



2-4 NOVEMBER 2016 | CAPE TOWN, SOUTH AFRICA

# WRAP REPORT

Prepared by Kirsten Francis | On behalf of Jade-Sky PM



An official event of the  
South African Wind Energy Association  
and Global Wind Energy Council



# Introduction

Windaba Conference and Exhibition is South African Wind Energy Association's flagship event and its primary annual fundraiser.

The aim of Windaba remains to establish the event as South Africa's Premier wind energy platform and annual meeting of wind energy professionals active in South Africa and globally.

This document serves as an overview/wrap report for Windaba 2016.

**Title:** Windaba 2016

**Theme:** Towards 100% Renewables

**Date:** 2-3 November 2016

**Venue:** Cape Town International Convention Centre (CTICC)

# Resources:

- **Project Management:**

*Jade-Sky*

The Jade-Sky Project Management team does the end-to-end planning and project management facilitation of Windaba.

- **Exhibition: Stand Build company:**

*Scan Cape Town.*

We used a new service provider for 2016 and a new shell scheme system. Very well received except a few exhibitors did not read all correspondence and therefore arrived at Windaba expecting the old shell design. Overall the exhibition area was very well received.

- **Carpets:**

*2-WAY Exhibition:*

We decided to go directly to the service provider and in doing so saved approximately R20 000 on carpeting.

- **AV:**

*CueAV:*

We have noted that there was technical issues in Auditorium. On further investigation it often arose from the speaker using the clicker incorrectly. In future we will prepare a technical briefing note for all speakers and panellists.

- **B2B App:**

We need a more integrated system which will feed seamlessly into all digital platforms.



# Thank you for the good conference.

Ilya Goryashin  
Blue World Carbon



# Attendance:

Delegates:

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**229**

Exhibitors:

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**70**

Sponsors:

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**84**

Speakers:

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**67**

Media:

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**27**

Visitors:

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**288****TOTAL ATTENDANCE: 765**

Attendance statistics this year are drawn from the registration system we used for the first time. Windaba Conference and Exhibition had a drop in overall numbers. The exhibition saw the biggest drop and this correlates to the delays experienced in the REIPPPP market. The sponsors brought an increased number of delegates which boosted the overall numbers to the show. Visitor numbers increased, we see this spike as reflecting the value which participants have come to see in networking opportunities.

The media numbers are however inaccurate. Though 27 media came through our registration system, many journalists had indicated to our team that they would "swap" their tags with other reporters as they could not attend all sessions.

For the public Post Show report we will increase these numbers slightly as it assists with future events, this is an industry norm.

# Sponsors:

## Endorsers:



## Gold Sponsors:



Development Bank  
of Southern Africa



ENERGY FOR THE WORLD



## Bronze Sponsors:



## Category Sponsors:



# Media partners:



# Supporters:





I just wanted to say a massive thank you for all your hard work at Windaba, we really had a great time and it was totally due to the outstanding event organization!

Annesley Crisp  
Arcus Consultancy Services



# Insights:

## Association event

Windaba as an Association event has gained traction, we are mindful that the events overall success is tied into shifts in the domestic market and developments and trends as experienced globally.

## Marketing and PR budgets

Definite marketing and PR budgets need to be allocated to Windaba. It is our feeling that a coordinated PR and Marketing effort is required to increase both Windaba and Sawea brand awareness and increase traffic to the show.

## Did Windaba make a profit?

Windaba will make a profit this year though not as healthy as that in 2015. Once all payments have been made, memberships paid and financials finalised we will have an exact figure.

# INDUSTRY GIVES BACK

## Renewable Energy Challenge

Winning Groups:	Winning Schools:	Number of Winners:
3	3	10
Schools attending Career Expo day:	Students:	Goody Bags:
3	200	200

## Kerria Outreach

Number of Volunteers:	Shoots planted:	Attending Companies:
37	3000	7

**Vegetables planted:** Spinach, Cornflower, Broccoli, Carrots & Cabbage

### Prize sponsors:



### Host Venues:



### Event partner:





**Congratulations on a  
well-run and enjoyable  
event.**

Amanda Dinan  
Fetola



# Reactions & Feedback:

## What did people like about this year's event?

Many people complimented the show in general with many internationals who have been to the show over the years appreciating aspects such as the “new look” logo, the changed show footprint and ease of use of the B2B App.

