

Scan sets up Event Industry Summit

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The inaugural Event Industry Summit (EIS) took place at Hackle Brooke Conference Centre in Randburg, Johannesburg on 13 March - and Scan Display (Johannesburg) was an event partner and exclusive exhibition infrastructure provider. Scan MD Justin Hawes was also a keynote speaker, in his capacity as founding member of the Event Greening Forum.

The event showcased event associations and partners and featured two discussion panels, comprising industry leaders, who were interviewed in front of a live audience. The summit was led by South African professional business speaker, Michael Jackson. He has addressed over 2 000 global conferences, events and seminars with audiences ranging from factory workers to heads of state.

Scan supplied a total of 13 stands (including its own) for participants such as Zevenwacht, Red Balloon, Sensations Lab and Project Productions. Scan also showcased several of its innovative products such as the modulbox (a portable, pop-up, entirely self-contained event or info stand that is set up in less than an hour). Other Scan products included the TFS arch (which provides a great entrance feature), rolled carpeting and vinyl flooring. The Mo5, the smaller display unit in the modulbox range, was used for registration.



"We used the same floor covering throughout different venue areas to create a cohesive look and feel," said Scan Marketing Manager Zoe Broad. "Associations and partners had TFS backdrops. The individual stands had no side walls in order to create an open and inviting look, ideal for networking."

At Scan's own stand, the modulbox was in prime position at the entrance, which also sported a TFS arch in rainbow colours (the EIS colour branding) and a welcoming red carpet. Recessed floor lighting created a dramatic gallery-like environment in which to display products such as customised iPad plinths.

During the panel discussion, Hawes explained how the Event Greening Forum aims to promote sustainable and ethical business practices. Objectives include setting minimum standards around event greening, promoting training in event greening principles and practices, and communicating with Government to promote event greening processes, standards and regulations.

Other EIS speakers covered a wide range of topics, from the latest event trends emerging this year, to picking the right presenter for a conference.

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