

THEY SAID IT

How can exhibition organisers work better with venues?



Jacqui Reynolds, managing partner, On Show Solutions

A CLEAR BRIEF from organisers will help the venue to tailor their proposal, get to the proposed budget quickly and save time. We allow a long lead time for event logistics to avoid last-minute panic. For venues that work on a commission structure, it's essential to agree on commission up front and know that venues will honour their contracts.



Megan Arendse, general manager: commercial and business development, Cape Town International Conference Centre

EFFECTIVE collaboration is important to the success of any event. The CTICC relies on close working relationships with stakeholders and clients. Only clients fully understand what they require for their delegates, so partner with them to deliver their perfect experience. Flexibility is key in for any event. Matching the client's needs with the venue's capabilities is a cornerstone of a sustainable event.



Elaine Crewe, CEO, MMI South Africa

THERE NEEDS to be open communication; no one wants any surprises. It is important to have full transparency through the months leading up to the show. Both parties need to understand that it's a team effort to make an exhibition successful. Venue owners need the organisers to be fully prepared while the organisers need venue owners to adapt to the different needs for each show.



Bronwen Cadle de Ponte, general manager, CSIR International Convention Centre

HIGHLIGHTING a clear vision for the event is the starting point in ensuring that both the organiser and venue have a mutually beneficial relationship. Another aspect will be for the organisers to attempt to familiarise themselves with the venue in order to be able to know the type of events each venue is able to cater for.



Mati Nyazema, executive director, Sandton Convention Centre

PLANNING FOR exhibitions is imperative. This is where the foundation is laid for the logistics, timing, responsibilities and last-minute adjustments around the event. This ensures there is less room for surprises on the day. Critically scrutinising all aspects of the event after it has taken place allows the organiser and the venue to identify possible areas for improvement as well as giving recognition for a job well done.



Carol Weaving, managing director, Thebe Reed Exhibitions

ORGANISERS should partner with venues when bidding for new business, jointly offering discounts for example. When the business is secured, joint marketing efforts lead to greater success. Generally, organisers and venues should offer a seamless package to the customer or client. Both parties should be up front on requirements so that quoting and negotiation can be smooth and a once-off process.