

**Booking Essential**

# Programme

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**Thursday 4<sup>th</sup> June – Committee Room 1 – Sandton Convention Centre**  
**SCC Parking Voucher available to all registered participants**

08h00 to 09h00	<b>Registration &amp; Power Breakfast:</b> <b>Refreshments: Tea &amp; Coffee</b> Muesli & yoghurt served in martini glasses topped with berries. Plus an assortment of closed sandwiches	
09h00	<b>Getting Maximum Value from your Exhibition Stand</b> <i>Within the marketing mix the importance of exhibiting at an appropriate exhibition is vital to the ongoing promotion of all products &amp; services. With the dynamics inherent in the industry - this presentation will detail getting the maximum value in exhibiting.</i>	Gary Corin Exhibition Organisers Association
	<b>Prize Draw: Barmotion</b> <i>Branded Fine Coffee Bar for 100</i> <i>A speciality coffee bar with bar branding.</i> <i>Full variety available to your guests</i>	Alexia Swart Barmotion
10h00	<b>Exhibitor Benefits with a Vibrant Exhibition Organisers Association</b> <i>Exhibition participation is expensive yet paramount to growing the order book. Discover the brief steps for industry to note going forward.</i>	Exhibition Organisers Association
10h15	<b>Refreshments: Tea, Coffee</b> Plus Home Baked Butter Biscuits	
10h45	<b>First Steps to Handling Adverse Company issues / Understanding the Way the Media Operates</b> <i>Reputation can make or break a brand. This short, sharp session will pin-point how to go about retaining a positive brand identity.</i>	TBC
	<b>Prize Draw: Matrix Mobile Bar</b> <i>We will teach your group how to make their own cocktails. Mixing, matching and with a bit of flaring....this team uild is an absolute winner.</i>	Mia Loubser Matrix Mobile Bars
11h30	<b>Commission Systems – The Permutation Dilemma</b> <i>Industry is faced with commission challenges between varying types of suppliers. The dilemma will provide food for thought for the EIS 2015</i>	Helen Brewer CMP The MICE Academy
	<b>Prize Draw: Hotel Gardenia</b> <i>A night for two couples in the leafy-green part of Hyde Park. Greeted with welcome drinks, Chef Nigel Sand will guide guests through a cooking lesson on how to make the finest pasta dishes at home. Guests will be left to enjoy their meal with a hot breakfast &amp; champagne in the morning.</i>	Roxanne Kirsten Hotel Gardenia
12h30	<b>The Online MICE CPD Programme</b> <i>A glimpse at an effective, authentic on-line MICE CPD Programme</i> <i>Plus congratulations to the accumulated CPD Programme credit achievers.</i>	The MICE Academy
	<b>Guidance to the Markex 15 Exhibition</b> Plus collection of your VIP Survivor Toolkit Closure	Programme subject to change Ts & Cs Apply.

**① VIP Programme    ② VIP Survivor Toolkit Contents    ③ Participation Form (for one or more)**

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