

WINDABA 2019 REPORT – AS PREPARED BY JADE-SKY
PROJECT MANAGEMENT 4 NOVEMBER 2019



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OVERVIEW

Windaba Conference and Exhibition is the flagship event the South African Wind Energy Association (SAWEA) that was held for the first time in 2010. At the time of its origination the wind energy industry was nascent and SAWEA served a small pool of members both domestic and international. At initiation, the primary aim of the event was to build on a ground swell of domestic and international shifts towards a green economy which was increasingly becoming a necessity within the global concerns centered on the environmental impact of fossil fuels.

With South Africa being historically coal dependent there had been no event asset which specifically was aimed at the domestic renewable energy market. Windaba was pioneering in its origination and domestically three key State activities laid the foundation for the growth and stability trajectory of Windaba in:

1. The White Paper on Energy Policy for the Republic of South Africa 1998
2. An African National Congress (ANC) Policy decision in 2009 towards an energy mix which included renewable power, particularly within the context of SA's coal dependence
3. The initiation of the REIPPPP in 2011 and the certainty provided through the establishing of the IPP Office run as a Unit within the Department of Energy.

Windaba was therefore aimed at companies and individuals participating in South Africa's Renewable Energy Independent Power Producers' Procurement Programme (REIPPPP). REIPPPP was started in 2011, managed by South Africa's Department of Energy with the primary aim of procuring renewable energy for the express purpose of ensuring security of energy supply within the context of ensuring a healthy domestic economy.

In building an international footprint for the event the South African Wind Energy Association (SAWEA) initiated an international collaboration with the Global Wind Energy Council (GWEC) with three key objectives.

1. To lend credibility to the event by engaging an international audience
2. Engage with GWEC Members who inevitably were also anticipated to participate in the REIPPPP
3. To create opportunities from learning by drawing on GWEC's experience as a member-based organisation that had hosted events in established markets with a pipeline in developing economies with emerging wind markets.

This report aims to provide a comprehensive overview of Windaba 2019 and is prepared by Jade-Sky Project Management. Areas covered within this report are within the context of the scope of work for which JSPM was responsible and aims to assist in the planning future Windaba events.

*****It must be noted that this document is for internal purposes and should be viewed with the Post Show Report, which is for external reporting.***

WINDABA 2019 FINANCIAL ANALYSIS

This analysis provides an overview of Windaba's financial performance in 2019. JSPM started the project in June 2019, at the time of handover, the SAWEA team had secured 4 event Sponsors. Despite, internal efforts the event struggled and only reached break-even in September preceding the October 2019 event. We are happy to report that Windaba 2019 saw an overall growth of **44%**. This growth is directly attributed to an increase in attendee numbers. We have further seen a steady increase across all categories. The exhibition floor was populated but for reasons articulated in previous summaries, this conference element underperformed financially. This financial snapshot is submitted as at 3 November 2019 and provides insight given the data on hand within the context of the projected budget. As at the date of this report SAWEA has yet to receive a significant amount of committed sponsorship from the major Sponsors to Windaba.

****Please note all figures are inclusive of VAT**

1.1 Windaba 2019 Budget Summary

CATEGORY	Total excl. VAT	Incl. VAT
CTICC	R1 030 351,50	R1 184 904,23
Chatham Dinner	R76 068,75	R87 479,06
Service Providers	R8 350,00	R9 602,50
Exhibition	R236 589,51	R272 077,94
AV	R166 379,50	R191 336,43
IT	R247 500,00	R247 500,00
Marketing & Communication	R380 449,57	R404 538,00
Conference Consumables	R56 689,85	R65 193,33
Speaker Travel	R8 695,60	R8 695,60
SAWEA Travel	R44 551,19	R164 390,92
Staffing	R15 500,00	R15 500,00
Miscellaneous	R160 725,37	R164 390,92
SAWEA Project Management	R512 915,15	R515 316,00
JSPM Project Management	R1 050 000,00	R1 207 500,00
TOTAL EXPENSES	R3 994 765,99	R4 593 980,89
TOTAL INCOME	R5 154 053,43	R5 927 161,44
PROFIT	R1 159 287,44	R1 333 180,56

1.1.1 Expenses:

Increases in the following areas which impact on profitability

1. **IT:** website backend and Event App
2. **Marketing and Communication:** Inclusion of ROTHKO
3. **SAWEA Project Management:** Not an inclusion in previous years as a project expense
4. **GWEC Travel:** By arrangement between SAWEA and GWEC (incl. in miscellaneous budget)



