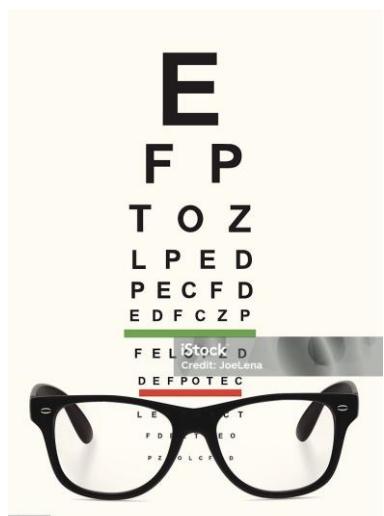
Grouping, filtering, sorting, detail dialogs, images, actions, ...

Subject	Responsible	Company Name	Firstname	Lastname	Phone
Corpse Bride	Stephan	Bubbletube	Leeann	Keywood	972-77
Drum, The (Drums)	Angelika	Twitternation	Rubia	Round	209-42
Detention	Angelika	Ooba	Brendis	Beckhurst	904-13
Standby	—	Dabshots	Cristine	Bumphrey	562-33
Juror, The	Stephan	Ooba	Corabella	Aartsen	718-50
Petrified Forest, The	Angelika	Midel	Sayres	Bromage	361-96
The Shoe 8	Robert	Gabspot	Mick	Schinetti	615-70
Fun with Dick and Jane	Stephan	Ingmar	Feavers	260-11	
Wishmaster 3: Beyond the G...	Angelika	Jaxspan	Tiffani	Cripin	209-90
Man of My Life, The (L'homm...	—	Wordware	Arlette	Wenban	972-30
The Adventures of Hercules	Stephan	Skinder	Fina	Torre	215-16
I Do: How to Get Married and...	—	Kayveo	Lorianna	Quinet	480-40
Juche Idea, The	Angelika	Linkbridge	Anna-diane	Borgesio	508-59
Annie	Robert	Skibox	Fiss	Grimes	718-91

THEME ANNOUNCEMENT



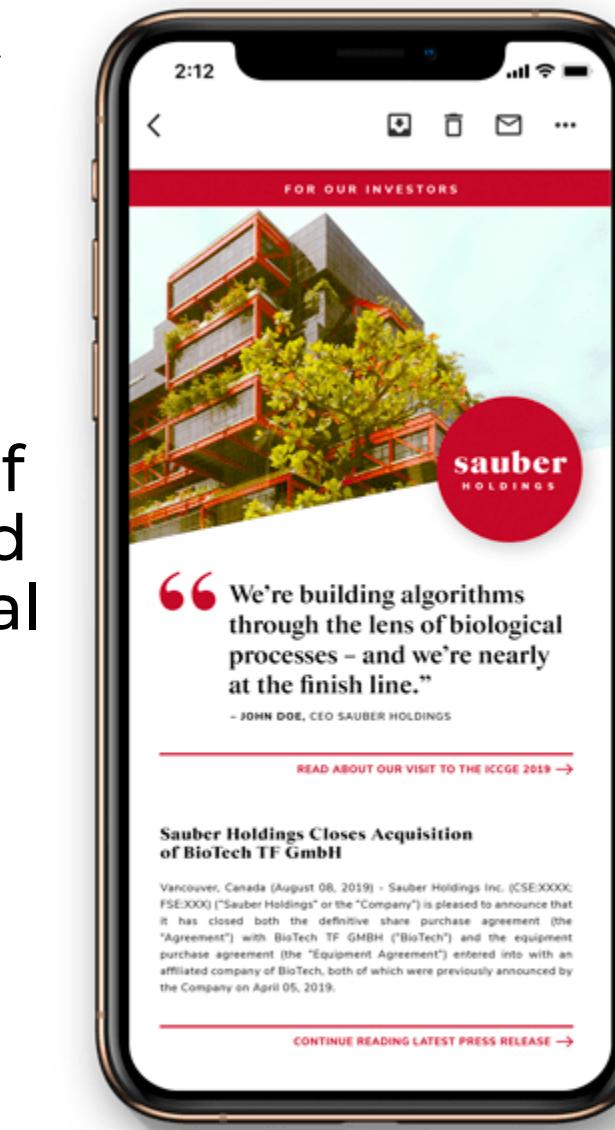
Email Blast: Weeks before the event we will have scheduled email blasts to go out to attendee staff and also regular countdown reminders will be sent from then



Invitation Link: a link will be included in the body of the mail containing information on the summit and requesting for them to RSVP or share any additional information



Conference Poster: the email will have the official logo & poster of the event to reveal the theme with location & time



CHANGEMAKERS INVITATION

When staff click on the link it will take them to a landing page that contains;



Event Trailer Video



Event theme and
info sheet

It will also contain a detailed itinerary plan, map and airport arrival and pick up details.



Event Pass



Venue Map &
Itinerary

PRE-EVENT MANAGEMENT SYSTEM

Registration Portal:

- Custom Portal URL
- Automated reminder prompts counting down to summit

Check-in:

- Check-in attendees by scanning their ticket QR Code or by selecting from guest list
- Update Guest on schedules
- View and filter event guest list by color code type or search by details.
- Monitor check in progress.
- Multiple users check-in

Event Support:

- Professional event support staff
- Contactless & fast check-in for guests through QR code scanning

Email:

- Send invitations to attendees.
- Share resources for attendees to engage with.

VISIONSPRING

AFRICA SUMMIT

SUMMIT

Lagos

Making Clearer Impact



PROPOSED VENUES

OPTION1

L'eola Hotel, Maryland

This is a communal residency boutique hotel with garden spaces, terraces designed to give the home away from home experience.

