



# CRAIG'S LIST: TOP 10 TIPS FOR A SEAMLESS EVENT

Selecting the right venue is without a doubt the single most important decision that will have the greatest impact on the success of your event. This is according to Johannesburg Expo Centre (JEC) CEO, Craig Newman, who shares his Top 10 Tips for selecting a venue that will result in a successful event.

## Select a versatile venue

The success of any exhibition, conference and event, hinges on the careful selection of an appropriate venue. One that includes multipurpose facilities and offers alternative options in the face of unpredictable circumstances. JEC offers over 50 000 m<sup>2</sup> of indoor space and 100 000 m<sup>2</sup> of extremely versatile outdoor space.

## Safe, secure and ample parking

Something often overlooked in the frenzy of organising the event is the importance of parking facilities. Delegates to your event will be pleasantly surprised if they can gain quick and easy access to the event and have peace-of-mind with regard to the security of their vehicle. JEC offers 20 000 parking bays on-site.

## Teamwork is crucial

When it comes to event preparation, an event planner needs a team of dedicated people who will go the extra mile. Look for a venue with a team that is just as enthusiastic about the success of your event. No task is too big or small for a professional team of individuals.

## Location, location

Another crucial tip for event planners is the location of the venue. Taking traffic, accommodation and transport services all into account – you want your delegates to arrive safely and on time. At JEC we are located a mere 30-minutes away from OR Tambo International and close to all of Johannesburg's major highways. Some of the city's best hotels and guest houses are a 15-minute drive away.

## Ease of access to facilities

When it comes to exhibitions, the exhibitors coming to the event will require ease of access to the exhibition halls for build-up and breakdown. It's therefore critical that the exhibitions, conferences and events venue has multiple access points where services providers can deliver stand-building materials and other auxiliary services.

## Industry reputation

They say that results speak for themselves, and when it comes to the exhibitions, conferences and events industry, this is no exception. Look for a venue that has earned its stripes in the industry. The JEC is proud to have won the PMR.africa Award in 2007, 2011, 2013, 2014, 2015 and 2017. Furthermore, the JEC are proud members of EXSA, UFI, SAACI and SOJO – the leading associations of the exhibitions and events industry in Africa and the rest of the world.

## World-class catering

Never underestimate the importance of good catering at your event. A key component of planning revolves around the food that will be served to attendees. Great food that satisfies all dietary requirements goes a long way in creating a memorable event. Main Event Catering is the name behind the JEC's 5-star catering services. Offering each client and event a trusted turnkey solution for all catering requirements.

## Security and emergency services

The safety and security of your event's visitors must always be a top priority. At JEC, we have permanent emergency services on site, and visitors to the JEC are greeted by the highly professional security officers

from Recall Security, one of the leading security services providers in South Africa.

## Flawless facilities

Exhibitions, conferences and events venues must go the extra mile to ensure that all their facilities are safe, clean and hygienic. All JEC's facilities are expertly maintained by ZF-Cleaning Services, an affiliated member of EXSA. For over 30 years, ZF Cleaning Services has rendered services to some of the leading exhibitions, conferences and event's organisers in the industry.

## Turnkey solutions

Finally, your chosen venue should offer a range of additional services that will help you create a seamless event. At JEC, we have an ongoing partnership with the Expo Guys, a one-stop exhibition shop with a solid reputation for completing exhibition stands on time, within budget, and exceeding clients' expectations. Expo Guys offer turnkey solutions for exhibitions which can be tailor-made to suit specific requirements.

"At the JEC we have the capacity, experience, resources and strategic partnerships to host any occasion, regardless of size, across a broad client base," says Newman. "As a dedicated and award-winning exhibition, conference and events venue, we are more than prepared to meet the exceptional demands of every event."