1.2. Windaba 2019 Income Summary

Category	Total excl. VAT	Total Incl. VAT
SPONSORS:		
Total Actual Sponsorship Income:	R3 189 554,18	R3 667 987,31
Category	Total excl. VAT	Total Incl. VAT
EXHIBITORS		
Total Actual Exhibitors Income:	R536 195,50	R616 624,83
Category	Total excl. VAT	Total Incl. VAT
MISCELLANEOUS		
Total Actual Exhibitors Income:	R18 315,00	R21 062,25
Category	Total excl. VAT	Total Incl. VAT
DELEGATES		
Total Actual Delegates Income:	R1 409 988,75	R1 621 487,06
Total Actual Income:	R5 154 053,43	R5 927 161,44

1.2.1 Income:

This year our main income came from Sponsors and Africa- EU Energy Partnership (AEEP) support. The protracted sector/government impasse has negatively impacted the exhibition uptake.

Going forward, to ensure exhibition growth greater emphasis will be required on early engagement with the sector value chain. It will become increasingly important for SAWEA to invest in marketing activities beyond the current 3-month campaign.

Despite, industry impasse Windaba as a brand has managed to see profit year-on-year. 2019 was particularly challenging for several reasons. To ensure that 2020 is a success SAWEA needs to ensure that effort is put into developing the value chain while simultaneously looking at creative ways to engage with its existing and potential audiences throughout the year and not delay marketing spend.

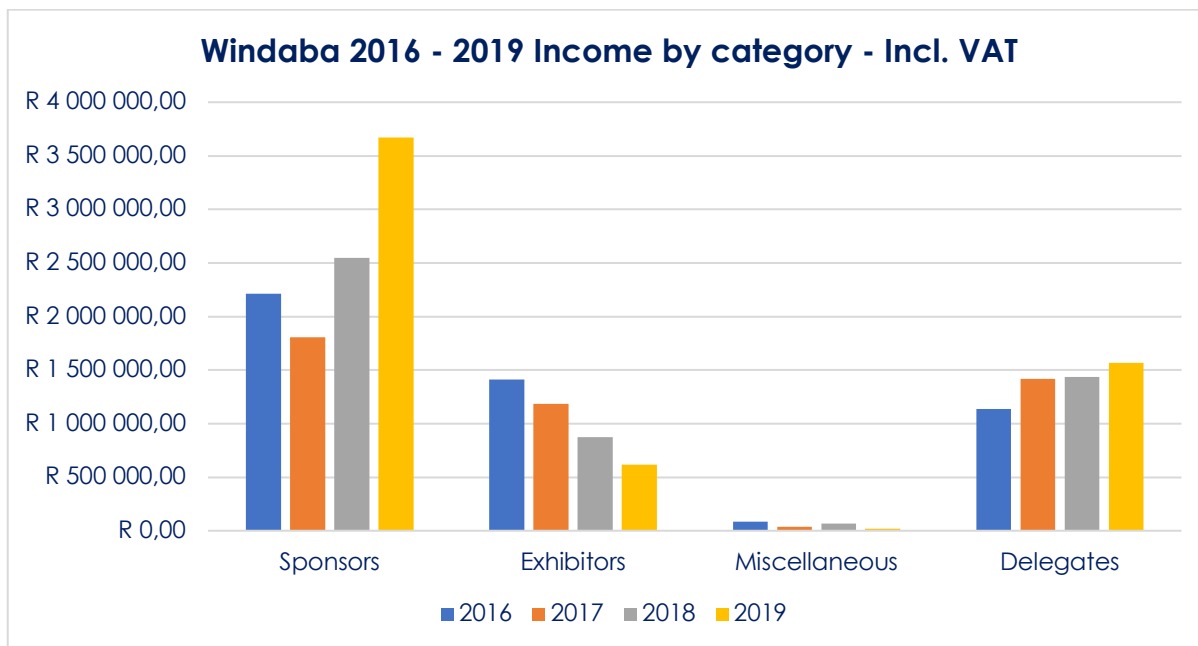
1.2.2 Outstanding income:

As at the date of the report outstanding committed revenue is being collected by SAWEA & JSPM team. A finalised figure can only be provided from the audited financials.

Table 1: Income by category - 2016 - 2019

	Sponsors	Exhibitors	Miscellaneous	Delegates
2016	R 2 212 368,13	R1 409 905,68	R84 826,07	R1 133 922,28
2017	R1 803 442,60	R1 184 830,00	R35 910,00	R1 418 506,20
2018	R2 548 883,31	R872 403,77	R69 334,72	R1 437 266,75
2019	R3 669 008,77	R616 624,84	R21 062,25	R1 567 212,46

Graph 1: Income by category - 2016 - 2019



Explanation:

Sponsors:

We saw sponsorship increase due to MAMSA and AEEP coming on board with sizable tailored packages. GE also took the Platinum package this year.

