



a: P.O. Box 583, SANLAMHOF, 7532 t: +27 21 914 8626/7 f: +27 21 914 8615 e: [bookweek@sabookcouncil.co.za](mailto:bookweek@sabookcouncil.co.za)

## SABF 2018 7–9 SEPTEMBER BRIEF: EVENT MANAGEMENT

Join the exciting journey of bringing storytelling, books, the book industry in all its wonderful forms and so much more to South Africa.

### BACKGROUND TO SABF

The South African Book Development Council (SABDC) seeks to engage an Events Management Company for the forthcoming South African Book Fair 2018. The SABF is implemented during the SABDC's flagship campaign, National Book Week.

The SABDC is the sector representative body for the South African book industry. It aims to increase access to books through a diverse range of strategies.

The SABF is South Africa's national book fair, an industry-based event with the aim of promoting the book industry, its importance in South Africa, and books in general. The SABF has three major elements:

- **Exhibitions.** These features the book industry in its diversity, a range of services ancillary to the industry, a National Book Week (NBW) Magic Tent for children visiting the Fair and a Demo Library.
- **A Literary Festival** with a very varied, topical programme. A range of South African and international authors, thought leaders come together to discuss a range of topics.
- **A comprehensive Business-to-business Programme.** This is a platform for trade and for the foregrounding of skills development in the sector.

The SABF was implemented for the first time under the auspices of the SABDC in 2017. The SABDC set out to revisit the concept of a national book fair in general, and the relevance of the concept in South Africa. In 2017, it acknowledged some of the more traditional approaches relating to such a fair while at the same time starting on the journey of responding to calls made for a more reflective and representative showcase of African literature and culture. The SABDC committed to creating greater access to the event for all South Africans and engaging audiences that ordinarily do not form part of mainstream book-industry events in order to make an impact of the reading culture of South Africa.

The choice of location is paramount in repositioning and redefining the national book fair. The Newtown Cultural Precinct underpins the values the Fair intends to feature in terms of South African

and African identities. The cultural precinct also increases access to South Africans from all walks of life.

## **EVENT DETAILS**

### Organiser

South African Book Development Council

### Event name

South African Book Fair 2018

### Event dates and times

5–6 September: 09:00–17:00 SKILLS DEVELOPMENT: 100 industry practitioners

### SABF (Open to public)

Friday 7 September: 09:00–18:00

Saturday 8 September: 10:00–18:00

Sunday 9 September: 10:00–14:00

### Event location

Newtown, Johannesburg

Museum Africa

Market Theatre and Market Theatre Precinct

Market Square

Newtown Junction

### Key Elements

Literary Programme

Exhibition

Business-to-business programme

NBW Magic Tent

Demo Library

### Anticipated audience

Public (between 5 000 and 10 000 over three days)

Schools, universities etc.

Programme participants

Exhibitors

Government officials/VVIPs

Cultural practitioners

CSI

Public at large

## **WHAT ARE WE LOOKING FOR?**

The SABF is about changing the narrative around our yearly national book fair, being more representative and increasing access to all. Its success has far-reaching positive consequences for the country.

The Fair’s events management company must therefore buy into the vision described here and have the necessary drive and passion to fulfil the demands made by this ambitious vision. The successful company will have extensive knowledge and experience of consumer trade shows, and of managing an event of a similar nature. It will also have a proven track record on the different aspects required, as set out below.

Moreover, we are looking for a company that can grow with the event as it charts new territory.

