

Pan-African Eduweek

Attended by 450 attendees as
the best CPD platform for members.

Employee Assistance Professionals
Association of South Africa



ASSOCIATION SUCCESS STORY



PUBLISHED BY



www.associationexecutives.org



PROJECT

EAPA-SA and Pan-African Eduweek



SUCCESS ACHIEVED

Eduweek, attended by close to 450 attendees including over 30 speakers, is the best CPD platform for our members. We received over 5000 entries /responses on the conference mobile app during the event and fantastic feedback in the post-event evaluation.



ORGANISATION

Employee Assistance Professionals Association of South Africa



DATES

February – September 2018



MEMBERSHIP PROFILE

Individuals, service providers and EAP related provider categories from South Africa



CATEGORIES

Conference, CPD,



Project Team at the association

- ≡ Ms. Bernie Roberson, Events Management
- ≡ Mr. TG Chabalala, President
- ≡ Ms. T Govender, President Elect
- ≡ Mr. T Mamaila, Immediate Past President
- ≡ Ms. Radhi Vandayar, Marketing
- ≡ Dr. Marion Borchers, Stakeholder & Sponsorship Management
- ≡ Ms. Andiswa Lefakane, Finance
- ≡ Dr. Pravesh Bhodram, Membership

- ≡ Metropolitan- sponsor of personalised photographs from the Gala Dinner
- ≡ Healthy Living Consulting - ensured delegates started the day with physical exercise
- ≡ St John - on site first aid and emergency assistance



Tools & systems

- ≡ Conference website - with customised registration forms for delegates, speakers, exhibitors and sponsors
- ≡ Facebook, LinkedIn, Twitter - Marketing
- ≡ Sage Accounting - generating quotes, invoicing and issuing receipts
- ≡ Call centre - provided by EnOv8 to deal with queries and assist delegates wishing to attend
- ≡ Conference app - easy access to the conference programme, speaker rating, sending notifications and updates to attendees



Partners

- ≡ EnOv8 Event Management - plan the event in conjunction with EAPA-SA: venue-finding, cost negotiation, employing service providers, marketing, registration, invoicing, event implementation etc. They ensure that we provide a world-class educational and engaging event to the delegates
- ≡ Stakeholder portfolio - securing and managing of sponsorships and partners, in conjunction with EnOv8
- ≡ Service providers in the EAP Industry - Old Mutual, Proactive Health Solutions (PHS), Assegai Strategic Investments (Pty) Ltd, Life Assist, ICAS, Healthi Living Consulting, Metropolitan, Workforce Health, NBC, St John, Nedbank, Life Assist, EAP Expert and many more. Some of these are also members of EAPA- SA
- ≡ PHS - mobile app provider
- ≡ ICAS - VIP Lounge sponsor, an area that was demarcated for our regular attendees and international guests, giving them a specialised red-carpet experience



Introduction

EAPA-SA is a professionally recognised body founded under Section 21 of the Companies Act. It is a non- profit seeking organisation which relies on conferences to generate the much-needed income to fund our projects and to keep our members and providers abreast with both national and international EAP and wellness trends. We research and present on best practices in the EAP field, that benefit not only our constituency, but the wider wellness fraternity at large. EAPA-SA is an affiliate Branch of EAPA International; it is also a recognized professional Association with the South African Qualification Authority (SAQA).

The first conference was launched in 1998 and the Association has since grown to host close to 400 delegates

at conferences across the country. The size of the delegation attending the EAPA-SA conference has grown from about 120 delegates in 1999 to over 400 in 2018.

In the year 2018, we celebrated our 20th Anniversary, hosting a conference with the theme: "Creating the Future- Innovative Solutions to Uniquely African EAP Challenges" We paused for a moment, to look back and reflect on our past while looking forward to re-align our strategies and re-skill our practitioners and professionals in order to face future challenges.

Noteworthy to mention is that EAPA-SA was proudly selected to be the host of The 2nd Pan-African EAP Conference and to do justice to this honour, we carefully thought through this theme in setting-up an exciting and focused programme which brings together industry experts, speakers, visionaries and provocateurs from around the world to debate some of the most trending African EAP Challenges seeking African solutions.

In 2018, we also renamed the conference, which is henceforth known as Eduweek. As EAPA-SA and the conference grows, we are developing the concept and aligning to the education services that we provide. Our weeklong, annual event is focused on the education of our members; networking; and growth of the industry at large. Our commitment to creating positive change through education and training is now communicated in our new event name.

The Eduweek runs over 4 days, beginning with a one-day Pre-Conference training day on a Tuesday.

The proceedings also include a Presidential Awards Dinner and a team building function. The aim of our Eduweek is to provide the platform for networking during lunches and tea breaks and has a specific networking session on the Friday afternoon.

