



Events & Communications

Press Release
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Maximise World Cup by breeding MICE – Kadoro

Post-World Cup event marketing opportunities could dwarf the tournament's immediate benefits to the events and exhibitions industry, but planning for 'business life after 2010' has to start now.

The call for a greater urgency in the quest for increased international business volumes after the FIFA World Cup comes from Amanda Rogaly, owner of Kadoro Events & Communications, one of the country's leading event management and brand activation companies.

"On the last lap to the big kick-off, it's disappointing that national strategists remain fixated on the event itself," notes Amanda Rogaly. "The legacy issue that matters most in terms of jobs and economic growth is the spin-off derived by key industries, one of which is MICE (meetings, incentives, conferences and exhibitions).

"MICE is an important element in government planning for sustainable tourism development, but there is little evidence that planners are working feverishly to use the World Cup as a catalyst to turn South Africa into one of the world's big MICE destinations.

"To build top-end tourism, you have to 'breed' MICE. The World Cup is the perfect opportunity."

Rogaly says a cumulative World Cup TV audience of 26 billion is projected by FIFA while up to 450 000 visitors are expected, including large VIP and media contingents.

"Visitors and viewers obviously have opportunities to see how beautiful our country is," she adds. "But we have to do more than show off the bushveld and our beaches. We have to showcase modern communications, the facilities available at our top hotels and conference centres and our ability to stage world-class business events."

Rogaly believes leading companies in the event management industry have already drawn up World Cup optimisation and post-World Cup strategies.

“Kadoro is confident sustained growth can be achieved by the industry and leading industry players post-2010,” she says. “The World Cup will help facilitate the internationalisation of at least a portion of the core business written by well-positioned companies.

“To achieve an increase in inbound MICE-activities we need to encourage visitors to bring colleagues and other executives to South Africa, not only their families.

“International growth will be driven by individual efforts to sell South African expertise and South African venues while positive awareness is still high immediately following the FIFA event. For added impact, it would be helpful if government engaged in a major MICE push.”

MICE is reportedly a R21 billion industry in South Africa, though Rogaly says about 95% of this is estimated to be domestic expenditure. However, international conference delegates are big spenders as they usually bring a spouse or partner and complement conference time with vacation add-ons.

In 2008, the average amount spent in South Africa per business traveller was R1 200 a day.

“National planners are well aware of MICE potential,” says Rogaly. “We just have to move faster from strategy formulation to implementation. The trigger-event is the World Cup. We have to maximise that event by maintaining a fast pace.”

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About Kadoro Events and Communications:

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues. Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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