



The South African Business Dialogue

The purpose of this Dialogue is to link Captains of Industry with high potential youth leaders from campuses around South Africa. This will occur through roundtable discussions, conferences and presentations about issues facing corporate South Africa, and how future business leaders can play a more meaningful role in society. Elements of Business that we would like to capture:

- **Leadership:** Leading in troubled times, how individuals at the helm of companies need to be transformational leaders able to adapt to tough market conditions and change.
- **Entrepreneurship:** The role that South African entrepreneurs should play in value creation in the economy, and how entrepreneurship can be used to empower society.
- **Globalization:** We operate within a global context and businesses have to adapt to a highly competitive global market, how can South African companies and individuals keep up and energize their growth globally.
- **Social Responsibility:** How does the existence of a business empower society?

DESCRIPTION OF THE EVENT:

The Youth needs to play a more active role in key discussion and decision making processes because they will be responsible for leading the charge for generations to come. After the 2014 National general Election a movement needs to be created and young people have to be at the centre of this initiative. The Youth are a major stakeholder in our country's future and the future begins with them

The Business Dialogue will be held over a period of two days. This will involve high impact discussions, presentations and networking. The forum is suited towards young individuals who seek to be future business leaders and will allow them to share their perspectives with broader society and current leaders of business.

The Dialogue will seek to provide clarity on the role that young business minded individuals will play in creating sustainable solutions relevant to South Africa.

There is a need for Businesses to be seen engaging with the youth and playing a crucial role in developing future leaders. Companies which are passionate about leadership, sustainability, economic welfare of South Africa and our future are welcome to be part of this forum.

The three primary deliverables of the conference are:

Industry Exposure

We'd like participating firms to host a session which focuses on informing delegates about the role that their firms play in the market. Firms are also encouraged to share research findings on issues they currently face, and what the fabric of their business strategy is. Companies benefit by having open access to individuals of a high calibre selected through a stringent application process. They will also be able to engage with young leaders during networking sessions in addition to the main proceedings.

This conference is tailored towards corporate statesmen, young and old industry enthusiasts who see how Business can deepen our democracy and be used as a tool in which we can make South Africa a better place.

It will be an annual event held at one of the Best Business Schools in Africa, with exposure to young talent with the prospect of planting similar events in other African Countries.

CRITICAL THINKING/ PERSPECTIVE

There are number of social, economic, ethical and environmental issues faced by businesses, government and individuals alike in today's society. The objective of these sessions is to have students express their opinions, engage in thought-provoking discussion and widen their world-view and perspectives- in the context of South Africa. In these sessions, we'd like invited speakers to host a discussion about a topic of this nature. Examples of potential topics are listed below: Topics will revolve around the theme of the conference which will be released closer to the time of the Dialogue.

- Africa – what does the future hold?
- Social consulting
- Ethical leadership
- Women in business
- Where is technology taking us?
- Mergers and Acquisitions
- HealthCare in Africa

Leadership Development

“Organisations that succeed in the future will be those that build leaders at every level ,men and women capable of constantly driving change and continuously transforming the organisation to win in tomorrow’s faster changing and increasingly competitive world” - Paul Polman: CEO of Unilever

The world we find ourselves living in is rapidly and thus needs leaders who are able to weather storm and adapt to challenging economic environment whilst growing their businesses sustainably. Young Individuals need to hear the tenets of leadership from our current captains of industry and understand the role they will one day play at the helm of organisations.

In addition to the main objectives mentioned above, the Dialogue will also include the following activities:

Networking session

Representatives of the firm and students will be given an opportunity to network amongst each other. This session is aimed at cultivating relationships and networks among the attendants of the conference.

Open Space Session

Open Space Technology is a dynamic and unique way of hosting interactive discussions. The principle behind Open Space Technology is creating an open platform for individuals to engage in an organic manner on topics they are passionate about.

The aim of this session is to highlight the importance of balance, open-mindedness and synergy, not only in industry, but also in our individual capacities. This is an opportunity for firms to assess the diversity of the students' thinking and interests.

Gala Evening

On the final day, we will host a Gala evening with the student delegates, firm representatives, founders of the South African Business Dialogue and honoured guests. After a vote of thanks is given to all those who made the event possible, this will signal the end of The South African Business Dialogue.

THE PROCESS:

a) Application Process:

Applications will open on the 15th of February 2014, and will be open until the 30th of April 2014. Applications will be open to university students aged between 19-25.

Students will be required to fill in the lengthy online application form, they will also be required to submit, CV's and Transcripts.

Advertising the Dialogue will begin on the week of the 15th of February by means of posters, our website, and various University Career centres Facebook, Twitter and Radio. Partner organizations will be encouraged to market the event and TV Interviews will be conducted closer to the Conference date.

b) Short-listing:

The South African Business Dialogue Committee will facilitate the short-listing process. A number of applications will be allocated to each executive member to review and shortlist according to a set criterion (which we anticipate to compile through integrating the different firms' respective recruiting criteria).

Thereafter, successful candidates will be notified via email.

We intend on recruiting between 50-75 students in total.

SPONSORSHIP OPPORTUNITIES:

This will depend on the number of companies available. Firms that sponsor event will be allowed to interact with students throughout the conference.

Sponsorship agreements will be discussed with each firm. To be held at the Gordon Institute of Business Science, will need sponsorship of R500 000. Cost Breakdown is provided in Annexure 2.

