



A place of **potential**, a place of **opportunity**.
Virtual conference
14 October 2021





ABOUT THE DISCOVER BELLVILLE VIRTUAL CONFERENCE 2021

- The GTP is hosting its annual investment conference again, after a hiatus during 2020. The focus of the conference will be on attracting investor and developer interest in Bellville, as well as to broadcast more about the GTP's achievements in the area, in support of a strong call for donations and project funding.
- The event will be a digital conference and exhibition hosted in a custom-built digital conference environment to enable more dynamic interaction with visitors, speakers, and exhibitors, supported by live-streamed production and digital exhibition zones.

TECH AND MEDIA PARTNERS



THE GREATER
TYGERBERG
PARTNERSHIP

- Real Estate Investor Magazine have developed the virtual conference environment and have **experience in deploying digital conferences.**
- The conference interface enables **visitors to interact directly with guests and speakers, to view content on-demand and to participate in live events streaming in real-time.**
- We're **going beyond standard Zoom technology**, which has become hackneyed and alienating to fatigued audiences. This approach promises a more dynamic and engaging setting for meaningful conversations to take place.
- **The environment will be designed** as a simulation of Bellville streets and public spaces, whether as they are today or as envisaged in the Bellville Future City masterplan. **The venue is designed as a hub space, with exhibitor zones as spokes leading off from the main arena.**



- 3D Immersive virtual environment
- 360 degree tours
- Attendee custom avatar
- On demand content - select topics that you are interested in exploring
- Keynote presentations from leading urbanists
- Panel discussions with Q & as
- Content available on demand after the event
- Live presentations and speakers
- Networking opportunities
- Virtual expo booths with demonstrations
- Digital business cards for networking and lead generation
- Digital wallet for collecting digital objects & swag
- Direct engagement with attendees, speakers & sponsors
- Meetings – one-on-one in VIP lounge & meeting rooms
- Chill room - take a mental break from all the action



PROVISIONAL PROGRAMME – 14 OCTOBER 2021

- 09:30 – 10:00
Venue opens for guests to enter venue and orient themselves
- 10:00 – 10:10
Welcome and event intro (Warren Hewitt, CEO, GTP)
- 10:10 – 10:30
Setting the context: (Warren Hewitt, CEO, GTP)
- 10:30 – 11:15
Keynote speaker 1 (TBC: international speaker) (main event room)
- 11:15 – 13:30
Exhibitor rooms open for on-demand viewing. Exhibitors can present their own content in multiple formats – MP4 videos, downloadable PDFs, recorded presentations, CGI flythroughs and so on.

During this time, guests can: navigate through the space, watching interactive content on demand; arrange private meetings in the exhibition rooms with exhibitors, through a virtual booking system and digital business cards; and network and talk directly to other guests in real-time.

- 13.30 – 14:15
Keynote speaker (TBC: Frank Cumming, City of Cape Town)
- 14:15-14:45
Panel discussion and questions

During this time, guests can ask questions and interact with the panellists on the relevant topic under discussion.

- 14:45-15:00
Event summary, wrap up and close

WHO WILL ATTEND?

- Property- and investment-focused decision makers based locally, regionally and abroad
- Sector-focused commercial property investors and developers:
- Business owners seeking to invest in or upgrade their properties
- Senior corporate executives and representatives
- Public sector officials

**CONNECTING PEOPLE, PLACES & PARTNERS
WITH POSSIBILITY**



PRE-SUMMIT BENEFITS	NAMING SPONSOR (R35 000)	GOLD PARTNER (R20 000)	CONTENT PARTNER (R5 000)
Social Media Promos	X	X	X
Linked Logo on Event Site	X	X	X
Website Banners	X	X	
Email Marketing	X	X	X
Feature in REI Mag	X		
Press Release Mention	X	X	
Branded Conference Expo Lounge	X		X
Conference Speaker	X		
VIRTUAL CONFERENCE BENEFITS			
Individual Speaking Slot (pre-recorded)15 min	X	X	
Panelist Speaker Slot (live)30 min	X		
Digital Business Cards	X	X	X
One-on-one Meeting Scheduling	X	X	X
Branded Virtual Conferenced Expo Lounge	X	X	X
Promotional Video in Expo Lounge	X	X	X
Customised Virtual Objects (vatoms & tokens)	X		
Private Meeting Room	X	X	
Welcome Address	X		
POST CONFERENCE BENEFITS			
Branded on-demand content hosted in GTP arena available	X (1 year)	X (6 months)	X (3 months)
Bellville Conversations webinar interview	X	X	