



ASSOCIATION OF  
**AFRICAN EXHIBITION**  
ORGANISERS

# LEADERSHIP SUMMIT

# 24

**EMPOWERING ECONOMIES:  
UNLEASHING THE POWER OF INDUSTRY SUCCESS  
AND ECONOMIC GROWTH IN 2024 AND BEYOND**

**4 JUNE 2024**

JOHANNESBURG, SOUTH AFRICA

AS PART OF:



**5 JUNE 2024**

**EXPERIENCE THE ULTIMATE KNOWLEDGE EXCHANGE WITH 30 INDUSTRY LEADERS AT ONE INCREDIBLE EVENT**



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AUTHORITY



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**PAPY LUZALA**  
Head of Commercial and  
Government Affairs  
RX AFRICA



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ESTOQUODES



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## WELCOME



Dear Colleagues and Friends

It is with great excitement that we extend an invitation to join us for the **AAXO LEADERSHIP SUMMIT 24**, which will take place on **4 June, 2024 in Johannesburg, South Africa**.

As part of the **9th Global Exhibitions Day (GED)** celebrations, we have planned a dynamic and impactful Summit designed to bring together key leaders in the exhibition industry. Our goal is to foster collaboration and innovation, harnessing the power of exhibitions to drive economic opportunities and growth in Africa. **By working together, we can unlock the full potential of our industries and contribute to the development of our economies.**

The **AAXO LEADERSHIP SUMMIT 24** will feature thought-provoking discussions, masterclasses, expert panels, and interactive workshops, offering valuable insights and strategies for success in the ever-evolving exhibition landscape.

Our line-up of speakers includes renowned business experts and leaders, policymakers, and visionaries, who will share their experiences, knowledge, and vision for the future. In addition to engaging content, the Summit will provide excellent networking opportunities, enabling you to connect with industry peers, cultivate partnerships, and explore new business prospects.

As we enter a new era of exhibitions and events, it is critical that we come together to shape the future and create a roadmap for sustainable economic growth. We invite you to be a part of these crucial conversations by attending the AAXO Leadership Summit 24.

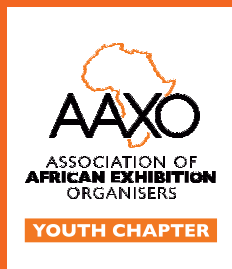
**Thank you for joining us in our journey towards empowering economies and unleashing the power of industry success in 2024 and beyond.**

As we culminate the Summit with our GED activation, we will showcase to the world how **“Exhibitions are catalysts to sustainable futures” in Africa.**

We eagerly anticipate engaging, connecting, and moving our industry forward with you!

Warm regards,  
**Devi Paulsen-Abbott**  
Chairperson: **AAXO**

### EMPOWERING THE NEXT GENERATION



Introducing the **‘AAXO Youth Chapter’** – a platform for the next generation to have their voices heard in our industry. Open to AAXO members aged 18-35, the Youth Chapter aims to empower and support young professionals with at least two years of experience in the field. Join us in shaping the future of our sector by sharing ideas and finding solutions.

**For more information or if you are interested in becoming a Youth Chapter Committee member, contact [aaxo@aaxo.co.za](mailto:aaxo@aaxo.co.za).**

**Join industry leaders and experts at AAXO LEADERSHIP SUMMIT 24  
and take charge of your economic success in 2024 and beyond.**

**Register today!**



## WHY ATTEND?

### UNLOCK VALUABLE INSIGHTS AND

Join top industry experts and thought leaders as they share their knowledge on Empowering Economies. Stay ahead of the game in a rapidly evolving industry.

### MASTER YOUR CRAFT:

Attend interactive masterclasses and workshops on coaching, media mastery, sales, and leadership potential. Gain practical skills and strategies to future-proof your success.

### CONNECT AND COLLABORATE:

Network with international industry leaders and open doors for potential collaborations and business partnerships. Expand your professional circle and boost future growth and success.

