



SESSIONS | NETWORKING | PRODUCTS

21 - 22 JULY 2020

TRANSFORMING CONSTRUCTION IN AFRICA

CHAPTER ONE 11.00 – 18.00 (GMT +4)

www.thebig5digitalfestivalafrica.com

LIVE
ANYWHERE.
ANY PLACE.

Organised by **dmg::events**

WHAT IS

THE BIG 5 DIGITAL FESTIVAL AFRICA?

As the first of its kind in Africa, The Big 5 Digital Festival Africa is an online gathering of the construction community in Africa, delivering insight, inspiration and direction.

- Exceptional content - covering the most crucial issues facing the construction industry for generations
- presentations, panel discussions and case studies offering inspiration construction professionals need to guide their business through this challenging time, and emerge a winner
- Sessions accredited by CpD - allowing attendees professional development
- The online meeting place for 1000+ construction leaders from across Africa
- Over 15 hours of quality networking opportunities
- Showcase of innovative ideas and construction products



www.thebig5digitalfestivalafrica.com

WHY

WE ARE DOING THIS

We have engaged with our key stakeholders and the larger construction community over the past couple of weeks and they all mentioned we need to 'STAY CONNECTED'.

Staying connected helps assess the changes in our world and people – operationally and financially. It is crucial to rebuilding confidence around the global construction community in order to define the path to recovery.

The time is now, to continue the conversation by making those critical connections to build understanding, relationships, unity and feasible ways to support one another for a brighter tomorrow.

We, as a responsible international organiser, understand the importance of facilitating this digital connect service with the construction community, helping your business to stay ahead of the curve in these difficult times and preparing it for acceleration as soon as things get better.

WHAT TO

EXPECT FROM THE DIGITAL FESTIVAL



2 days of live sessions,
networking and product showcasing



Expected number of attendees:
1,000 pre-qualified attendees



8 Globally renowned influential speakers



5 country spotlights - Ethiopia, Egypt,
Nigeria, Kenya and South Africa



25 innovative product pitches



Limited to 25 booths



Speed networking sessions

HOW

WILL THE FESTIVAL WORK?

- 1 Attendees will pre-register for the Festival, just as they would do a regular face-to-face event – this way we gather all the relevant information so we can provide **matchmaking** for you
- 2 Reminders for the event will be sent on a regular basis to ensure people log on on the days

- 3 On the day of the event, attendees will log on to view the **content** – this will be a huge draw for attendees to visit the festival and in turn view your products and services



HOW

WILL THE FESTIVAL WORK?

4 During the event, the attendees will be directed to the **exhibitor zone** to see your products and can interact with yourselves on a one-to-one basis via chat, call or video

5 After the event, you will receive a full **personalised post event report** and also all the data of those that 'visited' your stand and interacted with you



WHY

EXHIBIT OR SPONSOR?

→ BRAND AWARENESS

Join the first ever digital construction event in Africa and get in front of thousands of professionals actively seeking innovation and inspiration

→ BE SEEN AS A THOUGHT LEADER

You will have the opportunity to host a pre-recorded presentation, with a live Q&A for attendees to interact with you

→ LEAD GENERATION

On your dedicated online dashboard, you will receive the analytics and all the data of the attendees to your booth and session

→ BUILD RELATIONSHIPS

Sponsor-led roundtables are exclusively designed for more focused interactions and discussions on specific industry topics.

Selected number of attendees can join a multi-screen live video conversation to exchange business ideas and industry knowledge.

PRODUCTS

THAT CAN BE
SHOWCASED
ONLINE



Building Materials & Tools

- Construction Tools & Hardware
- Machinery & Equipment
- Metal & Steel
- Wood, Plastic & Composite
- Aluminium



Building Interiors

- Kitchen, Bathroom & Related Surfaces
- Marble, Ceramic & Stone
- Surface & Finishes
- Lighting
- Sealants, Adhesives & Coatings
- Flooring, Ceiling & Walling
- Windows & Doors



HVAC R

- Heating, Ventilation & Air Conditioning Components
- Refrigeration Systems & Equipment
- Plumbing & Water Technology
- Pumps, Valves, Pipes & Fittings
- Access & Lifting Equipment



Concrete & PMV

- Formwork & Scaffolding
- Concrete & Cement Equipment
- Construction & Commercial Vehicles
- Batching Equipment
- Mining Machinery & Equipment



