

INTERNATIONAL CONFERENCE ON BUSINESS ADVISING:
22-24 November 2017, Johannesburg, South Africa

Partnership Proposal



TABLE OF CONTENTS

- A. THE CONFERENCE 3
- B. TARGET AUDIENCE 3
- C. CONTENT AND STRUCTURE..... 3
- D. HIGH-LEVEL INDICATIVE PROGRAMME..... 4
- E. SPEAKERS 5
- F. OTHER DETAILS 6
- G. CONFERENCE COLLABORATING PARTNERS..... 6
- H. CONFERENCE PARTNERSHIP PACKAGES..... 7
- I. CONTACT DETAILS..... 9

“Many entrepreneurs are good at going it alone, but the growth and development of small and medium-sized enterprises often rely on the guidance and support of external practitioners or advisers with specific expertise, knowledge, and skills that entrepreneurs may not have. These people make a difference, and research has shown they improve the longer-term viability of new ventures, helping them get past those critical first five years”

- *Keystones in Entrepreneurship Knowledge, 2005*

“Business advice consistently produces better outcomes on productivity and output...”

- *A New Design: Making Local Support Work for Business, 2015*

INTERNATIONAL CONFERENCE ON BUSINESS ADVISING

2

“The use of external advice has been strongly linked to successful business growth...”

- *Keystones in Entrepreneurship Knowledge, 2005*

“Connecting businesses with mentors can be a valuable tool in boosting business performance. Businesses using Mentorsme have reported a series of positive impacts, with 65 per cent having had a positive effect on international expansion; 62 per cent a positive impact on turnover; 55 per cent a positive effect on profit; 62 per cent a positive impact on increasing products, markets and business services; and 67 per cent increased productivity”

- *A New Design: Making Local Support Work for Business, 2015*

THE CONFERENCE

The **International Conference on Business Advising** (ICBA), the first of its kind to be held on the African continent, will cast the spotlight on what is considered one of the most important business support tools – **business advising**. As the above quotes clearly articulate, business advising plays a critical role in enhancing the survival, performance and success of all businesses, in particular start-ups and small and medium-sized enterprises (SMEs). The conference will take a 360-degree view of business advising, looking at the profession itself, its practice, and its performance. It will examine the following central questions, among others: What factors determine the success of business advising as a business support tool? What are the experiences in South Africa and around the world? How can the impact of business advising be measured and improved? What are future directions in business advising? The importance of the conference arises from the fact that, with small business development a key policy priority in South Africa, and with anecdotal evidence suggesting that the business advising profession faces some key challenges, the need to develop and deploy quality, impactful business advice is becoming increasingly urgent.

TARGET AUDIENCE

International literature identifies a wide range of providers of business advice. These include accountants, lawyers, banks, government SME support agencies, business schools, consultants, trade and professional associations, and Chambers of Commerce. The conference will target the full spectrum of these providers, plus policymakers and business academics and researchers – from around the world.

CONTENT AND STRUCTURE

Under the theme, **Business Advising: Profession, Practice and Performance**, the conference will cover all components of business advising – mentoring, coaching, consulting, counselling, and business turnaround. It will take place over **three days**, comprising plenaries and continuous professional development (CPD) sessions, covering the following topics:

Profession

- Professional standards, certification and regulatory approaches
- Education and continuous professional development

Practice

- Design, methodologies and approaches
- Tools and techniques
- Innovations in delivery

Performance

- Performance measurement / impact assessment
- Continuous learning and improvement

HIGH-LEVEL INDICATIVE PROGRAMME

Organised under the topics of **Profession**, **Practice** and **Performance**, from a content point of view the programme for the 3-day conference will be organised as follows:

| Profession | Practice | Performance |
|---|--|---|
| <ul style="list-style-type: none">• Minimum qualifications• Accreditation / certification• Continuing professional development• Professional codes / ethics / regulation | <ul style="list-style-type: none">• Programme design approaches• Adviser-client relationship• Methodologies, tools and techniques• Delivery innovations (incl. role of ICT)• Quality assurance• Complaints handling | <ul style="list-style-type: none">• Determining success – how do we know it works?• Measurement methodologies (qualitative vs quantitative)• Determining measurement roles and frequencies• Disseminating and using results to improve design and practice |

SPEAKERS

Conference speakers will be drawn from the target groups mentioned above, both domestically and internationally. A deliberate effort will be made to identify and invite speakers from developing countries as well. A “Call for Speakers” via the conference website will extend an open invitation to speak at the conference.

