**EXSA Conference Programme**

**Coastlands Hotel, Umhlanga, KZN**

**Theme: Future Proofing the Exhibition Industry**

**Conference Day 1 – Monday 27 January 2014**

**08h30 Registration/ Tea/coffee**

**09h00 -09h30 Opening – welcome** (MC - EXSA Chair and NCB)

**09h30- 10h30** Keynote speaker:

Dr.Graeme Codrington, on the Future of Work.

Internationally acclaimed futurist and business strategist.

**10h30 – 10h50** Julie-May Ellingson, CEO, Durban ICC

Research necessary on the future of events

**10h50 – 11h15** Tea/Coffee break

**11h15 – 11h45** Chris Bruwer,Comrades CEO

Exhibition/event sponsorships: sponsorship strategies and insights

**11h45 – 12h15** Amanda Kotze-Nhlapo, CEO, National Convention Bureau

Market research for the future of the exhibition industry and

the Government’s role in assisting the industry

**12h15 – 12h45** James Seymour, CEO, KZN Convention Bureau

Future proofing events for a Province – will the Olympics ever come to South Africa? Ramifications – repercussions?

**12h45 – 14h00** Lunch- networking

**14h00 – 14h45** International speaker on case study of an international event (Tbc)

**14h45 – 15h15** The new BEE Codes – what we all should know and what difference it will make to our future business

**15h15 – 16h15** Tea/Coffee break

**16h15 – 16h45** Barrows – exhibitions in shopping malls – the art of retail conceptualizing – attracting attendance in the future

**16h45 – 17h00** Summary of the Day – close - MC

**19h00 Gala Dinner**

**Conference Day 2 – 28 January 2014**

**08h30-09h00** EXSA AGM Registration & Tea/Coffee

**09h00-10h30** EXSA AGM

**10h30-11h00** Conference Registration & Tea/Coffee

**11h00 -11h45** Dave Nemeth – Trend Forecaster

The definitive trend forecaster for Africa in design

**11h45 – 12h15** Aggrey Maposa, Regional Director, TNS Connect

The future of Digital Marketing

**12h15 – 12h45** Brad Hook and Sean Osterloh, Specialised Exhibitions

Digital Marketing – what worked and what didn’t – case studies

**12h45 – 13h15** Dirk Elzinga – our Future in Africa. The role of venues. Do we need more venues? Future growth in the industry. (Tbc)

**13h15 – 13h30** Close and wrap up of conference – MC plus EXSA Chair introduces new Board

**13h30** Lunch – optional

Programme subject to change.