Exhibitors:

Definite drop in numbers of paying exhibitors, MAMSA pavilion assisted in ensuring that the floor was not empty.

Miscellaneous:

This dropped as sponsors increased their delegate numbers and were invoiced accordingly, in the sponsor section as well as delegates.

Delegates:

Saw a spike due to increased sponsor and exhibitor delegates

Table 2: Projected income & expenses comparison 2016 - 2019

	Income	Expenses	Profit
2016	R4 841 022,16	R3 498 761,52	R1 342 260,64
2017	R4 014 272,60	R2 887 278,18	R1 126 994,42
2018	R4 927 888,55	R3 544 453,78	R1 383 434,77
2019	R5 927 161,44	R4 593 980,89	R1 333 180,56

Graph 2: Projected income and expenses 2016- 2019

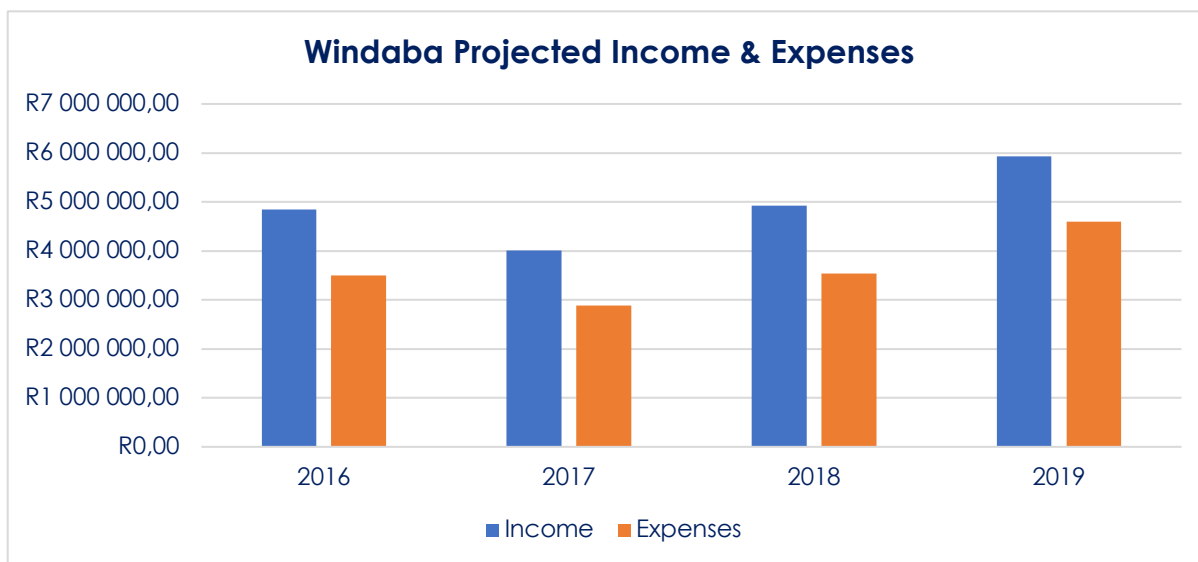
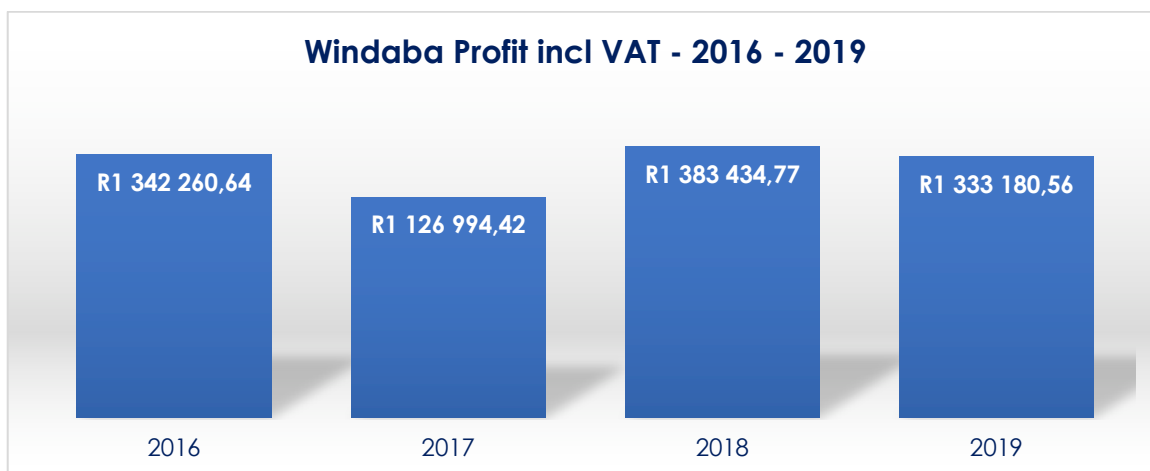