To date, the following speakers have confirmed:

1. Dr Richard Weinberger, Founder & CEO: Association of Accredited Small Business Consultants (USA)
2. Dr Khaled Nagaty, Chairman & CEO: Metropolitan Consulting (Egypt)
3. Dr Friday Okpara, Partnerships Manager: Small & Medium Enterprises Development Agency Nigeria (Nigeria)
4. Mr Christoff Oosthuysen, Founder: Entrepreneurial Planning Institute (South Africa)
5. Mr Joseph Tshiwilowilo, CEO: Institute of Business Advisors (South Africa)
6. Mr David Madie, Founder: Growthwheel International (USA)
7. Mr Soren Boutrup: Early Warning System (Denmark)
8. Mr Brian Simelane: Business School Lecturer (South Africa)
9. Mr Paul Bacher, Founder & Chairman: National Mentorship Movement (South Africa)
10. Mr Musawenkosi Xulu, CEO: Xulu Group (South Africa)

OTHER DETAILS

| | |
|------------------------------|--|
| Date: | 22-24 November 2017 |
| Place: | Johannesburg |
| Duration: | 3 days (Conference: 2 days; CPD Workshop: 1 day) |
| Estimated attendance: | 400+ |

CONFERENCE COLLABORATING PARTNERS

The International Conference on Business Advising has been originated by **Osiba Management**, a company with more than 20 years of experience and involvement in small business development policy and programmes in the country. Osiba Management has previously organised the 37th International Small Business Congress (ISBC), which brought together 744 delegates and more than 50 speakers from 38 countries in 2012, the World Association for Small & Medium Enterprises' (WASME) 19th International Conference for SMEs (ICSME), attended by 621 delegates from 21 countries in 2013. In 2015 Osiba Management organised the 11th International Forum of the International Network for SMEs (INSME), attended by 300 delegates. ISBC, WASME and INSME are based in Canada, India and Italy, respectively. Osiba Management has partnered with the **Institute of Business Advisors South Africa (IBASA)** and **South African Institute of Professional Accountants (SAIPA)**, the country's two leading business advising bodies, to organise the conference. Partnerships with other key players including the Department of Small Business Development are under discussion.

CONFERENCE PARTNERSHIP PACKAGES

The table below presents the various conference partnership packages.

| Package | Description | Investment | Benefits of investing |
|---|--|-----------------|--|
| Thought Leadership Partner (TLP) | This is an entity that positions itself as the undisputed thought leader in the field, taking the lead in engaging key role players in discussion on business advising, which is increasingly being seen as one of the most crucial aspects of support provision to SMMEs. The TLP distinguishes itself as the undisputed go-to entity concerning all matters of professionalisation, practice and performance of business advising. | R750,000 | <ul style="list-style-type: none"> • Become member of the Steering Committee and make programme input. • CEO's foreword in the conference programme • Up to 5 Senior Executives speak at the conference plenary and social functions • Up to 40 complimentary attendees • Verbal acknowledgment at plenary • Logo on the website, projection-screens and conference bag • Promotional material in the conference bag • 2 media banners and up to 5 pull-up banners (all supplied by partner) |
| Audience Engagement Technology Partner | This partner will enable the conference to be truly engaging by using the latest gamification and digital conferencing technologies. Endless PowerPoint presentations are fast becoming a thing of the past in conferences. Participants seek engagement, participation, stimulation and real learning. New technologies such as gamification provide this. In a conference where the role of technology in business advising will be one of the key discussion points, this partner will enable the conference to demonstrate the power of technology in enabling learning. | R165,000 | <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference plenary • Up to 10 complimentary attendees • Verbal acknowledgment at plenary • Logo on the website, projection-screens and conference bag • Promotional material in the conference bag • 1 pull-up banner (supplied by partner) |

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|--|---|--|--|
| Track Partner | This partner will sponsor one or all three conference tracks: Profession, Practice, Performance. | R60,000 (x3) R165,000 (all 3) | <p>If a single partner sponsors all 3 tracks:</p> <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference plenary • Up to 10 complimentary attendees • Verbal acknowledgment at plenary • Logo on the website, projection-screens and conference bag • Promotional material in the conference bag • 1 pull-up banner (supplied by partner) <p>A partner sponsoring 1 track:</p> <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference plenary • Up to 10 complimentary attendees • Verbal acknowledgment at plenary |
| Continuous Professional Development (CPD) Partner | Professionalisation of business advising is a key focus of the conference. Accordingly, the organisers have invited the US-Based Association of Accredited Small Business Consultants (AASBC) to deliver a 1-day CPD workshop. This partner will bring this all-important CPD to the delegates. | R165,000 | <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference plenary • Up to 10 complimentary attendees • Verbal acknowledgment at plenary • Logo on the website, projection-screens and conference bag • Promotional material in the conference bag • 1 pull-up banner (supplied by partner) |
| Branding Partner | This partner will enable the conference to project a strong professional image – in keeping with its track on professionalisation – through high-quality, yet cost-effective branding. | R115,000 | <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference plenary • Up to 8 complimentary attendees • Verbal acknowledgment at plenary • Logo on the website, projection-screens and conference bag |

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|-------------------------|--|-----------------|--|
| Business Advisor | IBASA intends to launch its inaugural Business Advisor | R178,000 | <ul style="list-style-type: none"> • 1 Senior Executive speaks at the conference and Award Cocktail |
| Award Partner | Award at the conference, to recognise the country's top performing Business Advisors. This partner will bring the Business Advisor Award Cocktail Function to the delegates. | | <ul style="list-style-type: none"> • Up to 13 complimentary attendees • Verbal acknowledgment at plenary and Award Cocktail • Logo on the website, projection-screens and conference bag • Promotional material in the conference bag • 2 pull-up banners (supplied by partner) |

CONTACT DETAILS

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