Annexure1: Rough Draft of Event

South African Business Dialogue: June 2014, Day 1

	Time	Activity
Registration	07:45	
	08:30-08:45	Welcome SABD members Directors of Leadership and Dialogue: GIBS
	08:45-09:15	Introductions by MC Main Sponsor addresses Delegates
	09:15-09:35	Provocation One: 1 st Discussion with 4 Business Leaders about Current Business Climate.
	09:35-09:55	Provocation Two: Business in Africa- Discussion with Business School Lecturer.
	09:55-10:30	Q&A
Morning Tea	10:30-11:00	
	11:00-11:45	Provocations Continued

	11:45-12:45	Main Sponsor Presentations Research Findings on various topics which company specializes in.
Lunch	12:45-13:30	
The role of competition authorities in the economy.	13:30-16:00	Discussion: Competition Authorities: SA-Competition Tribunal and Competition Commission.
Afternoon Tea	16:00-16:15	
Highlighting Insights	16:15-17:15	
Close	17:30	Close

South African Business Dialogue: June 2014, Day 2

Arrival	08:00	Coffee and Sign-in
	08:15-08:45	Working Groups. Focus Area chosen by delegates
	08:45-09:15	Mini-WEF Session with student panelists. Session topic informed by working group session
	09:15-09:35	Provocation One: Student Debate: Women in Business with Female Business Leaders
	09:35-09:55	Provocation Two: Banking CEO's: are Banks too big to fail.
	09:55-10:30	Q&A

Morning Tea	10:30-11:00	
	11:30-12:30	Working Group Session Two
Lunch	12:30-13:30	
	13:30-16:00	Group Feedback Visit Small Businesses in Alexandra Township and drive up to Sandton in order to show delegates the disparities our country has.
	16:00-16:30	Applying Our Insights in a Mini-WEF Session with student Panelists.
Tea	16:30-17:00	
Guest Speaker	17:00-17:45	Key note speaker who will share insights about their path and inspire delegates to play a meaningful role in society.
	18:00 onwards	Cocktail function with a light buffet supper.

*These are Preliminary discussions and events. Will be confirmed when willing parties are confirmed.

ANNEXURE 2: Budget

Item	QTY	Option(Total)
Setting up application and registration system		??
Full day conference package Conference (incl, venue and catering (Light breakfast, 2 teas/coffee with snack, Lunch	70	R 70,000.00 for two days
Course / Info packs	70	R 30,000.00
Gala Dinner (venue, catering and drinks	70	R 25,000.00
Project Lead	1	R 50,000.00
Project Manager	1	R 30,000.00
Researcher	1	R 30,000.00
Administrator	1	R 20,000.00
Venues	6 (incl. break aways)	GIBS
Videoing facilitates for each venue	1	R 50,000.00
Marketing		R 50,000.00
Producing a report post the event	1	R 40,000.00
Panel and Facilitator gifts	10	R 5,000.00
Administration		Administration
Contingency		R 5,000.00
Total*		R405 000

Sponsorship

- Sponsor will have the opportunity to engage the Dialogue's student delegates this will be done in collaboration with the Dialogue Committee and have their names attributed as such in paramount branding on each of the information packs given to the student delegates. This may take the form of a prominent front cover Logo as well as detailing of the sponsors involvement. In addition, the winners of the Board Room Challenge will be announced by sponsor's representatives at the Gala dinner.

- The sponsor will be able to put up their own personal banners and posters in outer areas and the main hall throughout the conference.
- Company representatives will be able to engage with student delegates during break away sessions
- Sponsor will receive official recognition on all media platforms (Radio, TV, Newspapers) etc.
- The Sponsor will be able to provide promotional branded items such as pens, pencil cases etc. to be distributed to all student delegates in Gift Bags.
- Sponsor's name and Logo will appear on all branding as the platinum tier sponsor, including flyers, gift packs, websites and all social media platforms.

Media and Advertising

All advertising and media use of branding will occur throughout preliminary stages as per the Proposal. Essentially marketing will begin from when applications open to all university students. The advertising is expected to begin towards Mid February 2014 until the Dialogue begins in June. The South African Business Dialogue will be marketed to all South African students; main emphasis will be placed on marketing at 7 Universities where main committee members are based. Thus brand penetration will reach thousands of students and non-students alike.

Various methods of marketing will be employed in order to achieve maximum exposure and value for sponsors; these include but not limited to the following:

- Posters A2 and A3 Posters, custom designed for the Dialogue featuring event information and the sponsor logo. An estimated 400 Posters will be put up across all 7 Universities

- **Newspaper:** Advertisements taken out in the student newspapers of each university will effectively reach a large targeted audience. Main Stream newspapers such as Business Day, Financial Mail, and Business Report will be contacted.
- **Radio:** Various Campus radio stations will be utilized to spread awareness about the Business Dialogue through promotional material and advertisements as well as possible interviews. Popular Radio stations such as 702, YFM, 5FM may also be used to market the event through interviews
- Posters will be distributed to respective Career Centre's.
- **Social Media:** Facebook, Twitter and LinkedIn will be regularly updated regarding the Dialogue and sponsors information
- **Websites:** This will be done through the Dialogue's main website where applicants can apply. But largely through partnerships that will be made with university representatives at Career centers and the Business School Involved.

There is also extensive potential for growth in the event this will be determined by the level of interest expressed by universities and student delegates. In order to finalise the details of sponsorship and expedite the process of the applications, a deadline for interest in a particular sponsorship tier has been set for:

Friday, 22nd of November 2013

We look forward to your Response and continued support

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