Facilities

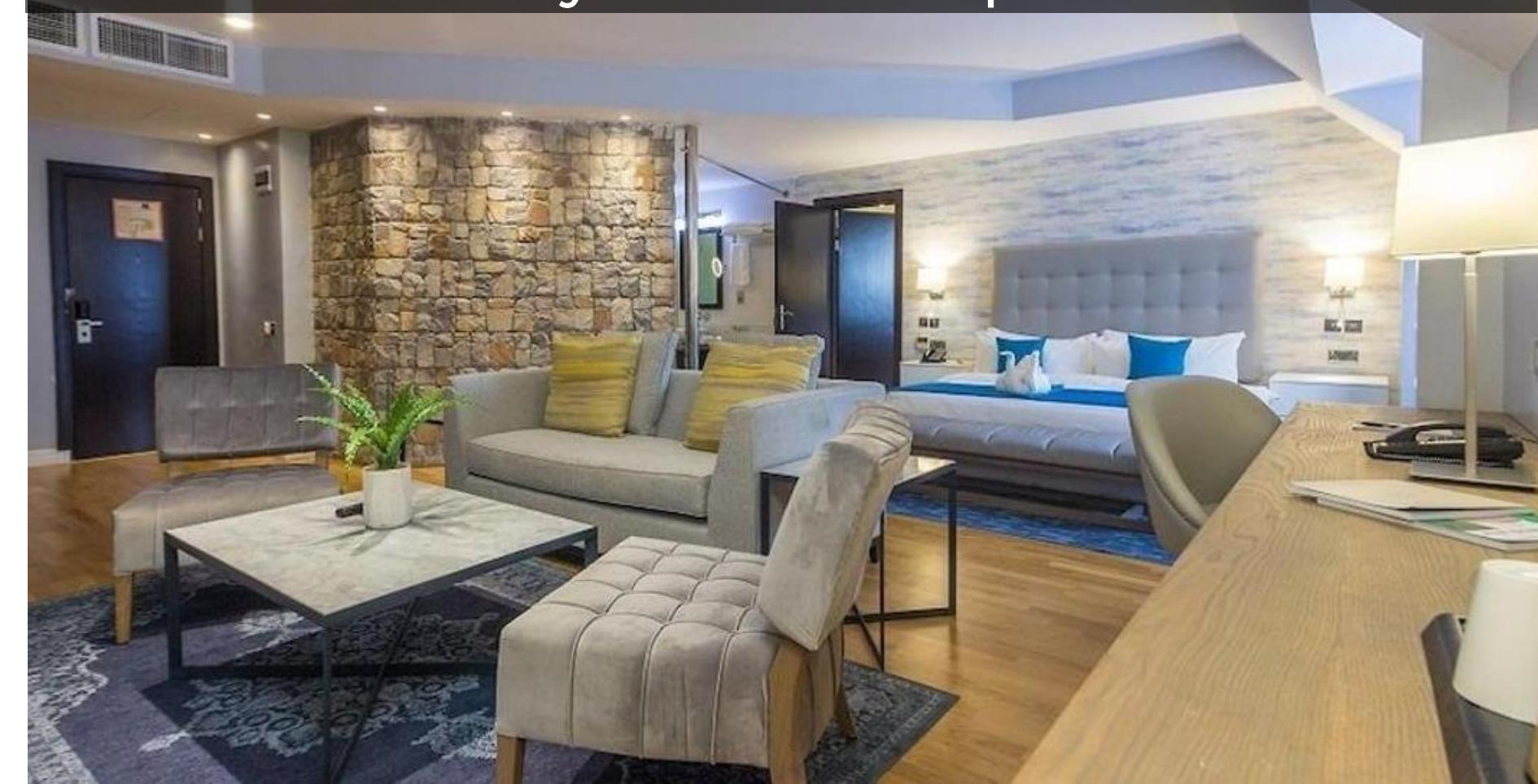
- 1 Meeting room
- 50 Rooms
- Garden
- Lounge & Bar
- Dining Area

Side Attraction:

- Gym
- Swimming Pool



The hotel is 15mins (11km)
away from the Airport.





The hotel is 50mins (33km)
away from the Airport.



PROPOSED VENUES

OPTION2

Four Points, VI

Located at the heart of the Lagos, it offers a spacious, and fun accommodations with close proximity to several bustling spots and key tourist attraction

Amenities

- Multiple Meeting rooms
- Large number of rooms
- A large spacious Restaurant
- Rooftop space
- Lounge & Bar
- Dining Area

Side Attraction:

- Shopping store
- Fitness center
- Spa
- Swimming Pool

PROPOSED VENUES

Radisson Blu, Lagos

This is a group of hotels located at the city capital, Ikeja. It offers a quiet and more serene view of the city, with a more business friendly environment.

The hotel is 5mins (5km) away from the Airport



Amenities

- 1 large Meeting room with smaller meeting rooms
- Outdoor Terrace
- Lounge & Bar
- Dining Area

Side Attraction:

- Gym
- Spa
- Swimming Pool

DAY TO DAY HIGHLIGHTS

Date	Places
18 th February 2024	Arrival to hotel venue (scheduled pickups, Check-in, Welcome engagements)
19 th - 21 st February 2024	Summit meetings (Meetings, Tea/Lunch Breaks, Breakout sessions, evening engagement)
21 st February 2024	Gala Night (Dress-codes, party, fun engagements)
22 nd February 2024	Camp – (Setup and Logistics to camp and back to hotel)
23rd February 2024	Team Tour and bonding activities (Tour of tourist sites, games, refreshment and entertainment)
23 rd - 24 th February 2024	Departure of the team (Scheduled pickups from Hotel to Airport)

PICKUP & LOGISTICS

18th

To ease the arrival process on the Team we will organize pickup services and transport from their hotels to the venue.

Drivers with details of the team and visual IDs will be on standby for pickups



ARRIVAL SCHEDULING

We would coordinate schedules between the different arrivals, and prioritize timely pickups to enhance the overall guests experience.

PRELIMINARY ACCREDITATION

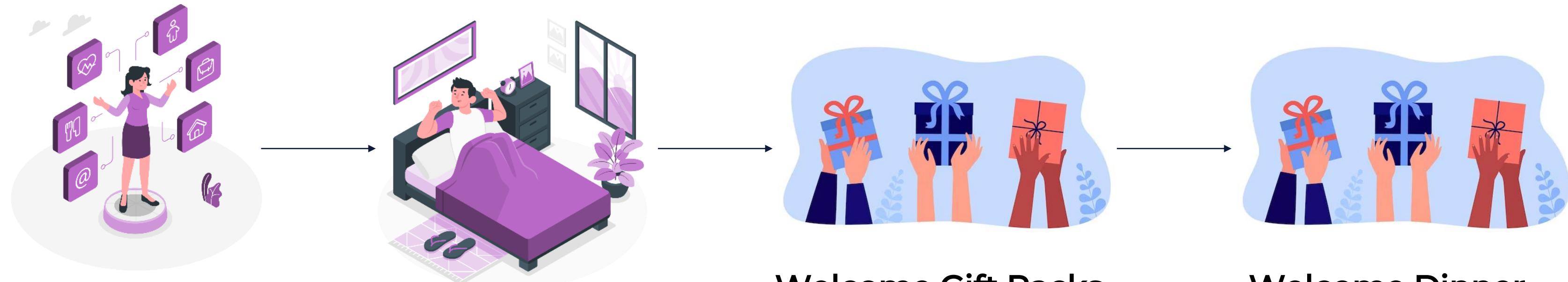
Before staff get on the bus we will start their accreditation process to enable us have seamless registration using their IDs

REFRESHMENTS

Staff on the mini-bus/car will be treated to light refreshment (water & snacks) while on the way.

WELCOMING EXPERIENCE

As guests arrive a day to the event so they can be fully rested, they will be welcomed by our hostesses who will assist in checking them into their rooms.



Standby Support

Support Personnel stationed at hotel to assist with guests

Check-in Lodging

Once registrations are done guests are guided to their rooms

Welcome Gift Packs

Guests will be given summit welcome packs after check-in containing key summit essentials

