

# AFRICA'S CALLING

Contact Centre Virtual Conference

November 2020



**MARKETING  
OPPORTUNITY**

# ABOUT THE AFRICA'S CALLING CONFERENCE

The South African Contact Centre industry has seen incredible growth, and has been at the forefront of countless game-changing solutions in recent years. It has also seen impressive growth and development of its professionals.

Against this exponential growth of the industry and its people, it is time to set our sights on further expansion, investment, and development. It is time for our Contact Centre industry to assume its rightful place in both the African and international arenas.

The Contact Centre Management Group (CCMG) Conference is widely regarded as a premier business-to-business event on the local South African conferencing calendar.

Our line-up of conference speakers presents the best the Contact Centre industry has to offer; from visionaries to senior leaders and influencers covering relevant topics and Contact Centre trends.

The CCMG Conference involves a virtual session of information-sharing, debate, and deep discussion around a set of topics which are relevant to the Contact Centre industry. Delegates will be exposed to a 360 view of innovative strategies and implementable solutions and tactics which they are able to apply in their own organisations in a practical way. Essentially delegates are empowered with information and knowledge to lead the African Contact Centre revolution, and thereby promoting international recognition, exceptional CX, improved customer loyalty, higher staff morale, and ultimately increased revenue.

# ABOUT THE AFRICA'S CALLING

The CCMG Conference, targets both the Conference delegate, as well as the consumer/end-user. Attendance has enjoyed growth year-on-year.

## HERE'S WHY YOU SHOULD PARTICIPATE

- Generate direct sales
- Market and promote your brand under the CCMG Conference and Expo banner, thereby building your reputation as a credible player in the Contact Centre industry
- Launch new products to a targeted audience
- Better understand the environment in which you operate using reliable industry data
- Maintain relationships with your existing customers

## WHY PARTICIPATE IN THE AFRICA'S CALLING CONFERENCE ?

### POSITION YOUR BRAND AS A CONTACT CENTRE INDUSTRY LEADER

Brand visibility is critical in a highly competitive environment. Sponsorship of the CCMG Africa's Calling Conference has the potential to get you on the radar of some of the largest business partners, some of whom might not have done business with you yet.

Support of the CCMG Conference will position your brand as being essential to promoting, enhancing, and developing the Contact Centre industry.

Pre-, during-, and post marketing will ensure that your brand is seen by 2,500 contact centres and 28,500 individuals across Africa.

# HEADLINE MARKETING OPPORTUNITY AND BENEFITS

## Sponsorship

Opportunity to use Online/Broadcast Media in the Contact Centre Industry that will keep on giving.

Starting from the Conference 18<sup>th</sup> November we are going to run a set of Online/Broadcast Media adverts in a variety of media opportunities. There are limited spaces for advertising so book your times and flightings early.

90-120 seconds of advert supplied by yourselves at your cost. Cost per flighting will be:

## Conference Flighting's

- R3000,00 for the 1<sup>st</sup> flighting on the conference day or R10500,00 for 4 flightings on the day

OR

- R2750,00 for the 2<sup>nd</sup> flighting on the conference day
- R2500,00 for the 3<sup>rd</sup> flighting on the conference day

For additional flighting's at Webinars we will be doing two flightings per webinar in the coming months. One in the beginning and one half way into the 45/60 minute webinar.

- R3000,00 for the first month December or R14250,00 for one flighting per month for 6 months

OR

- R2750,00 for the 2<sup>nd</sup> month January
- R2500,00 for the 3<sup>rd</sup> month February
- R2250,00 for the 4<sup>th</sup> month March
- R2000,00 for the 5<sup>th</sup> Month April
- R1750,00 for the 6<sup>th</sup> Month May

**All prices quoted exclude VAT.**

A reel of adverts (using different Sponsors) will be prepared in advance for the Conference at a total length of 10 minutes at a time.

Your advert will also be used on the Website on Social Media and in the newsletter. This recipe will ensure that your advert is seen by the entire database at all levels middle to executives.

This is a new and exciting way to communicate your message to the industry you are welcome to do different adverts which we can incorporate into different groupings. We would need these in advance to make up the reels.

# CCMG PROFILE

The Contact Centre Management Group (CCMG) is a professional body that governs individuals and organisations within the industry. It represents over 2,500 Contact Centres, 28 500 top and middle managers and 6000 agent level individuals. The CCMG is the custodian of professional designations, industry knowledge and standards and organises two of the most significant Contact Centre events in South Africa: the comprehensive annual CCMG Conference and the Awards Gala. Its mission is to empower and transform its members, while building on service excellence and continuous improvement within the industry.

The CCMG launched the Employer Association in March 2020, and by uniting the Contact Centre community, it has paved the way for the industry to assertively represent their collective interests.

The CCMG also aspires to propel the African Contact Centre space into the forefront of the International Contact Centre Industry Arena - where it should rightfully be - by hosting the first ever African Contact Centre Awards Gala in 2020.

## CONTACT US

**ARE YOU READY TO BE A PART OF THE AFRICA'S CALLING CONFERENCE?**

**DO YOU HAVE A SPONSORSHIP IDEA OR QUESTION?**

**SHARON.HAIGH@CCMG.ORG.ZA**

### **CONTACT CENTRE MANAGEMENT GROUP**

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**Conference** website: [conference.ccmg.org.za](http://conference.ccmg.org.za)

**Awards** website: [awards.ccmg.org.za](http://awards.ccmg.org.za)

**AFRICA IS CALLING, SEE YOU THERE**