## WHO SHOULD ATTEND?

The **AAXO Leadership Summit 24** welcomes a diverse group of professionals from the exhibition and event industry, both experienced and emerging, who are eager to expand their network, knowledge and skills.

### This includes (but is not limited to):

- African Event and Exhibition Organisers
- Suppliers and Service Providers (such as AV equipment, venues, and venue services)
- Media and Trade Associations
- Government Officials and Agencies related to the exhibition and events industry (such as Ministries of Trade, Finance, and Tourism, and Trade Investment Promotion Agencies)
- Sponsors and Investors interested in networking and partnering with key players in the African exhibition and events market
- Recruiters and Head-hunters
- Tertiary / Academic Institutions

### The Summit is suitable for professionals in various roles such as:

- Managing Directors and CEOs from the supply and organisers' side
- Project Managers and Directors
- Marketing Professionals
- PR and Communications Specialists
- Operations and Logistics Managers
- Commercial, Sales, and Business Development Executives
- Human Resources Representatives
- Programming and Content Production Teams
- Lecturers, Professors
- Students and Graduates interested in pursuing a career in the exhibition and events industry

## ABOUT / CONTACT AAXO



AAXO is committed to promoting the African exhibitions industry, encouraging businesses to invest and participate in exhibitions, affording our members the tools and resources for successful exhibition management, and encouraging world-class industry standards. This dedication is evident in AAXO's commitment to linking organisers to a network of suppliers and opportunities to ensure growth and inclusivity continentally.

**W:** [www.aaxo.co.za](http://www.aaxo.co.za) **Email:** [aaxo@aaxo.co.za](mailto:aaxo@aaxo.co.za) **Phone:** +27 87 265 5840

**Don't miss the chance to network, strategize, and learn from the best in the business at AAXO LEADERSHIP SUMMIT 24. Register now and unlock your full potential for economic growth. Register today!**



## PROGRAM: TUESDAY, 4 JUNE 2024

### 07:00 – 09:00 REGISTRATION AND NETWORKING REFRESHMENTS

#### 07:30 – 08:45 AAXO AGM BREAKFAST SESSION

Open only to Association of African Exhibition Organisers (AAXO) members

### SETTING THE TONE: OPENING, KEYNOTE AND PLENARIES

#### 09:30 WELCOME FROM CONFERENCE/PROGRAMME CHAIR

#### 09:35 – 09:45 OPENING REMARKS AND WELCOME

Devi Paulsen-Abbott, Chair, AAXO, South Africa

#### 09:45 – 10:15 KEYNOTE ADDRESS: UNLEASHING YOUR LEADERSHIP POTENTIAL IN THE AFRICAN EXHIBITION INDUSTRY: NAVIGATING ECONOMIC CHANGES IN UNCERTAIN TIMES

Jabu Zwane, Founder, Mindset Development Institute, Vice Chair, Professional Speakers Association of Southern Africa, South Africa

#### 10:15 – 10:45 FIRESIDE CHAT: UNLOCKING GROWTH OPPORTUNITIES: THE RISING WAVE OF MERGERS AND ACQUISITIONS IN THE EVENT INDUSTRY: A GLOBAL PERSPECTIVE

Discover the key trends and drivers behind the increasing M&A activity in the event industry worldwide, and its impact on African businesses.

Speaker to be advised\*

#### 10:45 – 11:15 KEYNOTE MASTERCLASS: NEUROSCIENCE OF EXHIBITIONS AND EVENTS

- This expert-led keynote masterclass will delve into how using neuroscience to improve event design can create brain-friendly environments that enhance social connection and drive desired outcomes.