### Conference Topics

Generally, feedback indicated that the programme content was very ‘internationally’ focussed. International speakers were thought to be of very high quality and highly regarded. From feedback more emphasis is required on the South African, African context and current challenges. Delegates by indication would prefer streams of knowledge which will allow for better planning for attendance of sessions of particular interest.

Conference attendance was definitely very good with delegates appreciative of the diversity of the content. The biggest concern from feedback was the notable absence of participation on the programme by government including DOE, ESKOM & the major Banks/Lenders.

# Lessons & Improvements:

## Integrated systems

For the past 5 years JSPM has tried to manage the registration system manually to keep the costs low. Given the show's evolution, we should now look into an integrated system. An integrated management system will assist in better tracking of registrations, payments and enhance our existing online and communication platform. We will also be more equipped to undertake online marketing campaigns and draw down data which we can sell to Users and Business-2-Business App. We are currently investigating options though systems of this nature can be costly. We feel however on the basis of cost benefit analysis we will be able to both be more efficient and be able to more easily recoup money from selling on data and or advertising.

## Budgetary systems

It is very difficult for JSPM to accurately budget as there are often items which are not included. We initially start with a budget which we then whittle down along the way where we are able to save. Items like travel costs are often out of our control and becomes challenging at wrap phase of Windaba. Live payment updates could be integrated into the proposed system.

## Programme

As already discussed in the Board meeting, a steercom will need to be established to assist in the conference programme content. JSPM as the facilitator of the programme is often left the task of contacting speakers and not knowing if the speaker had already been engaged prior to receiving the email from our side. We look forward to working with the Steercom to make this transition smoother.

## AV

We need to improve the AV and see what works best for speakers. We are reviewing the shortcomings and putting in mitigation measures.



**It was a pleasure to visit  
Windaba last week**

Tim Camp  
DNV GL – Energy



# Future Developments and suggestions:

## PR & Marketing

Our preference is to manage the PR & Marketing coordination for Windaba internally.

## Marketing

For most conferences the marketing is done through consistent meetings with possible sponsors. We need to see how best to do this going forward to attract new sponsors. Windaba relies mainly on the turbine manufacturers, which take up Gold Sponsorship. We need to look at extending the value chain and incorporating the Banks/major lenders into the event, this can only be done with a concerted marketing drive which will involve face-to-face meetings with marketing teams of sponsors.

## Windac-Africa overlapping with Windaba

We support the inclusion of this Academic arm into the Windaba activities. Hosting the events simultaneously in the same venue not only brings value to participants but adds better project management. Given that a number of the Windac delegates were sponsored we will need to look at rates etc.

We have secured dates at the CTICC for 14-16 November 2017. Our suggestion is to host Windac-Africa on 14-15 November & Windaba Conference and Exhibition 15-16 November.

# Future Developments and suggestions:

## Overall

JSPM this year views the event as successful and feedback from our exhibitors has once again been, that despite the numbers being low it is a very targeted audience and serves overarching strategic business objectives.

## Brand Identity

Windaba got a logo update for 2016 which is a fresh look. We are confident that this refreshed look can be kept for at least 5 years. We received many compliments on the change.

## Pricing

Pricing is always an issue but if we look at other conferences we are actually cheaper than most.

We have to stress that as the conference grows we will have to spend more on integrated systems which will allow for a more streamlined operation. The registration system despite a few glitches worked well as we were able to get a more accurate depiction of attendees. JSPM works tirelessly to ensure that at every opportunity we are able to get the best and most cost effective outcome for SAWEA and we remain dedicated to ensuring that this is the case.



# SAVE THE DATE

14-16 NOVEMBER 2017



**WINDABA**

SOUTH AFRICA'S PREMIER WIND ENERGY  
CONFERENCE & EXHIBITION



Windaba is proudly project managed by **jade-sky**

Kirsten Francis: [kirsten@jade-sky.com](mailto:kirsten@jade-sky.com)  
Leole-Ann Francis: [leole@jade-sky.com](mailto:leole@jade-sky.com)