Welcome Dinner

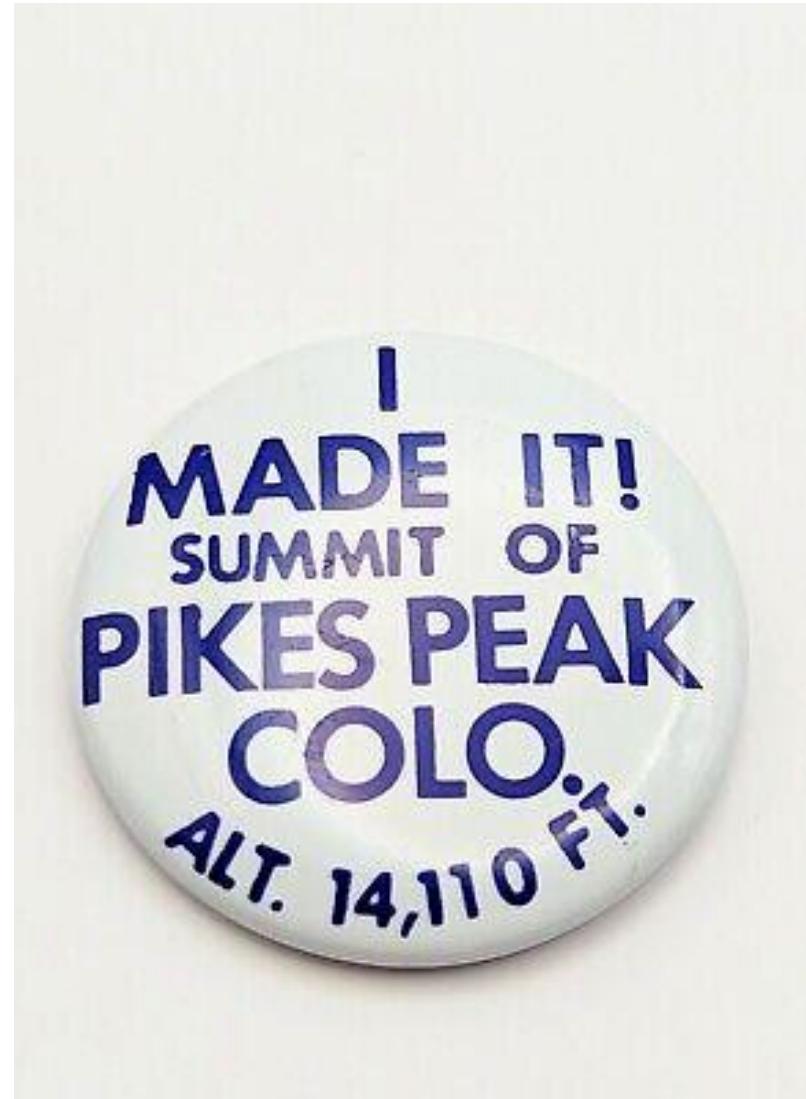
An ice-breaker dinner to get guest refreshed from the long trip with fun and relaxing engagement

STANDBY SUPPORT AND LOGISTICS

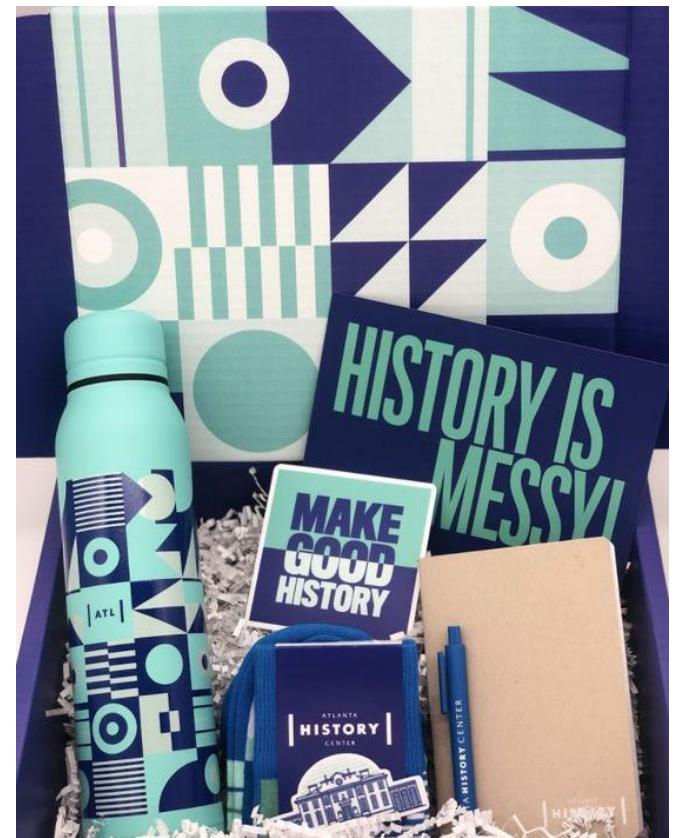
We will have standby Personnels, concierge services and logistics at the hotel to attend to guests and help with meeting with any needs of our guests



CHECK-IN PERSONNELS



We will have ushers stationed at the hotel to welcome guests to the Vision Spring 2024 summit and assist with checking in, while also helping with all other necessary information. They will be dressed in the Nigerian native Ankara shirt, with a welcome badge for identity



Welcome Pack

WELCOME PACK



Afric Tote bags



Personalized name bottles



ID Cards



Color coded shirts



Customized wrist beads



Personalized name bottles



Adire shirt



Schedule & Manifesto

Welcome Dinner

After guests are settled in, a welcome dinner and a drinks mixer is how we'll be keeping them occupied and relaxed at the hotel outdoor/rooftop space.

Elements:

- Individual Introductions
- Live Band
- Dinner setting
- Cocktail Bar
- Group games (Fun fact about your country)





CONFERENCE

CLEAR IMPACT – Ginger for Better

19th-21st

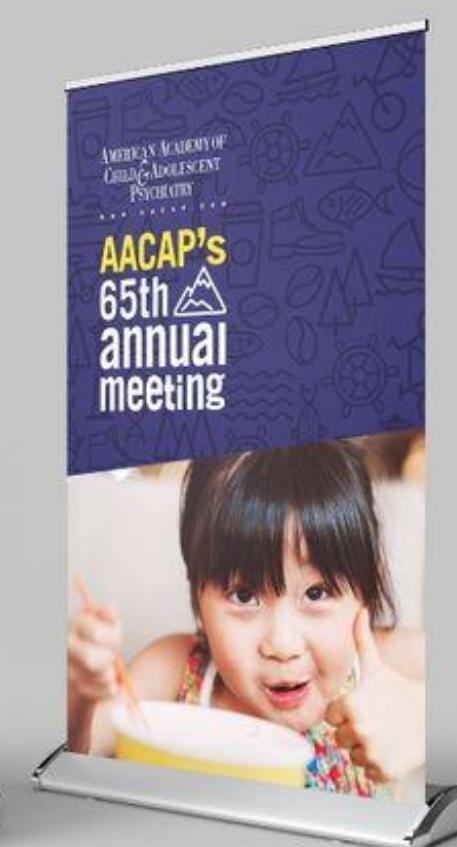
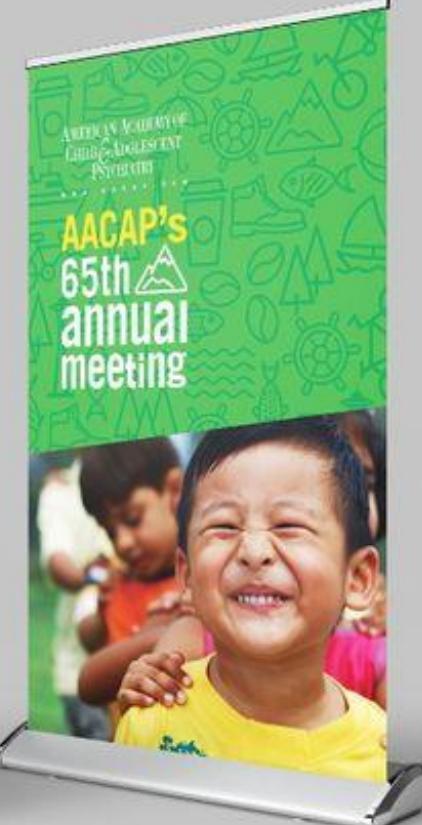
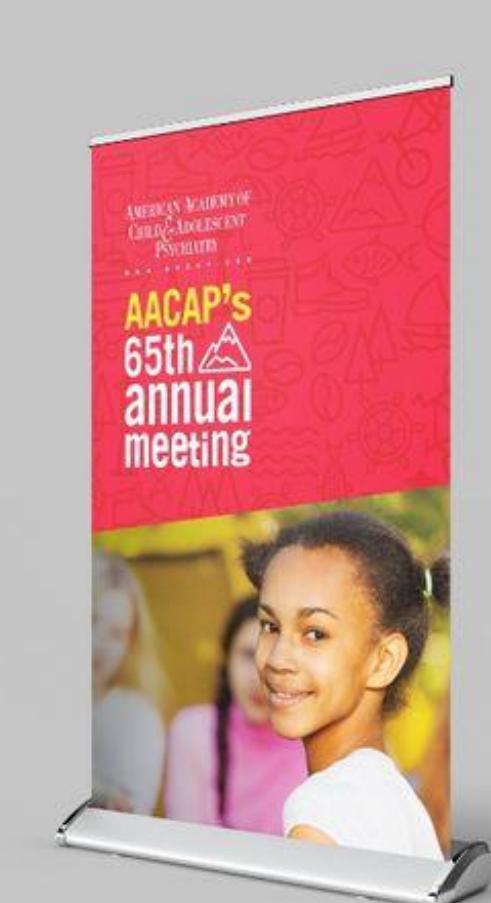
Kick-starting the 3 day summit meetings by official welcoming the team to the 2024 summit, aimed at increasing their commitment to driving next level changes in the new year. These 3 days will be anchored on driving;