Discovery

The conference has grown over the 20 years to be a highlight on the EAP calendar for practitioners and service providers, as the best educational event for our industry. It is still the only EAP Conference of its kind in South Africa and Africa. In keeping with the growth and magnitude of our event, the committee deemed it befitting to re-name the event to Eduweek.

As EAPA-SA and the Eduweek grows, we are developing the concept and aligning to the education services that we provide. Our weeklong, annual event is focused on the education of our members; networking; and growth of the industry at large. Our commitment to creating positive change through education and training is now clearly communicated in our new event name, which is Eduweek.

Our programme offering and profile of speakers has grown to include many more international speakers and a wide range of South African experts who share their knowledge with our delegation.

With EnOv8's support we have digitized many of our delegate processes which saves everyone time and is aligned with the digitisation of the EAP industry and workplace in general.

Objectives

- ≡ Focus on trending EAP topics that are relevant and impacting the current EAP industry in South Africa;
- ≡ Empower and capacitate EAP Practitioners / Professionals with a set of skills to enable them to develop themselves in the EAP field and fulfil their responsibilities;
- ≡ Share best practices with fellow practitioners involved in the field;
- ≡ Provide industry experts, speakers, visionaries and provocateurs from around the world and locally to our delegates;
- ≡ Integrate technology and optimize on the use of our integrated app;
- ≡ Increase attendance by 10% which last year increased by 14% from 370 delegates to 422 across all registration types. Delegate numbers alone increased by 30% from 263 to 342;
- ≡ Provide CPD (Continuous Professional Development) points to our delegates from 2 professional bodies;
- ≡ Settle all outstanding debts owed for the Eduweek internally;
- ≡ Grow membership numbers following the value add derived from Eduweek;

Timeline

The Eduweek preparations starts already 9 months before the actual event.

- ≡ **1 Feb** - Academic theme provided by EAPA-SA to EnOv8
- ≡ **Feb – Sept** - The EAPA -SA office staff assist with enquiries directed to the EAPA-SA Head Office and refer delegates to relevant platforms based on their needs.
- ≡ **8 Feb** - EnOv8 provide a couple of final theme options
- ≡ **15 Feb** - EAPA-SA selected one theme for EnOv8 to put into design
- ≡ **22 Feb** - EnOv8 sent final designs to EAPA
- ≡ **1 March** - EAPA-SA approved designs for the various platforms
- ≡ **8 March** - EnOv8 rolled out the design across all marketing channels
- ≡ **15 March** - Call for speakers
- ≡ **23 April** - Open delegate registrations
- ≡ **5 April** - Sponsor & exhibitor Prospectus sent to EAPA-SA for approval
- ≡ **11 April** - Final changes sent by EAPA-SA
- ≡ **17 May** - Sponsor & Exhibitor Prospectus released
- ≡ **26 June** - Speaker Programme Announced
- ≡ **20 July** - Early bird closes
- ≡ **1 Sept** – Registrations close

Activities

In the year 2018, we celebrated our 20th Anniversary, hosting a conference with the theme: "Creating the Future - Innovative Solutions to Uniquely African EAP Challenges". We paused for a moment, to look back and reflect on our past while looking forward to re-align our strategies and re-skill our practitioners and professionals in order to face future challenges.

EAPA-SA was proudly selected to be the host of The 2nd Pan-African EAP Conference and to do justice to this honour, we carefully thought through this theme in setting-up an exciting and focused programme which brings together industry experts, speakers, visionaries and provocateurs from around the world to debate some of the most trending African EAP Challenges seeking African solutions.

In 2018, we also renamed the conference, which has become known as Eduweek. As EAPA-SA and the conference grows, we are developing the concept and aligning to the education services that we provide. Our weeklong, annual event is focused on the education of our members; networking; and growth of the industry at large. Our commitment to creating positive change through education and training is distinctively communicated in our new event name - Eduweek.

The Eduweek runs over 4 days, beginning with a one-day Pre-Conference training day on a Tuesday. The proceedings also include a Presidential Awards Dinner and a team building function. The aim of our Eduweek is to provide the platform for networking during lunches and tea breaks and has a specific networking session on the Friday afternoon.



