

# **‘DESTINATION FOCUS’**

## **CTICC’s OPERATIONAL PRACTISE**

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**ICCA Association Expert Seminar**

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**CAPE TOWN**  
International Convention Centre

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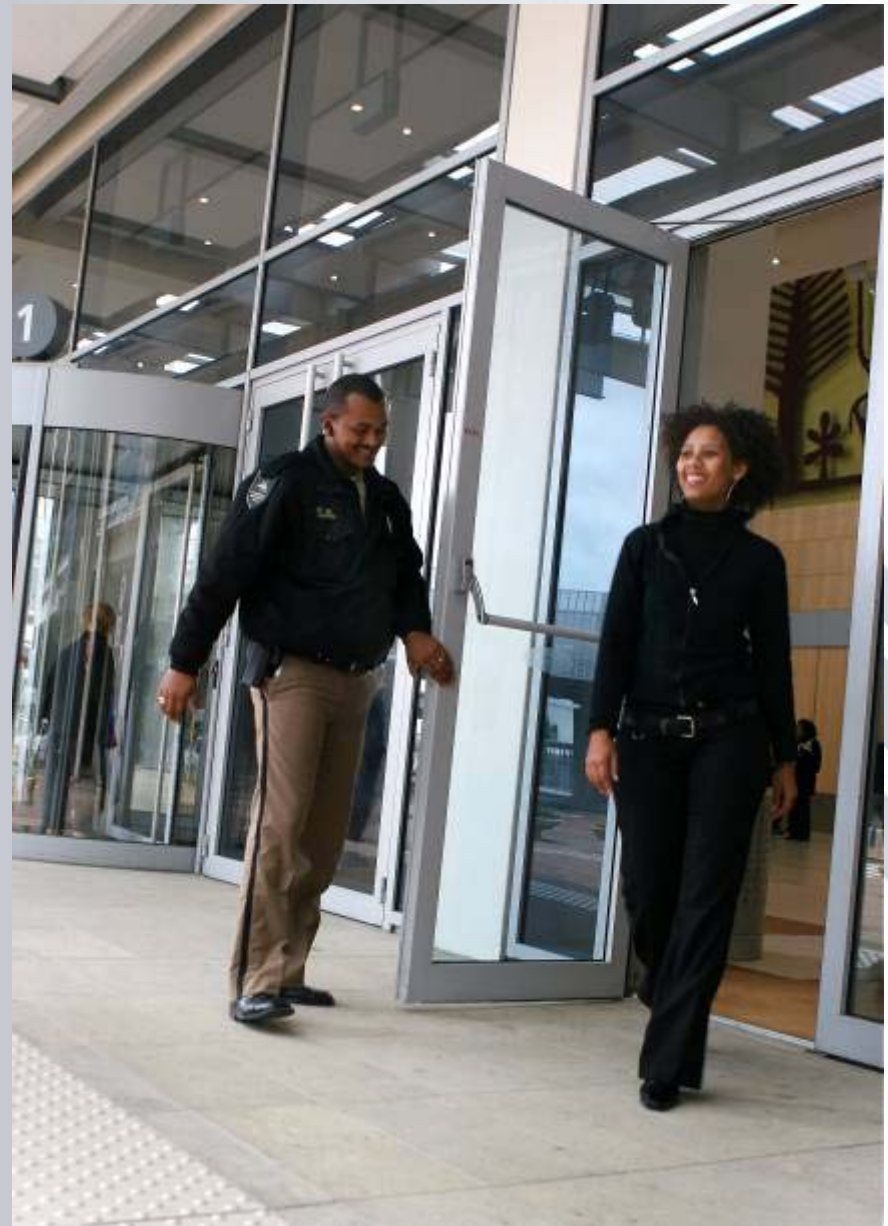
# Best practices (1)

- Clear pre-event communication
- Adhering to agreed deadlines and keeping your promises
- Custom made solutions to suit different clients' needs
- Building a partnership in organizing the event



# Best practices (2)

- Proper handover procedures
- Dedicated duty management support
- Making client feel welcome and recognized by all staff
- Taking ownership of client's event
- Logistical support to shorten event turnaround times



# Best practices (3)

- Everything-is-possible attitude, also last minute
- Specialized service contractors on site
- 'Exclusive' service suppliers to enhance quality experience
- Involvement of centre management in many 'non-centre' issues
- Service with a smile



# Not-so-good practices (1) the organization

- Bureaucratic approach towards requests
- 9 to 5 in stead of 24/7
- Slow response time on the floor
- Unionized, instead of entrepreneurial working environment
- No real understanding of the meeting product
- No quality control or grading
- No (English) language skills
- No emergency procedures



# Not-so-good practices 2: the venue

- No dedicated meeting and banqueting space
- Insufficient or no dedicated exhibition space
- Not all required venues under one roof
- Limitations in floor weight and ceiling height
- Too many multifunctional spaces



# Not-so-good practices 3: the venue (cont.)

- Insufficient public and networking space
- IT and telecom limitations
- Insufficient loading area
- No (or hardly any) storage
- No proper maintenance
- Cleaning before, instead of after the event





Thank you

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