- Insight Exchange – Keynote, Panel discussions, success stories showcase
- Business & Innovation Workshop – Business strategies and solutions, hands-on sessions
- Partnership Building -





SUMMIT MEETING MOODBOARD

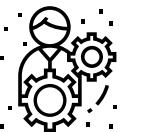


MEETING FLOW



ARRIVAL

Guests arrive at the conference venue



VERIFICATION

Our personnel team will help to verify & accredit our guests as they are ushered into the venue



TAGS

During accreditation we will hand to each guest a tag to help with their meal plans and coffee breaks

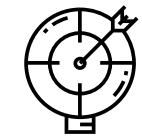


PHOTO EXPERIENCE

After the process is completed each guest will be ushered into the holding area.

HOLDING AREA

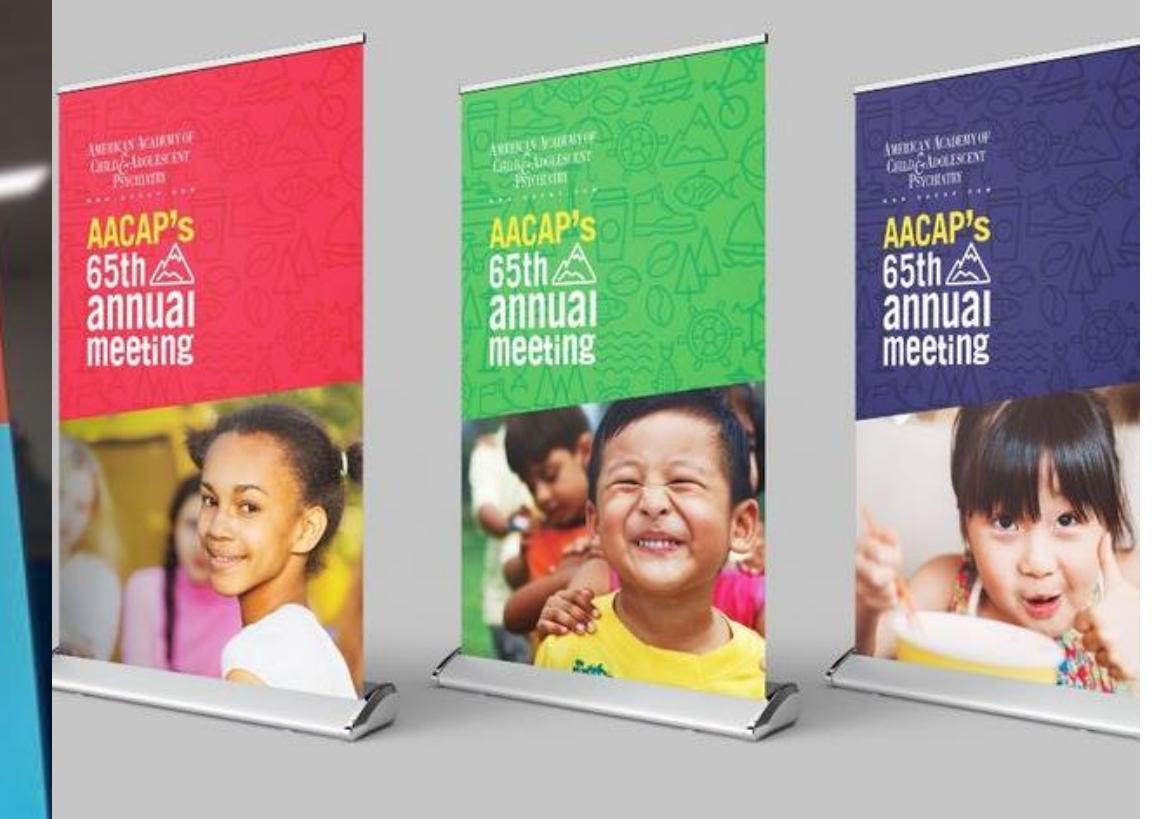


Our holding area would be a space for the team to have informal interactions, network and also engage with the media wall, it will also serve as a refreshment space for the planned breaks

Key elements:

- Media Walls
- Refreshment Stand (Water stands & Snack/Fruits bar)

MEDIA WALL



Our media wall will be designed to contain motivating key messages for the team to engage with.

SITTING ARRANGEMENT



We would have a very communal stage with screens to drive interactive engagements with the attendees and a formal sitting arrangement

TEA SESSION

We will have a tea session, before the start of the sessions, this will be done at the holding area, where breakfast will be set on mobile serving sets



LUNCH BREAK

Lunch break will be done mid day during the meetings, guests will be directed to the hotel restaurants to have their lunch before resuming back at the meeting room..

BREAK OUT SESSIONS

- Breakout sessions will be happening after lunch where we will be breaking the teams into 2 rooms to Partner and work closely on strategies and exercises that will help further drive the thinking for 2024.
- Each team will contain 25 people each, where they will be grouped to themed room according to their color coded shirt for the day. Each room will contain flip charts
- We would have the Team rotate across each of the 3 day for the meeting



Team Clear Vision



Team Impact

BREAKOUT SESSION ACTIVITIES

(Next Level Exercises)

Problem solving Tasks;

- The team is to review stated problem, working together in solving and then Proffer a solution with the team during a set timeframe and pitch this solution to the rest of the team.
- We would have 3 different activity across the 2 breakout rooms for the 3days meeting