DAY 1: TUESDAY 18TH, SEPTEMBER 2018			
TRAINING WORKSHOPS			
07h30 – 17h00	Registration & Info Desk		
08h30 – 09h30	Welcome Tea		
09h30 – 11h30	Workshop 1 Dr Quinella Minix (USA), Gellequin Associates Mental Wellness: Learning to Combat Mental Illness	Workshop 2 Dr Ansuyah Moodley, Sports & Recreation Self Management of Excessive Tension-SMET	Workshop 3 Tshif Mamalla EAP for Africa Panel
	Tea Break		
12h00 – 14h00	Workshop 4 Mr Louis Servizio (Brazil), Chestnut Global Partners De-Mystifying EAP ROI Calculations: How to calculate the ROI of your EAP	Workshop 5 Mr David Salomon, Forever Changed Global Awareness Campaign & Mrs Addi Lang Live Life Deliberately	Workshop 6 Dr Barbara Louw, Inter Trauma Nexus Culturally sensitive and wholistic EAP approaches.
	Lunch		
15h00 – 17h00	Workshop 7 Dr Celisa Flores (USA), Center for Discovery Neuroscience of Mindfulness and Self-Care	Workshop 8 Dr Pravesh Bhoadram, Dept of Correctional Services Numerology	Workshop 9 Mr Stephen Davids Forced Rehabilitation
	17h00 Onwards Delegates Free Time		

Hosting Eduweek, is an extremely exciting time for EAPA-SA, as we continued to grow, remaining always adaptable, motivated and responsive to the needs of our members. With the support of our partnership who are key EAP service providers, exhibitors, sponsors, NGOs and other associations both in the private and public sectors, we managed to host what delegates have referred to as having exceeded their expectations. Without their

support, no doubt hosting a world-class conference would not have been possible.

Innovation

The conference proved to be value for money and a great return on investment for EAPA-SA as the organizer, as well as to our members and general EAP fraternity, as it worked to empower the delegates to be able to fulfill their mandate of providing top of the range EAP services following the educational and developmental sessions they were exposed to at the conference.



In the EAP world, networking is crucial, as it assists you to interact with industry peers, share experiences and learn skills from specialists in the field, that one can apply in own practice.

Time away from the workplace and work life balance is also an important aspect of EAP, and our conference allows our membership delegation to enjoy time away as part of their Continuous Professional Development (CPD) as well as time out from work to re-energise.

In moving with the times and the age of technology, the EAPA-SA app proved to be very popular in that it greatly assisted members to continuously interact with EAPA-SA, the speakers and fellow delegates, by providing input and comments on how they experience the Eduweek and the speakers. We are slowly but surely gearing up for the 4IR.

Marketing

Online:

EAPA-SA has its own website, and Mobile App and uses multiple social media platforms, such as Facebook, LinkedIn and Twitter which we use of to market the Eduweek.

We have a conference website, specifically used to showcase the Eduweek and have a space where delegates can apply for the Eduweek attendance, find the speaker programme, shuttle and accommodation information and much more.

The Eduweek was marketed to our database, made up of members, previous delegates, speakers, exhibitors and sponsors via existing channels, e.g. sending weekly emails, including regular and interesting write-ups in the newsletter to members.

We also sent out monthly general newsletters in which we marketed the Eduweek to our members on a regular basis. We focused our marketing communication on the many

facets of the Eduweek including the speaker programme with highlighted speakers to showcase the learning objectives delegates could expect to reach.

Our Facebook, LinkedIn and Twitter pages assisted us in reaching a wider audience, as interesting facts about the speakers and the conference in general were published on a regular basis.

Offline:

EAPA-SA consist of 9 regional branches, which we refer to as Chapters.

Each chapter meeting dedicated time to share details of the Eduweek with delegates attending meetings, and a great deal of marketing is also done through word of mouth, as the learnings are shared in places of work.

Challenges

Due to the fact that the bigger part of our conference attendees is employed by the government, the biggest challenge we faced was their ability to pay the full conference fees, due to budgetary constraints set by treasury.

Other challenges:

- ≡ Increased conference fee costs
- ≡ Last minute changes to programme due to confirmed speaker attendance challenges
- ≡ Budget constraints
- ≡ Less sponsorships available
- ≡ More conferences beginning to compete with us
- ≡ As EAPA-SA board members are non-remunerated volunteers, juggling their time between EAPA-SA responsibilities and their full-time employment can be very challenging

Achievements

The 2018 Eduweek was a definite success and exceeded all our expectations.

1. We provided our members with access to professional development opportunities through various workshops in the Pre-con training and during the 3-day Eduweek.
2. We shared best practices with fellow practitioners involved in the field. This can be seen with the program content, the pre-conference training and the Eduweek session and support by the delegate evaluations.
3. We had about 6 international speaker and more than 25 local speakers.
4. We launched the app and it was optimally utilised by members during the conference, as it worked on all mobile platforms. We received over 5000 entries on the mobile app speaker and event review forms.
5. The attendance rose from an all-inclusive total of 370 in 2017 to a whopping figure of 422 in 2018. This is a consistent increase in our number of 14%, including exhibitors, sponsors and speakers. Our delegate numbers increased by 30%.
6. We provided CPD points from both professional bodies and certificates were given to delegates to substantiate this and to submit to their professional

bodies, thereby validating the continuous professional development.