Speaker to be advised\*

#### 11:15 – 12:15 PLENARY PANEL THINK TANK: THE POWER OF EVENTS AND EXHIBITIONS IN FOSTERING ECONOMIC GROWTH

- Events and exhibitions have the potential to boost local economies through increased tourism, job creation, and business development.
- Expert panelists from Trade and Investment Promotion Agencies share success stories and strategies for leveraging this power for promoting African businesses and industries, driving innovation and growth, and positioning our continent as a leader in the global market.
- Gain valuable insights from top industry leaders on harnessing the potential of this dynamic sector for economic progress.

#### MODERATOR:

Professor Nellie Swart, Associate Professor, UNISA, South Africa

#### PANELISTS:

- Sthembiso Dlamini, CEO, Gauteng Tourism Authority, South Africa
- Bjorn Hufkie, GM: Mice Sales Office, South African Tourism, South Africa
- Janet Karemera, CEO, Rwanda Convention Bureau, Rwanda
- Donnee Kruger, Regional Manager, TIKZN, South Africa
- Corne Koch, Head of Convention Bureau, WESGRO, South Africa\*
- Winnie Muchanyuka, CEO, Zimbabwe Tourism Authority (ZTA)\*

### 12:20 – 13:00 NETWORKING LUNCH

\*=invited speaker not confirmed

Be a part of the conversation that will shape the future of economies at AAXO Leadership Summit 24. Secure your spot today and become a driving force for industry success.

**Register today!** 

## PROGRAM: TUESDAY, 4 JUNE 2024

### 13:00 – 14:00 EXPLORING DIVERSE TOPICS: DYNAMIC PARALLEL WORKSHOPS 1&2

#### WORKSHOP 1: DRIVING BUSINESS GROWTH: SALES STRATEGIES FOR THE NEW WORLD EXHIBITION ECONOMY

- Develop targeted, personalized sales strategies that cater to the new world exhibition economy, including leveraging digital tools and understanding changing consumer behaviours and preferences.
- Embrace a growth mindset and continuously adapt and innovate sales strategies to stay ahead of the competition and tap into new opportunities within the evolving exhibition industry.

#### WORKSHOP LEADER(S):

- Speaker to be advised\*

#### MODERATOR:

- Gary Corin, MD, Specialised Exhibitions Montgomery, South Africa

#### WORKSHOP 2: GREENING YOUR EXHIBITIONS: SUSTAINABLE STRATEGIES FOR EVENT PROFESSIONALS

- Learn how to reduce waste and increase recycling at your exhibitions, saving money and minimizing your carbon footprint.
- Discover innovative ways to incorporate eco-friendly practices, such as using sustainable materials and implementing energy-efficient measures, into your event planning process.

#### WORKSHOP LEADER(S):

- John Arvanitakis, CEO, Chat'r Xperience and Chair, Event Greening Forum, South Africa
- Neo Mohlatlole, 7 Colors and Vice Chairperson, Event Greening Forum, South Africa

#### MODERATOR:

- Channel Hingston, Group Director, VUKA Group, South Africa\*

### 14:10 – 14:50 EXPLORING DIVERSE TOPICS: DYNAMIC PARALLEL WORKSHOPS 3&4

#### WORKSHOP 3: BUILDING A WINNING TEAM: COACHING AND MENTORING FOR SUCCESS

- Unpack best practices to effectively coach and mentor your team for increased productivity and success, resulting in higher revenue and overall growth for your projects and organization.
- Gain practical strategies and techniques for building a cohesive and high-performing team, ultimately setting your organization apart as a leader in the exhibition industry.

#### WORKSHOP LEADER(S):

- Slingsby Mda, Founder, EstoQuodes, South Africa

#### MODERATOR:

- Adele Hartegan, CEO, Dogan Exhibitions and Events, South Africa

#### WORKSHOP 4: MEDIA MASTERY: MAXIMIZING YOUR IMPACT AND MESSAGE IN INTERVIEWS AND ENGAGEMENTS

- Grow confidence and make a lasting impression in media engagements with strategies and tips from industry experts, leading to increased credibility and visibility for your organization.
- Articulate your message(s) effectively and respond to tough questions in interviews, resulting in meaningful media coverage and a stronger public image for your brand.

