



Synergy

business events





About Us

Since founded in 2011, our experience in managing local and international events and exhibitions with a highly-skilled team means that we are able to apply out of the box solutions to deliver global standards. Our experience in organising some of the largest exhibitions on the continent, our track record includes events like Meetings Africa, Africa's Travel Indaba, the National Tourism Careers Expo, the Comrades Marathon Expo and others.



Our Competitive Advantage

We provide an integrated solution to exhibition management, from conception to execution with a strong onsite presence. Our services include financial management with strict adherence to the budget allocation, supply chain management, with a focus on uplifting local communities.

An intense marketing campaign building up to the event, exhibitor services managed entirely online to reduce risk of data loss, strong event greening practices and regular feedback sessions on the status of the exhibition sales. We are committed to offering a 360-degree approach to exhibition and events management.

At Synergy Business Events, we are enthusiastic about advancing and setting an example of applying environmental-friendly practices and minimising carbon footprint in executing exhibitions and events. Our events include organised eco-friendly waste system and instead of typical-conference practices of giving everyone water in plastic bottles, we feature water tanks and paper cups as a solution to the damage caused by plastic in our oceans.

We strive to achieve economic inclusivity and empowerment through the development of small and medium enterprises. We are committed to empowering our clients and suppliers in all our business interactions.

A black and white photograph capturing a moment of agreement or partnership. Two individuals, dressed in business attire, are shaking hands over a desk. The desk is cluttered with professional items: a laptop with a dark screen, several sheets of paper featuring charts and graphs, and a pen. The background is softly blurred, showing more of the office environment. The overall tone is professional and collaborative.

What We Offer

Sustainable and Event Greening Practices



For us, sustainability is central to the longevity of businesses in all industries; which is why we always adopt sustainable and eco-friendly practices in our execution of events. Our greening initiatives include; eco-friendly soundproof walling; use of LED lighting; green product solutions; recycling of paper, plastic and glass; and encouraging exhibitors to purchase trees to offset their carbon footprint associated with an event.

In 2019 Africa's Travel Indaba, for example, was organised around our greening principles which were also evident at Meetings Africa and the many other events that we organise. The Green Stand Award which was first awarded at Meetings Africa was also awarded at Africa's Travel Indaba - as part of our initiative to encourage eco-friendliness in the events sector.

We encourage and suggest eco-friendly and sustainable practices from the start of the project to completion.

Exhibitor Services



Our extensive experience managing local and international events and exhibitions are,

guarantees that we present our clients with new, creative and innovative ideas in executing events and providing exhibitor services.

Our exhibitor services include facilities such as exhibition visitor and delegate registration; bookings; allocation of space; handling of enquiries, as well as the publishing of exhibitor manuals and other services - all of which are done online. Our skilled and hands-on team will see through the design and production of the exhibition with the floor layout, plus on-site presence for the duration of your event to ensure a smooth execution, thus guaranteeing our clients peace of mind.

Financial Management



Our 360-degree approach to exhibition and events management means that we are well equipped to assist our clients in compiling a suitable budget and managing it well regardless of the currency. With experience in events and a team that offers a myriad of expertise spanning a wide range of industries and events sizes, we can compile a budget and adhere to the allocation while also ensuring a well organised and high-quality event.

Our hands-on team is always delighted to attend meetings and site visits with our clients and potential exhibitors when required to provide creative and innovative insights in the early phases of event planning in line with the budget.

Sales and Marketing



We are committed to turning our clients' ideas into reality by providing an integrated solution to exhibition management, from the conception of a strong sales and marketing pitch to the final execution of the event.

Our experienced team will develop a sales and marketing plan to guide the successful promotion and execution of your event, with a view of increasing the shows revenue.

We recognise marketing as being central to the success of any event and are able to apply innovative solutions to deliver spectacular events of global standards.

Online Services



We manage our exhibitor services entirely online to reduce the risk of data loss. Our events feature an efficient mobile application that functions for the duration of the event and offers delegates information about the programme, list of exhibitors among other services and is also used to communicate with delegates at the event in real-time, thus putting us at the forefront of the 4th Industrial Revolution within the event planning space.

Communication



We provide regular interactions and feedback with our clients on the status of the exhibition sales and marketing of the event. We will be on site throughout the phases of the exhibition from conception to the end, this includes clear communication lines about the progress on the work building up to the event, as well as the break-down phase to ensure all exhibitor queries are handled quickly and efficiently. We develop, manage and maintain an updated database of potential and confirmed exhibitors throughout the project to make communication with the various exhibitors smooth.



Our Portfolio

Synergy Business Events has successfully managed and co-ordinated a variety of events, conferences and international events.



Some of these include:



Meetings Africa
Johannesburg, South Africa
(2011 – To date)

**AFRICA'S
TRAVEL
INDABA**

Africa's Travel Indaba
Durban, South Africa
(2018 – To date)


imex
Frankfurt

The logo for IMEX Frankfurt features a stylized graphic of four vertical bars in blue, green, orange, and red above the word 'imex' in a bold, lowercase sans-serif font. Below 'imex' is the word 'Frankfurt' in a smaller, lowercase sans-serif font.

IMEX, Frankfurt
Germany
South African Pavilion
(2011 – 2014)


imex
america

The logo for IMEX America features a stylized graphic of four vertical bars in blue, green, orange, and red above the word 'imex' in a bold, lowercase sans-serif font. Below 'imex' is the word 'america' in a smaller, lowercase sans-serif font.

IMEX, Las Vegas,
USA
South African Pavilion
(2011 – 2013)



The Global Meetings
& Events Exhibition

EIBTM
Barcelona, Spain
South African Pavilion
(2011 – 2013)



Africa Alzheimer
Congress 2013
Johannesburg
South Africa



National Tourism
Careers Expo 2011
Durban
South Africa



Govtech
2019
Durban
South Africa



Lilizela Tourism Awards 2019
Johannesburg
South Africa



Comrades Marathon Expo
2020
Durban
South Africa



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