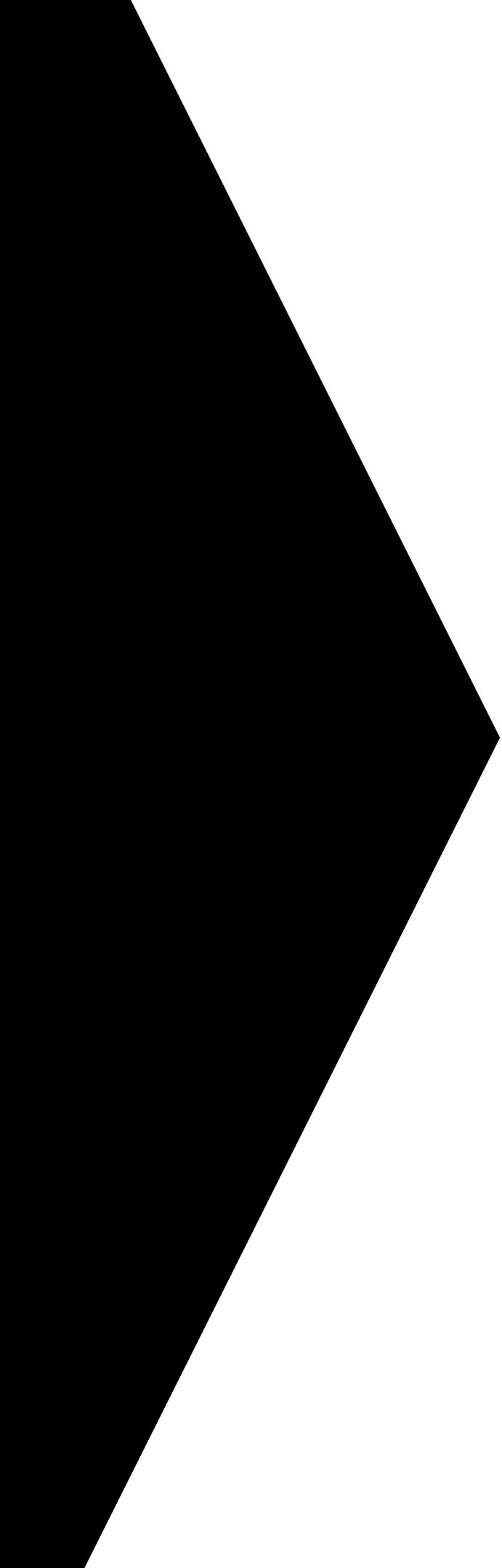
Escape Room

Participants work together to solve eye care-related puzzles and sales challenges within a set timeframe, fostering teamwork and creative problem-solving. Then the teams will gather to share lessons learnt from the task



Visionary Room

The team will work to create a large mural wall on the Chart board with commitment words. Each Mural will be present to the entire team with their personal vision for the next year.



GALA NIGHT

21st

Celebrating Impacts





Option 1

KULTURE NIGHT

A Night at Terra Kulture



Terra Kulture Arts and Studios is an educational and recreational organization set up in 2003 to promote the richness and diversity of Nigerian languages, arts and culture. We will take guest on an immersive night at culture, getting them to celebrate with different activities

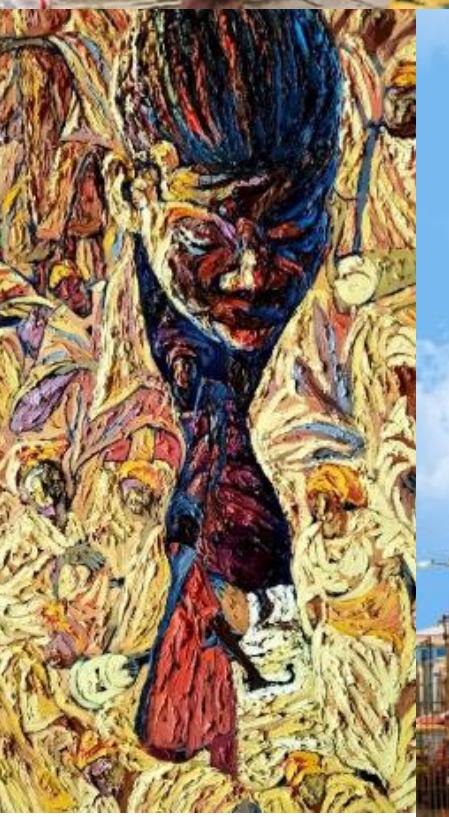
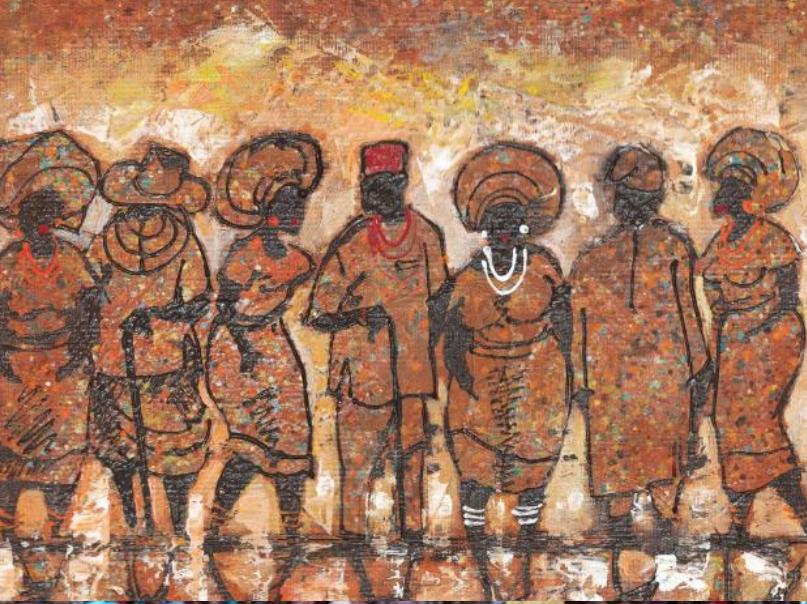
SECURITY AND LOGISTICS



We will offer 2 law enforcement personnel (mobile police) as security for our guests who will move around and monitor them. This can enhance safety, deter criminal activity, and provide a quick response to any security concerns during the various events. It promotes a sense of security among guests, ensuring a safer environment.



We will use a designated air-conditioned transportation bus service to efficiently transfer our guests to the next locations, ensuring a seamless and comfortable journey. We would coordinate schedules, and prioritize timely pickups to enhance the overall guest experience.



ACTIVITIES

Traditional dancers



We would have traditional dancers welcome and entertain guests

Stage Play



Guest will first be enjoying a short play at the terra culture stage

Local Dining



Guest will get to experience first hand local dining experience in culture restaurant, where local foods will be served.

Live Band

A live Band would be present at the event.



The Veintage Band



Shugar Band

Option 2

Awambe Party

Look & Feel



The Outfits – Native Costumes



Guests would be asked to come in their most stylish native outfits, both male and female. And at the venue, people will be asked to say things about their outfits.

Arrival

USHERS



A team of well dressed BAs in stylish Oleku outfits would welcome guests from the office.

SIGN POSTS



We would have sign posts of popular roads/ streets in Lagos that would lead guests from the gate to the event venue.

