



Translating Marketing  
Messages into  
Exhibitions and Events

CTICC, Cape Town, South Africa | 23 - 25 November 2016

Wednesday, 23 November 2016	
12:00	Registration and snacks
12:30	Welcome  <b>Speakers:</b> IFES President, EXSA & AAXO representatives
13:00	<b>What does 'Translating Marketing Messages into Exhibitions and Events' mean to us?</b>  <b>Moderator:</b> Karla Juegel - CEO, Messe Marketing, Germany
13:15	<b>The future of events and exhibitions - The missing link</b> Gain a better understanding of the future of events and exhibitions and learn how to break through the clutter, with engagement becoming a vital part of any modern marketing strategy.  <b>Speaker:</b> Andrew Ross - Director, Chaos Theory, South Africa
14:00	Networking session
15:00	Tea and coffee
15:30	<b>Marketing content - more than a message</b> Through a series of case studies, gain a better understanding of content marketing and how to translate it into valuable trade show participation and event messages.  <b>Speaker:</b> Karla Juegel - CEO, Messe Marketing, Germany
16:30	Site inspection - Guided tour of the CTICC
17:30	End of day one
18:00	Bus collection - transport from the Cullinan Hotel to Milnerton Golf Club
19:30	Dinner at Milnerton Golf Club

Thursday, 24 November 2016	
09:00	Welcome
09:05	<b>The challenges of visualisation</b> Understand the power of visuals and films and what they can mean for you and your event. Through a series of case studies, delegates will learn about the conceptual processes involved in making a film, from the initial briefing to the final result.  <b>Speaker:</b> Stefan Ebling - Writer and Director, S-quadrat, Germany
10:00	<b>Workshop 1: Visuals and films, the most spoken language of our times</b>  <b>Moderated by:</b> Stefan Ebling and Karla Juegel
11:00	Tea and coffee
11:15	Summary and conclusions of the workshop

<b>11:45</b>	<b>Rebranding a trade fair by getting the chefs in front</b> When Hungexpo was privatised and acquired by GL Events, Klara Tihanyi was appointed Business Development Director. She will be talking about how the show was transformed by creating a modern experiential event, and how event planners can use these principles effectively.  Speaker: Klara Tihanyi - Exhibition Director, Sirha Budapest, Budapest
<b>12:30</b>	Lunch
<b>13:30</b>	<b>How to create a brand environment</b> How brand content can be brought to life in interactive environments. The concept and the creation of the content are important when developing the message and designing the event environment.  Speaker: Eddie Choi - CEO, Milton Exhibits, Singapore
<b>14:30</b>	<b>Workshop 2: Emotions and the environment</b>  Moderated by: Eddie Choi and Karla Juegel
<b>15:30</b>	Tea and coffee
<b>15:45</b>	Summary and conclusions of the workshop
<b>16:15</b>	<b>Best Practice 1: Catering</b> A look at how catering can support the event's marketing message.  Speaker: Alessandro Barbisotti - CEO, Worldwide Backstage Group, Italy
<b>17:00</b>	End of day two
<b>18:00</b>	Bus collection - transport from the Cullinan Hotel to Durbanville Hills wine estate
<b>19:30</b>	Dinner at Durbanville Hills wine estate

Friday, 25 November 2016	
<b>09:00</b>	Welcome
<b>09:05</b>	<b>Form follows content</b> The importance of co-operation between the client and designer. The need to understand the brand position and the client's goals and objectives. Successful exhibitions use a simple formula: Form follows content.  Speaker: Hans de Wit - Director, WitDesign, Netherlands
<b>10:15</b>	<b>Best practice 2: Sustainability</b> How Scan Display implemented sustainable solutions for the Climate Change Response Expo at COP17 in 2011.  Speaker: Paul Hugo - Creative Director, Scan Display, South Africa
<b>10:45</b>	Tea and coffee
<b>11:00</b>	<b>Workshop 3: The poor cousin of the event industry</b>  Moderated by: Paul Hugo and Karla Juegel
<b>12:00</b>	Summary and conclusions of the workshop
<b>12:30</b>	Closing ceremony
<b>12:45</b>	Lunch