#### WORKSHOP LEADER(S):

- Speaker to be advised\*

#### MODERATOR:

- Projeni Pather, MD, Exposure Marketing, South Africa

### 14:50 – 15:10 NETWORKING REFRESHMENT BREAK

\*=invited speaker not confirmed

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## PROGRAM: TUESDAY, 4 JUNE 2024

### WRAPPING UP: REFLECTIONS, CONNECTIONS, AND MOVING FORWARD

#### 15:10 – 15:40 NAVIGATING THE CHANGING LANDSCAPE OF HR AND RECRUITMENT IN THE EVENTS AND EXHIBITION INDUSTRY

- Exploring the impact of technology on recruitment and onboarding processes in the industry.
  - Strategies for attracting and retaining diverse talent in a competitive job market.
  - Embracing remote work and flexible work arrangements to attract top talent in a post-pandemic world
- Speaker to be advised\*

#### 15:40 – 16:10 HEADLINES FROM THE 2024 MOORE GLOBAL/DMG HOSPITALITY INDEX FOCUSING ON ELEMENTS THAT IMPACT THE MICE INDUSTRY

- Leveraging insights from the Index to stay ahead in the competitive world of meetings, incentives, conferences and exhibitions
- Senior Representative, Moore Global, South Africa\*

#### 16:10 – 17:10 THINK TANK: NAVIGATING CHALLENGES AND OPPORTUNITIES IN THE AFRICAN EVENT AND EXHIBITION INDUSTRY

##### MODERATOR:

Glenton de Kock, CEO, SAACI, South Africa

##### PANELISTS:

- Nick Bradshaw, Co-Founder, AI Media, South Africa
- James Bull, Sales Director, Informa Tech, UK
- Michael Dehn, Managing Director, Messe Frankfurt SA, South Africa
- Papy Luzala, Head of Commercial & Government Affairs: Africa, RX Africa South Africa
- Samukelo Madlabane, Event Director: Mining, Vuka Group, South Africa\*
- Ryan Wallace, Managing Director, We Are Africa, South Africa\*

#### 17:10 – 17:30 CLOSING REMARKS AND INTRODUCTION OF 2024/25 BOARD AND CHAIRPERSON

Devi Paulsen-Abbott, Chairperson, AAXO, South Africa

#### 17:30 – 19:00 NETWORKING RECEPTION LAUNCH OF THE AAXO YOUTH CHAPTER SAICA DESIGNATION PRESENTATION



The highly anticipated AAXO Youth Chapter will launch at the AAXO Leadership Summit 24 - a platform dedicated to empowering our rising industry leaders.



Be a part of the conversation that will shape the future of economies at AAXO Leadership Summit 24. Secure your spot today and become a driving force for industry success.

**Register today!** 

## NETWORKING: WEDNESDAY, 5 JUNE 2024



### JOIN US FOR THE GED 2024 SOUTH AFRICAN EXPERIENCE

A collaborative effort between



### SHOWCASING THE POWER OF EXHIBITIONS TO BUILD A SUSTAINABLE FUTURE AND EMBODY THE SPIRIT OF SOUTH AFRICAN UBUNTU

Join us on **June 4 and 5, 2024** as we celebrate the economic impact of exhibitions on the industries and overall economy under the theme **Exhibitions: Catalysts for a Sustainable Future**.

Embracing the Ubuntu principle of “**I am because we are,**” the GED South Africa Experience will showcase various activations focused on the three pillars of **UBUNTU: compassion, cooperation, and community**.

**This is the perfect way to start the second half of the year with inspiration and enjoyment.**

#### COMPASSION

**30 MAY - 4 JUNE 2024**

##### VENUES:

DROP OFF VENUES  
TO BE ADVISED

AAXO will coordinate collection points across South Africa and encourage you to donate your old banners or lanyards which will be gifted to Skills Village in Johannesburg, a cooperative headquarters for youth to create sustainable events and livelihoods.