Building Services

- Facilities Management
- Commercial Cleaning & Hygiene
- Elevators & Escalators
- Safety & Security
- Building Automation
- Software & IT

THE PROFILES OF ATTENDEES WILL INCLUDE

Agent - distributor - supplier
Architectural Firm
Building Consultancy
Contractor
Engineering
Facilities Management
Government/Municipality
Interior Design Agency
IT & Software
Landscaping
Manufacturer
MEP Contractor
Property Developer
Sub-Contractor
Surveying

The Festival will attract **1000+** attendees from across Africa, with a particular focus of visitors from:



EGYPT



ETHIOPIA



KENYA



NIGERIA



SOUTH AFRICA

WHO

WILL BE ATTENDING?

HOW

WILL WE MARKET THE FESTIVAL?

There will be a full marketing and PR campaign to ensure the Festival is a success for your company. This will include:



Content marketing



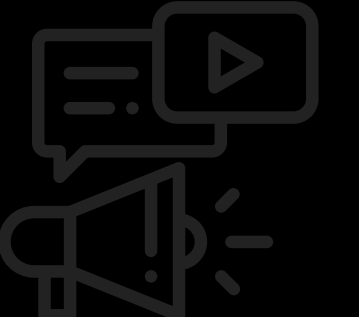
Email marketing



Paid digital campaign



Media partnerships



Press releases



Social media promotion



Speaker and exhibitor engagement



Partnerships with local Associations



WILL THE DIGITAL PLATFORM BE DIFFICULT TO NAVIGATE TO SETUP MY 'BOOTH' OR ENGAGE WITH VISITORS – AS I DO NOT HAVE A TECH-SAVVY TEAM?

Absolutely easy to navigate as the digital event is customized with visual representations – plus you will have a dedicated event manager to assist you throughout the journey.



WHAT CAN I SHOWCASE ON MY BOOTH?

Everything from product brochure, video, employee “manning” the stands to engage with the attendees.

FREQUENTLY ASKED QUESTIONS



I HAVE DIFFERENT DIVISIONS OF PRODUCTS I WISH TO SHOWCASE – IS THAT POSSIBLE WITHIN A SINGLE BOOTH?

Yes it is possible to upload multiple product lines in a single booth, but it is recommended to keep it focused as visitors might be overwhelmed with too many information at one-time.



WHO ARE THE KEYNOTE SPEAKERS?

Ministerial & Government representatives, top decision-makers from key contracting, architectural & design firms from across the various African countries (Egypt, Ethiopia, Kenya, Nigeria, South Africa just to name a few).



AS THIS IS AN OPEN PLATFORM FOR VISITORS, WILL I BE ENGAGING WITH NON-RELATED ATTENDEES?

Although the event is digital – we will still be screening and pre-qualifying attendees to ensure only related professionals are provided with access.



I HAVE MADE GOOD CONNECTIONS DURING THE EVENT, HOW DO I KEEP IN TOUCH WITH THE ATTENDEES?

Congratulations! All exhibitors will be provided a report after the event, complete with contact details of attendees that has "visited" your booth. But we recommend you to immediately make plans to meet at a later point during the live-event days to ensure you make a strong impression with the potential buyer.



WILL I BE ABLE TO SETUP INDIVIDUAL MEETINGS WITH A POTENTIAL BUYER I HAVE IDENTIFIED?

Yes - the 3D virtual platform supports 1-to-1 meetings with audio, video and text functions.

FREQUENTLY

ASKED QUESTIONS, CONTINUED...



WHY DO YOU LIMIT THE NUMBER OF EXHIBITOR'S BOOTHS?

The decision to limit the number of exhibitors' booths is to ensure all exhibitors & visitors attending the virtual event are well attended and strong networking are generated.



SOUNDS GOOD, HOW DO I SIGN-UP TO BE PART OF THIS?

Send us an enquiry at info@thebig5digitalfestival.com and a dedicated account manager will be in-touch to assist you further and answer any further queries you might have.



I HAVE ALREADY IDENTIFIED A GROUP OF POTENTIAL BUYERS FROM AFRICA FOR MY COMPANY'S PRODUCTS, WILL I BE ABLE TO INVITE THEM TO THE VIRTUAL EVENT?

Yes we are able to assist with inviting your clients to the event. Your dedicated event manager will walk you through the process as we are a GDPR-Compliant company.

JOIN US

**AT THE VERY
FIRST BIG 5
DIGITAL
FESTIVAL**

CONTACT US TODAY

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