DANFO PIC BUS

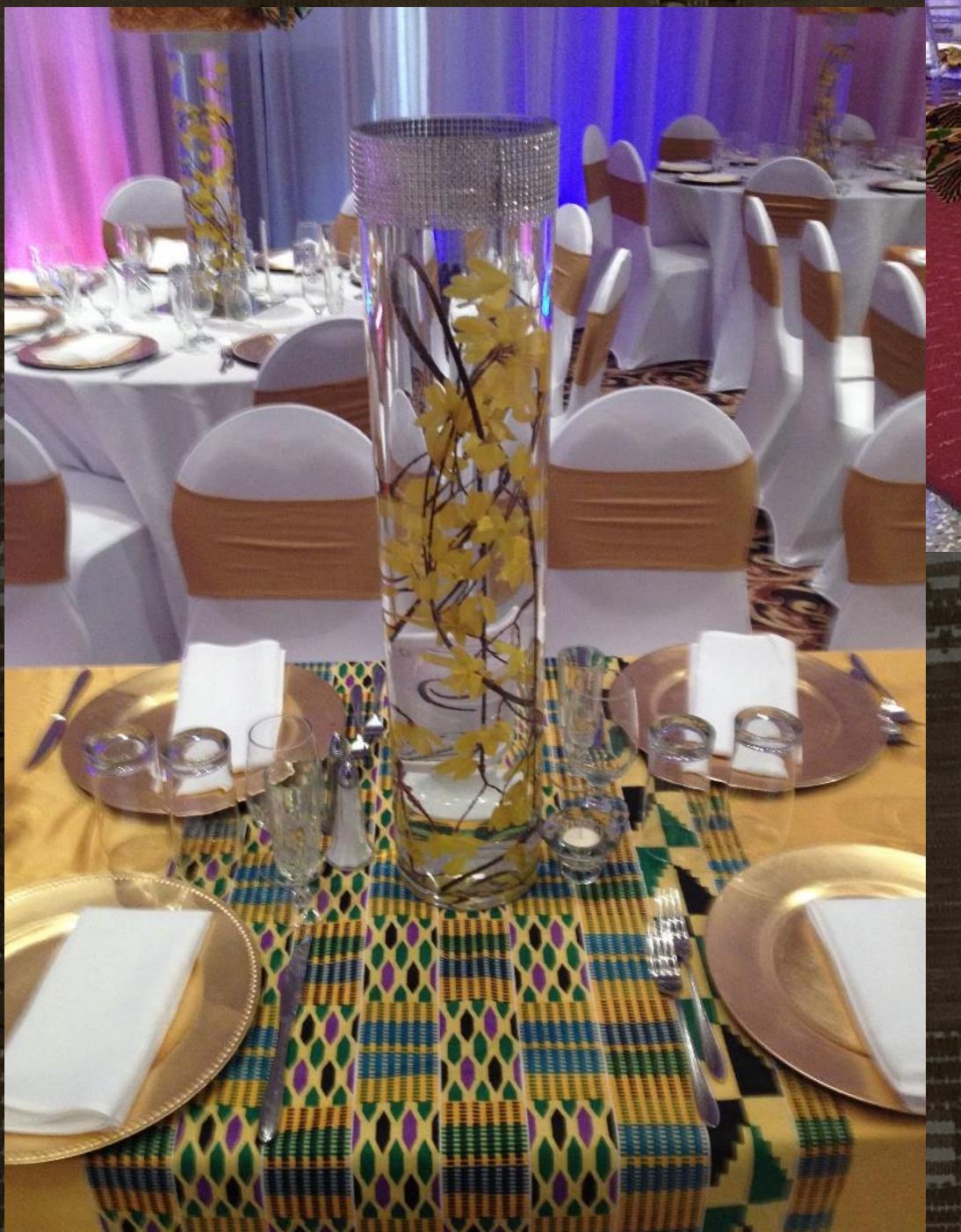


The Picture Bus would also be set up outside for the guests to take photos in the bus.

Hall Look and Feel



Banquet Sitting arrangement with drapes and lights



African prints Table cover and chair cover



Stage Look and Feel



Option 1

Photo Area & Props

The Photo Area would be a collection of vintage and Afrique inspired elements.



A vintage Sitting room setting.



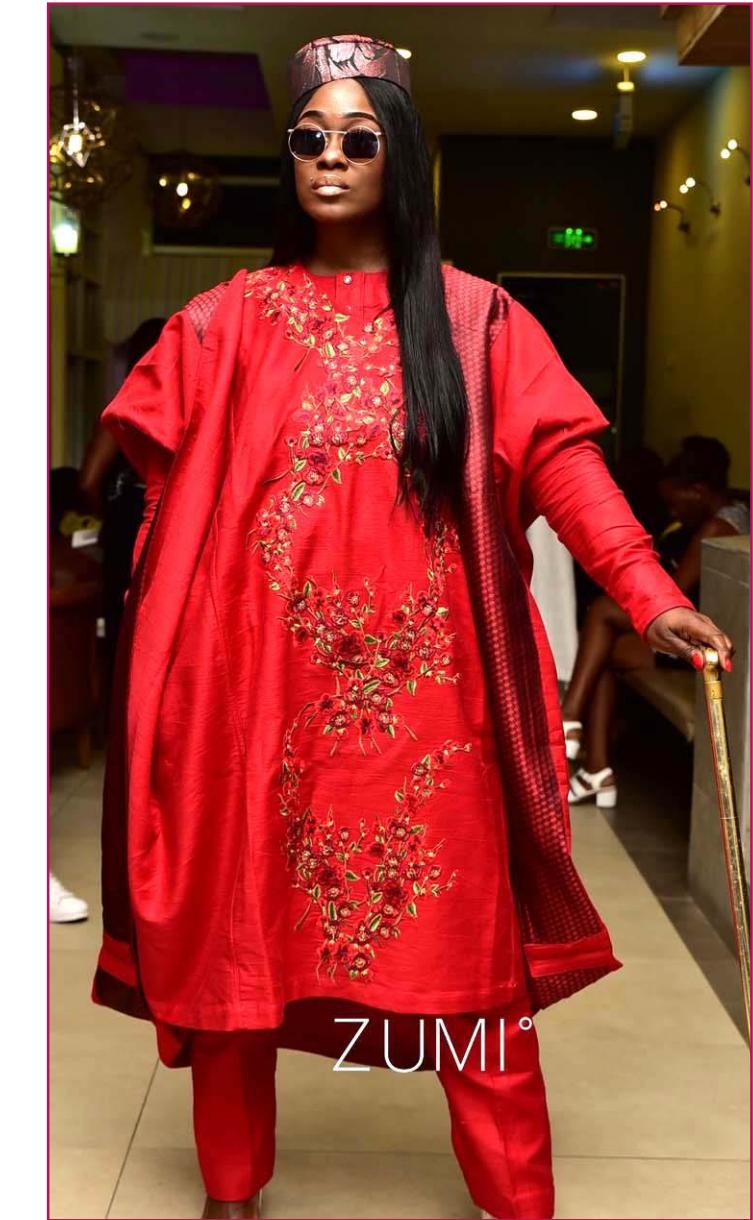
Spray Gun

PHOTO STUDIO



A professional photo shoot session for guests to add to their fashion archives

AWAMBE



They also get their pictures in customized frame designs.

Games

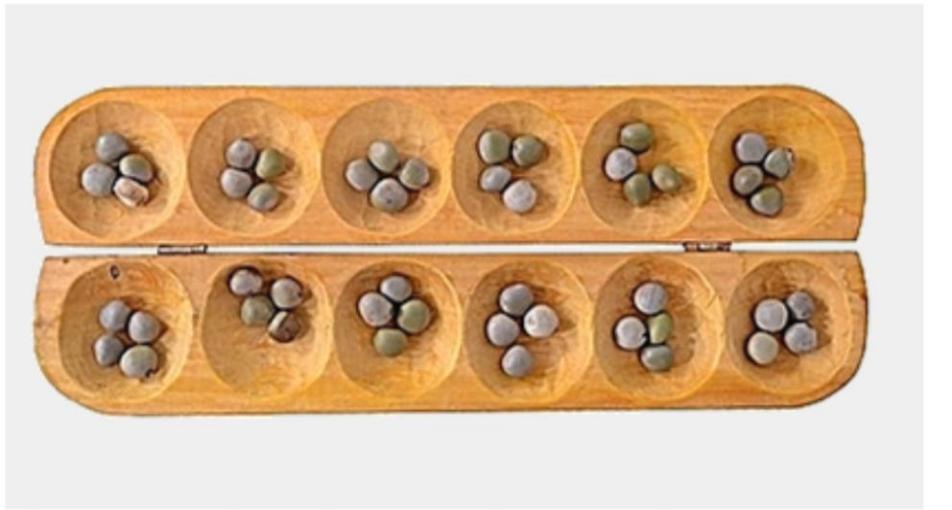
Musical chairs



Dance-Off



Ayo



The MC would organize the musical chairs game, using representatives from different departments and business units.

Staff members would also be given the opportunity to rep their different departments in the dance off competition. Winners would be rewarded at the end of the activity.