These donations will be used to create school bags and make a positive impact in the community. We will hand the collections over to Skills Village on the morning of 5 June 2024 and all AAXO members are invited to join us for this commemoration.

#### COOPERATION

**TUESDAY 4 JUNE 2024**

##### VENUE:

CANVAS RIVERSANDS  
FOURWAYS, JOHANNESBURG

#### AAXO Leadership Summit 24

EMPOWERING ECONOMIES: UNLEASHING THE POWER OF INDUSTRY  
SUCCESS AND ECONOMIC GROWTH IN 2024 AND BEYOND

A day of learning, networking, and cooperation amongst the industry

#### COMMUNITY

**WEDNESDAY 5 JUNE 2024**

##### VENUE:

JOHANNESBURG EXHIBITION  
CENTRE, NASREC,  
JOHANNESBURG

#### Ready to unleash your inner speedster?

Join us for an adrenaline-fueled GED South Africa experience on the skidpan. Expect thrilling adventures, delicious food, and refreshing drinks.

JEC, MASTERDRIVE, AAXO, EGF and EXSA will bring you the ultimate driving, networking and above all, FUN experience.

Get behind the wheel and conquer advanced driving techniques on the skidpan. MASTERDRIVE expert instructors will guide you through various challenges and help you hone your skills to become a master on the road. With heart-pumping excitement and hands-on learning, this is an experience you'll never forget.

**\*\*T&Cs:** Please note that strict terms and conditions and compliance with health and safety regulations are required.





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GROWTH IN 2024 AND BEYOND

AS PART OF 5 JUNE 2024

**4 JUNE 2024**

JOHANNESBURG, SOUTH AFRICA



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## REGISTRATION INFORMATION

**REGISTER TODAY** [<https://easycode.com/aaxoleadership>] for the **AAOXO LEADERSHIP SUMMIT 24** and or the **GED 2024 SOUTH AFRICAN EXPERIENCE** and gain the knowledge and connections you need to propel your industry and economy forward in the years to come. Limited places available, based on a first-come-first-served basis, secure yours now!

### AAOXO LEADERSHIP SUMMIT 24

The AAXO Leadership Summit 24 delegate pass includes all conference catering, venue parking, presentation access for those speakers that provide this, and access to the networking reception.

#### AAOXO / EXSA / EGF MEMBERS

1 day full summit delegate pass  
R700 + 15%VAT R105 = **R805**

**Register 5 delegates from the same organisation  
only pay for 4!**

#### NON-MEMBERS

1 day full summit delegate pass  
R850 + 15%VAT R127.50 = **R977.50**

**Register 5 delegates from the same organisation  
only pay for 4!**

### GED 2024 SOUTH AFRICAN EXPERIENCE

Experience the South African lifestyle in GED 2024 with food provided while a cash bar is available for drinks. Also, enjoy access to our driving experience and convenient parking options.

#### AAOXO / EXSA / EGF MEMBERS

Individuals: R100 + 15%VAT R15 = **R115**  
Groups of 5: R450 + 15%VAT R67.50 = **R517.50**

#### NON-MEMBERS

Individuals: R150 + 15%VAT R22.50 = **R172.50**  
Groups of 5: R700 + 15%VAT R105 = **R805**

\*\*T&Cs: Please note that strict terms and conditions and compliance with health and safety regulations are required if you choose to participate in the driving activity. These details will be provided to you. No alcohol consumption will be allowed before driving. Drivers must have a valid driver's license and will be required to sign an indemnity.



**GROW**  
your business

**CONNECT**  
with industry peers

**DRIVE**  
the future of Africa's  
exhibition industry

**ACCESS**  
professional  
development, training  
and opportunities

**PARTICIPATE**  
as an informed, active  
player in the African  
exhibition industry



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