## SCOPE OF WORK

<b>Event design and architecture</b>	<ul style="list-style-type: none"> <li>– Based on the cultural precinct, ensure creative design and allocation of spaces for a seamless, captivating and enjoyable experience</li> <li>– Achieve architectural venue design that maximises the diverse and the difficult spaces, and creates the best environment for the SABF vision</li> <li>– Ensure venue mirrors all elements of the SABF vision and activities</li> </ul>
<b>Venue management and logistics</b>	<ul style="list-style-type: none"> <li>– Management of all venues and spaces</li> <li>– Audience flow</li> <li>– Cleaning and waste management</li> <li>– FOH and receiving set-up, including registration and other access (e.g. exhibitors/service providers/programme)</li> </ul>
<b>Registration</b>	<ul style="list-style-type: none"> <li>– In consultation with the SABDC, find a suitable registration and ticketing service provider</li> <li>– Accreditation for all exhibitors, guests, programme participants, staff, service providers</li> <li>– Providing regular reports leading up to/during/post the event</li> <li>– Providing on-site services <ul style="list-style-type: none"> <li>○ Meeting and greeting/attendance for full duration of event</li> <li>○ Tracking/monitoring number of people who enter per day/per session (including children)</li> <li>○ Registration at different ticketed sessions – at least 10 different ticketed spaces</li> </ul> </li> <li>– ‘Goodie bag’ handout (if applicable)</li> </ul> <p>Note: Although registration of the media will be managed by the PR Company, the events management company will liaise with the PR company in this regard.</p>
<b>JOC</b>	Notify authorities and follow required processes for JOC, disaster management, traffic management and any related requirements
<b>Security</b>	Management of security personnel to provide a safe and secure environment
<b>Health and safety</b>	<ul style="list-style-type: none"> <li>– Ensure all Health &amp; Safety Regulations are met</li> <li>– Ensure presence of medical services on site</li> </ul>

<b>Protocol and VIP management</b>	<ul style="list-style-type: none"> <li>– Ensure all protocol and VIP requirements are met</li> </ul>
<b>Exhibition management</b>	<ul style="list-style-type: none"> <li>– Assist SABDC with invitation and other correspondence with exhibitors. The SABDC will manage the process initially, but will hand over to the company when the time is right</li> <li>– Assist with the appointment of the exhibition company</li> <li>– Manage full exhibitor processes once orders are placed</li> <li>– Carry out evaluation and debriefing with exhibitors</li> </ul>
<b>Production and technical services</b>	<ul style="list-style-type: none"> <li>– Management of access to main venues and different spaces Receiving of goods/supplies/front-of-house materials</li> <li>– Technical requirements for all programme activities</li> <li>– Ensuring power supply, water supply with venues/authorities Finalising event liability based on projected audience and participants</li> <li>– Working with appointed exhibition company to ensure correct set-up of exhibition area</li> </ul>
<b>Hospitality</b>	<ul style="list-style-type: none"> <li>– Manage all catering requirements for public, guests and staff</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>– Negotiate with Newtown Junction Mall to ensure accessible, affordable parking</li> </ul>
<b>Interpretation and translation</b>	<ul style="list-style-type: none"> <li>– Not yet required – this is to be finalised later.</li> </ul>
<b>Branding, signage and decor</b>	<ul style="list-style-type: none"> <li>– Indoor and outdoor branding – requirements and permissions Indoor and outdoor signage</li> <li>– Partnership/sponsor requirements</li> </ul>
<b>Staffing</b>	<ul style="list-style-type: none"> <li>– Management of all supporting staff required for above</li> </ul> <p>Note: Interns to be used as part of the staffing team will be provided by the SABDC.</p>
<b>Service providers</b>	<ul style="list-style-type: none"> <li>– Obtain three quotations for all external services related to the above</li> <li>– Ensure clear processes for, and clear communication lines with, relevant service providers</li> </ul> <p>Note: Relevant service providers will be appointed by the SABDC, but will report to the event management company</p>
<b>Meetings</b>	<ul style="list-style-type: none"> <li>– Attend all required meetings</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>– Attend debrief session</li> <li>– Submit final report within one month of project/event</li> </ul>

## OUR BUDGET

Please contact the SABDC should you be interested in submitting a proposal.

The SABDC works with limited resources but with heightened creativity, and strives for an ideas-rich environment. It loves working with like-minded organisations.

At the SABDC we believe that we bring great exposure to the companies we work with, as our well-established brand travels to all sectors of society.

Benevolent in nature, the SABDC requests service providers to include pro bono elements in their proposal.

## **PROPOSAL**

### **To be included in the submission**

- The SABDC implements a BBBEE procurement policy and requires a BBBEE Certificate
- Tax certificate
- Contact details of referees and summary portfolio for 3 events.

### **Closing date for proposals**

30 November 2017

Full contact and social-media details are to be found in our letterhead.

Please feel free to schedule a call with the CEO of the SABDC at (021) 914-8626 for more information.