Staff members would also be given the opportunity to rep their different departments in the dance off competition. Winners would be rewarded at the end of the activity.

Food

Iya Ibeji Food Canteen

Food will be packed and displayed in vintage containers complete with a chalk board hand written menu where local delicacies would be served.



Drinks

The drink bar would be a bamboo simulation with a thatched roof. The bar would serve Palm wine, Soft drinks etc.



Palm wine servers will be dressed in native attires and Abeti aja caps.



Live Band

A live Band would be present at the event.



The Veintage Band



Shugar Band



The 79th Element



A photograph showing a woman in a red polo shirt and a lanyard around her neck, bending over to hand a white document to another person whose hands are visible at the bottom left. The person receiving the document is wearing a green and white patterned dress. The background shows a dirt ground and some greenery.

CAMP 22ND

Celebrating Impacts

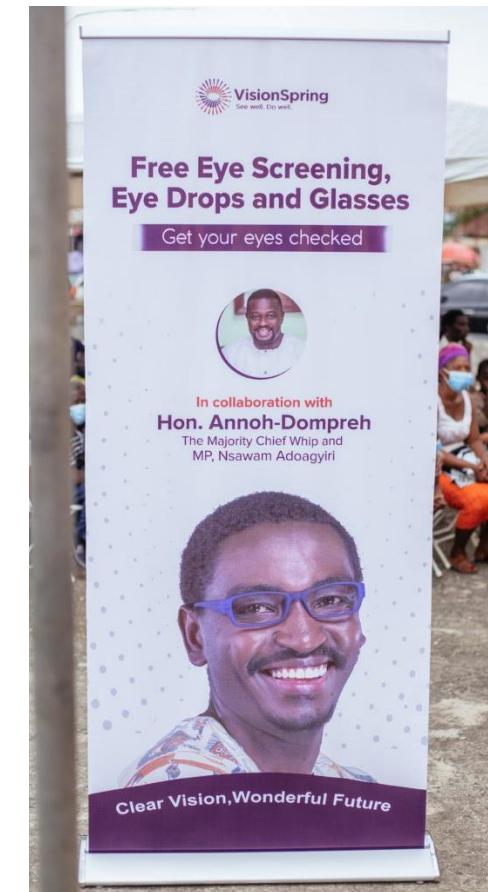
CAMP LOGISTICS



We will have standby Personnels, logistics, and branded bus to pick up our guests to the camp location.



We will set up a marquee tent to serve as a central hub for the camp. Inside will be organized designated areas for eye screening, registration and sales.



We will have flag poles and branding to enhance visibility and brand recognition and help participants identify and associate with vision springs presence during the outreach

CAMP LOGISTICS

Logistics & Team Coordination

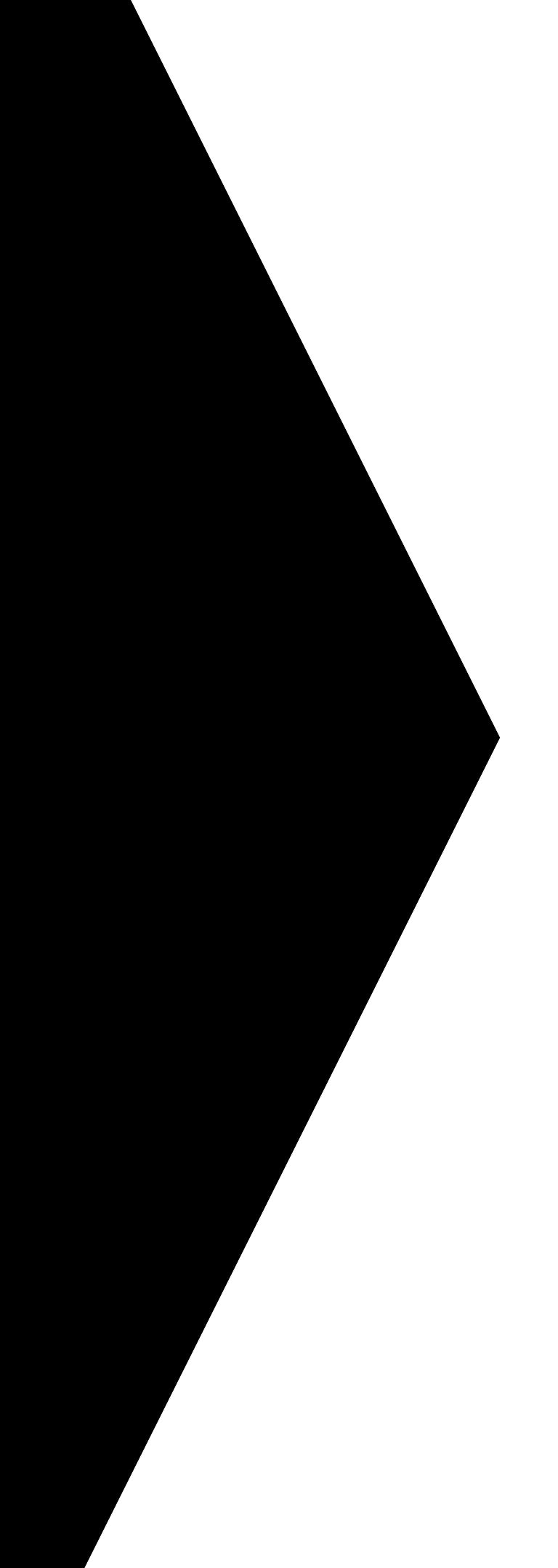
- Organize teams for various tasks, including registration, vision screenings, and distribution/sale of recommended glasses.

Screening Stations

- Set Up Screening Stations and personnels at designated areas for vision screenings
- Create organized waiting areas for participants to ensure a smooth flow during the screening process.

Health and Safety Measures

- Set up first aid stations with trained personnel to address any health concerns.