7. To settle all outstanding debts owed for the conference internally. This matter was handled internally by our staff and we received all outstanding monies owed to us without utilising the services of an accredited debt collection service.



With the above said, looking at the finances, the Eduweek, was without a doubt a good return on investment. EAPA-SA managed to realize a surplus of over R2 million, which is vital to the growth and stability of the association.

Statistics & Targets

2017	Description	2018
374	Total attendance inclusive of delegates, staff, exhibitors and sponsors	422
267	Delegates only	342
18	Speakers Only	24
16	Sponsors	28
21	Exhibitors	25

Financials

The financial basis of the project is to make a profit which will assist with running the association for the next year.

The breakeven point last year was R1,819,683.89

The association does make an initial investment to book the venue, last year this amount was R943,958.00.

The income for 2018 was R3,284,539.00. The return on investment was R1,517,384.93 after all hard costs had been covered.

The money EAPA-SA receives at the end of each conference is kept aside for bookings of the following year's conference venue & other initial hard costs.

2018 marked the highest attendance EAPA-SA has seen over 10 years and was the highest return on investment.

From 2017 to 2018 the ROI increased by 64.7% from R902,986.10 in 2017 to R1,517,384.93.

The financial growth of the EAPA-SA Eduweek is an incredible mark of success for EAPA-SA as it shows we are providing delegates with a quality conference that they will return for year on year.

2017	Description	2018
R2 536 637.00	Total Invoiced	R4 021 974.00
R2 116 624.00	Total Paid	R3 785 499.00

What we would do differently

In the future we look to broaden our member reward programme. We also have new loyalty programme, we are now offering discounts to loyal delegates who have attended consecutive years, we would have liked to start earlier so delegates could know we value their ongoing attendance.

As an association, we always want to support speakers in the EAP industry so we can be lenient on deadlines in order to include as many as possible, however this can hold up many other elements of the Eduweek so we would like to have been more strict on deadlines in the beginning as not to create the precedent that we will bend to meet the requirements of the speaker.

We would have started engaging sponsors well in advance, as we often relied on the same sponsors in the beginning and don't broaden out and approach others. We also became aware that sponsorships were often secured on the financial year before the conference. We know have great relationships with a number of large and small sponsors, we grow these each year while also work on building new relationships with new sponsors (big or small) through our sponsorship portfolio manager Marion Borchers.

In previous years, we set a theme but were not 100% strict on speakers sticking to the theme. We now have processes in place to ensure that each and every speaker is relevant to both the topic of the conference and the industry which creates a far more streamlined and valuable conference.

Stay relevant in EAP field and trends

Consult members on what they would like to see as part of the conference. This is vital to the growth of the conference and something we highly value now.

Give feedback to members on suggestions made.

Minimize paperwork and do as much as possible electronically. Moving EAPA-SA onto electronic registration systems (for delegates, speaker, sponsors and exhibitors), quoting and invoicing systems as well as the addition of the app has revolutionized the conference and made our lives and the delegates lives a lot easier.

Use easily accessible venues. We previously selected venues based mainly on cost however we know look at a number of factors, including distance, accessibility and cost.

Broaden our stakeholder reach to beyond EAP (area of specialty).

Advice

- ≡ In order to minimize and cater for unpanned eventualities, it is highly recommended to start your project early.
- ≡ If you are an NPO such as us, get as many sponsors as possible, this can be achieved by ensuring your sponsor receives a good return on their investment. It is also wise to work on a long-term sponsorship drive, e.g. 3 year or so in advance, so as to ensure that your needs are incorporated in the companies medium- and long-term budgets.

- ≡ Make it easy for your delegates to interact with you, be it registering for the conference or making payments and follow ups.
- ≡ Take input and feedback given by your delegates to heart, fully cognizant that not all suggestions are implementable, what counts is that they are acknowledged.

Feedback & Testimonials

Very interesting to see what is trending in EAP field outside of SA. Brilliant presentation and very relevant. The presenter commands an aura of serenity and an awesome presence. We need such in this field. A repeat will do. Presentation was powerful and informative.

Love the energy and engagement with people. Excellent speaker. Energetic and relevant. Great speaker, he should come back next year. Excellent vibrant presentation. Please bring him back next time...

It was more empowering. Made me do some introspection. His presentation was so relevant and exactly what I needed to hear. Thanx. Good presentation. Very informative. Very energising session. Excellent and valuable presentation! We need more speakers like this, good speaker, good message



Wider impact

Following the Eduweek, membership numbers have grown steadily. In fact, following the success of the Eduweek, the number of individuals who subsequently joined and became full time EAPA-SA members, showed a tremendous improvement. In 2018 we had 193 official members and this climbed to 221 members by July 2019. On top of this, the registration fee includes a one-year free membership with the Association, which is necessary to ensure the highest level of practice.

