

AFRICA'S TRAVEL INDABA 2024

POST SHOW DEBRIEFS



Africa's Travel Indaba 2024 Debrief

It's your platform – how can it be enhanced?



Overall Experience and Functioning of AT124

Recruitment of Exhibitors & Buyers

Event and Buyer Programme

Communication and Technology Utilisation

Positioning, Marketing and Branding

A better and more effective Africa's Travel Indaba 2025

A "flagship platform for Africa"

A sustainable, and strategically positioned Africa's Travel Indaba

AGENDA

TIME	ITEM	RESPONSIBLE
09h00-09h20	<ul style="list-style-type: none"> ▪ Welcome and introductions ▪ Opening remarks ▪ Context and purpose of the debrief session 	SANCB
09h20-09h30	Structure and approach to the debrief sessions <ul style="list-style-type: none"> ▪ 5 “Lenses” informing the debrief 	Facilitators
09h30-10h00	<p>LENS 1: OVERALL EXPERIENCE AND FUNCTIONING OF ATI2024 (more operational – venue, logistics, conveniences, services on offer, booking and registration processes, support available, etc.)</p> <ol style="list-style-type: none"> 1. What worked and how might it be strengthened? 2. What didn’t work and how can it be improved? 3. Any “big ideas” that might be considered? 	All
10h00-10h20	<p>LENS 2: RECRUITMENT OF EXHIBITORS AND BUYERS (right products exhibiting on the floor, right buyers in the room, opportunities and real benefit for new products and SMMEs (transformation mandate), etc.)</p> <ol style="list-style-type: none"> 1. What worked and how might it be strengthened? 2. What didn’t work and how can it be improved? 3. Any “big ideas” that might be considered? 	All
10h20-10h40	<p>LENS 3: EVENT AND BUYER PROGRAMME (networking and dealmaking opportunities, speakers, knowledge sharing and topical engagements, pre- and –post event programme / hosting, etc.)</p> <ol style="list-style-type: none"> 1. What worked and how might it be strengthened? 2. What didn’t work and how can it be improved? 3. Any “big ideas” that might be considered? 	All

AGENDA :

TIME	ITEM	RESPONSIBLE
10h40-11h00	LENS 4: COMMUNICATION AND TECHNOLOGY UTILISATION (what information is shared, when and how, communication tools that are utilised, positioning ATI as a cutting-edge platform into the future, etc.) 1. What worked and how might it be strengthened? 2. What didn't work and how can it be improved? 3. Any "big ideas" that might be considered?	All
11h00-11h20	LENS 5: ATI POSITIONING, MARKETING AND BRANDING (as a regional platform – representivity and attractiveness, a commercially sustainable trade show, a best-in-class platform – flagship, etc.) 1. What works and how might it be strengthened? 2. What doesn't work and how can it be improved? 3. Any "big ideas" that might be considered?	All
11h20-11h40	ANY OTHER INPUTS?	All
11h40-12h00	Way forward and closing remarks	SANCB