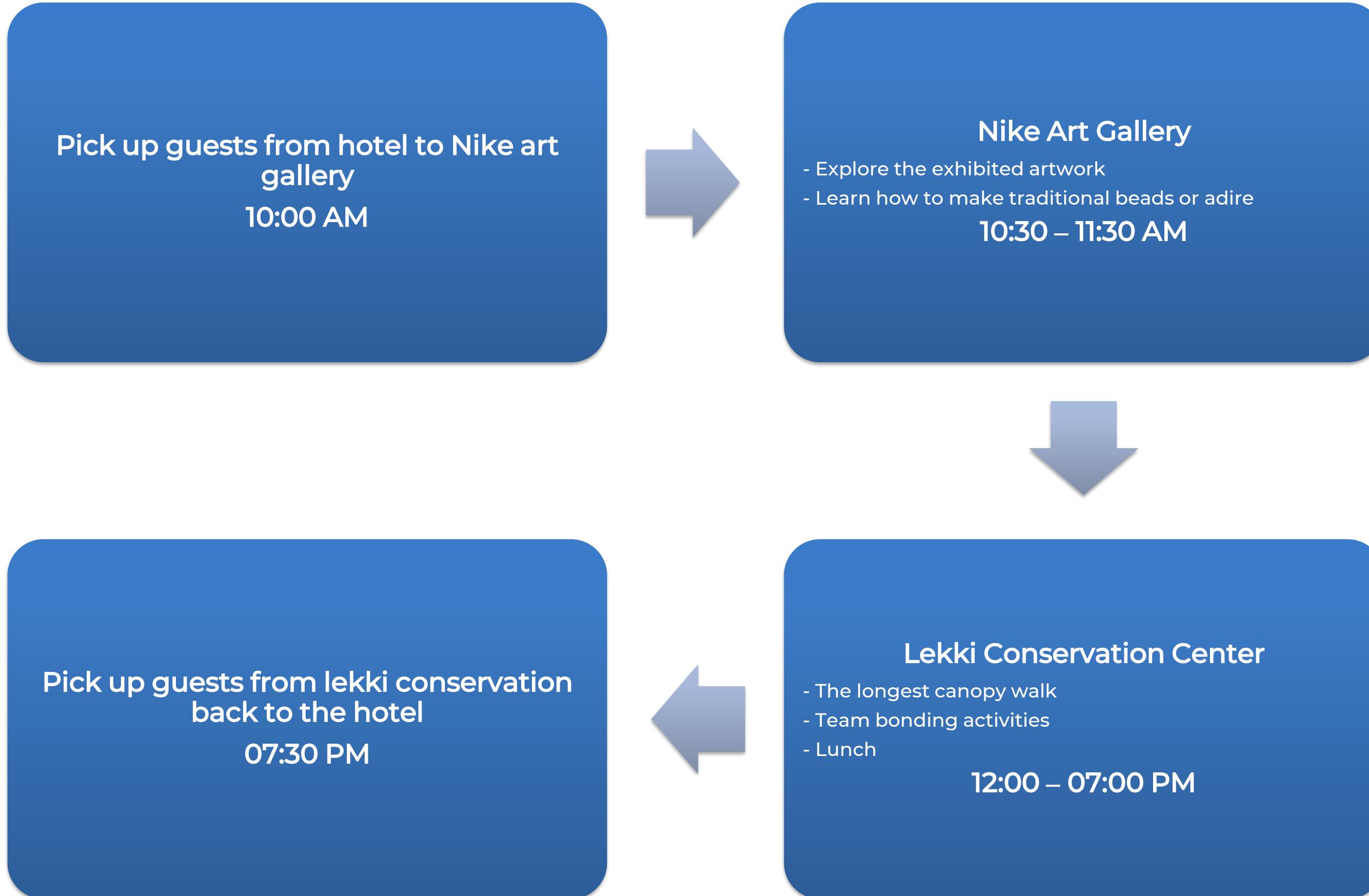
Tour & Team Bonding 23RD

Celebrating Impacts



TOUR & TEAM BONDING EVENT FLOW

(Option 1)



Nike Art Gallery

Nike Art Gallery is an art gallery in Lagos, Nigeria owned by Nike Davies-Okundaye. The gallery is one of the largest of its kind in West Africa, it boasts a collection of about 8,000 diverse artworks from various Nigerian artists.

Guests can explore the exhibited artwork and learn how traditional beads and adire are made.



Option 1



Lekki Conservation Center

Lekki Conservation Centre is a 78-hectare Natural Resource Conservation in Lekki, Lagos State Nigeria. Guests can experience the longest Canopy walkway in Africa and take part in other team bonding activities

TEAM BONDING ACTIVITIES



- Connect four



- Charades



- Trivia games



- Board Games



- Water cup challenge



- Uno game



- Don't break the toilet paper



- Jenga

TOUR & TEAM BONDING EVENT FLOW

(Option 2)

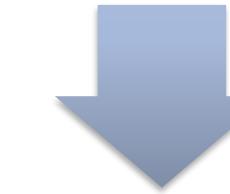
Pick up guests from hotel to Nike art gallery
10:00 AM



Nike Art Gallery

- Explore the exhibited artwork
- Learn how to make traditional beads or adire

10:30 – 11:30 AM



Pick up guests from landmark beach resort back to the hotel
07:30 PM



Landmark Beach Resort

- Team bonding activities like paintballing, volleyball, ring toss, limbo game, board games, tug of war etc.
- Guests can also partake in jet ski, quad bike and boat cruise
- Lunch

12:00 – 07:00 PM

Landmark Beach Resort

A unique scenic getaway at Landmark Hotel & Beach resort within the Landmark ecosystem set in the upscale commercial hub of Lagos, Victoria Island. The Landmark Hotel and Beach resort is a destination for both leisure and business travelers with loads of activities like mini golf, paintballing, jet ski, quad biking and so much more.



TEAM BONDING ACTIVITIES



- Mini golf



- Paintball



- Jet ski



- Swimming pool



- Quad bike



- Beach Volleyball



- Beach scavenger hunt



- Jenga & board games

REFRESHMENTS

Our refreshment table will be set up in a secluded area (close to or at the center of our cabanas) with varieties of seafood, wings, salads and cocktails/mock-tails



TEAM DEPARTURE

24th

Guests will be leaving the end of these summit, and to bid them farewell after an amazing summit, personnels will be on ground to assist with departure



DROPOFF SCHEDULING

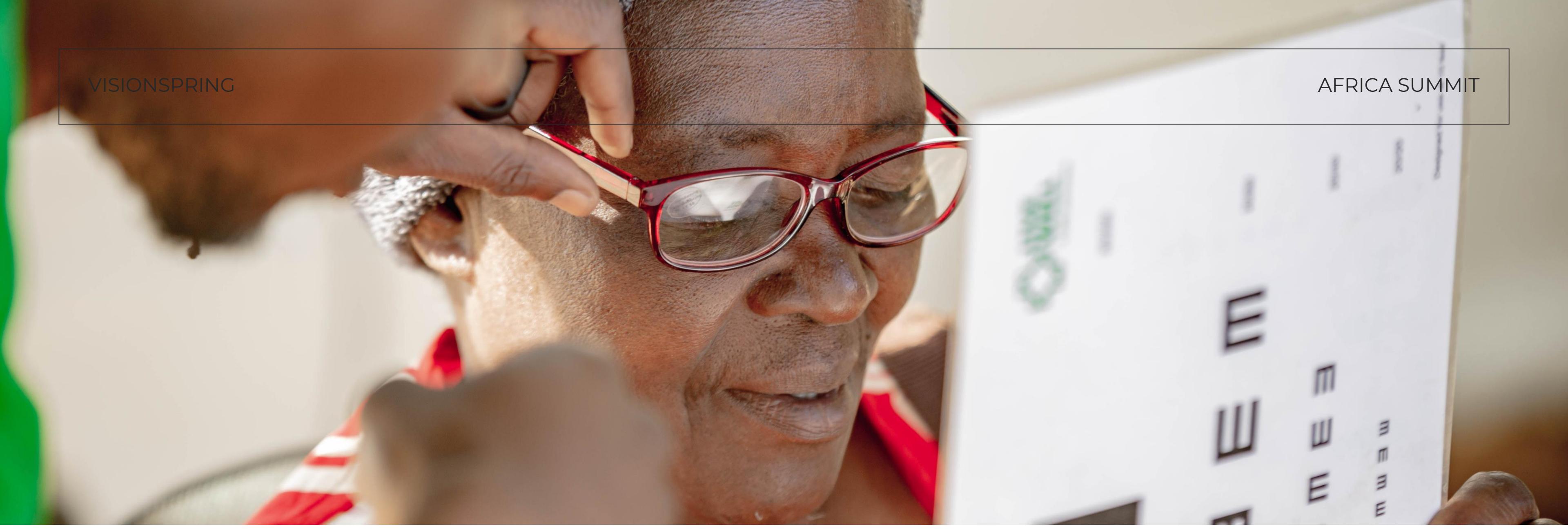
We would coordinate schedules between the different drop-offs to ensure guests do not miss their flights and arrive for departure on time

PERSONNEL ASSISTS & SECURITY

Personnels will be available to help with luggage, and any other help they may need

REFRESHMENTS

Light snacks will be provided on the trip to help them settle better for their long trips home.



VISIONSPRING

AFRICA SUMMIT

DATE

2023 December 8

THANK YOU

PRESENTER