Table 3: Projected Profit 2016- 2019

	Profit
2016	R1 342 260,64
2017	R1 126 994,42
2018	R1 383 434,77
2019	R1 333 180,56

Graph 3: Projected Profit 2016- 2019



MEDIA & COMMUNICATION REPORT

This section highlights the various media and communication spend and activities as undertaken by JSPM since inception of the Windaba Project Management contract period, June to October 2019. Given, the tight timelines JSPM took a more active role in Social Media, during the 2019 contract period, having also requested larger media budget allocation with the aim of greater engagement with the existing database of potential attendees.

2.1 Media Insights:

- **Media Requests** - JSPM received a number of high-profile media requests directly for SAWEA as listed. This we passed on to SAWEA as they came in. JSPM has over the years built a sound reputation with journalists with many of them contacting us directly.
- **Media Spend** – a more strategic and long-term approach is required for Windaba to gain greater year-round visibility. It is our considered view that it is not sufficient to initiate a Windaba awareness campaign a mere 3-months before show. Windaba needs to maintain and grow its followers that have been gained in the 2019 period. Evidence indicates that Engineering News & GBA were excellent partners to house online campaigns this year.
- **Advertisement** – This year we did not have the additional advertisements as in the past with GWEC. We only placed adverts in Engineering News as part of a JSPM negotiated media agreement. In the absence of an international media monitoring service, which was not budgeted for, we are unable to accurately gauge the impact of international advertising on show attendance.

2.2. Communication Insights:

- **Emailers** – JSPM compiled and sent 24 emailers to the Windaba database over the 17 weeks leading up to Windaba 2019.
- **Website Analytics** – Our website analytics (also a late start) shows strong upward trends markedly with the youth demographic. We also saw good unique-user growth. This is an indicator that people are searching for wind energy events and information. SAWEA needs to look at how to integrate Windaba into its activities throughout the year to keep potential attendees engaged.
- **Social Media** – Initially an ad hoc engagement for JSPM this form of marketing practice usage exceeded expectation. JSPM leveraged personal networks to ensure that we created content that reached a wider target audience and included youth. This showed dividends in the increased numbers in the 24-35yr demographic. Our team produced 57 unique and animated posts and utilized the following platforms: Facebook (event page), Instagram, LinkedIn (SAWEA Page), Twitter, Google SEO.

2.3 Overall:

JSPM started the Windaba Project Management considerably later this year and in this time reskinned the website and updated the brand identity. The aim of this was to subtly suggest a new era for the brand and bring it more on trend with a youthful marketing feel. SAWEA should definitely look at social media as a more vital tool of communication which has a graphic visual cue to engage with impactful fact sharing as opposed to traditional static media.

2.4. Media Management:

2.4.1. Direct request for client interviews

<u>Medium</u>	<u>Name</u>	<u>Date</u>
Radio	SAFM – Telephonic Interview	Wednesday, 9 October, 2019: 08:10
Television	eNCA – Interview, Jane Dutton	Thursday, 10 October, 2019: 08:10
Radio	Power987 – Bob & Thabo	Monday, 21 October, 2019: 06:45

2.4.2. Publication Accountability and evaluation

2.4.2.1. Engineering News Accountability: R17 250 (Incl. Vat)

Engineering News exceeded our expectations. We normally spend quite late. We would suggest starting the Windaba campaign as early as June to ensure that we are top of mind. We would also explore a stronger media partnership offering like we had before which included the press office which can be utilized more strategically.

<p><u>Details of the campaign:</u> Page: Website / Mobi Site Advert size: In-Article Banner / In-Article Banner Period: 27 Sep 2019</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: 25 000 / 15 000 - <u>Number of ad-views achieved:</u> - 30 873 / 71 433 	<p><u>Details of the campaign:</u> Page: Latest News / Energy Daily News Alert Advert size: Top Right / Tower Period: 20 Sep 2019</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: 25 000 / 15 000 - <u>Number of ad-views achieved:</u> - 59 291 / 15 666
<p><u>Details of the campaign:</u> Page: Latest News / Energy Daily News Alert Advert size: Top Right / Tower Period: 06 Sep 2019</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: 25 000 / 15 000 - <u>Number of ad-views achieved:</u> - 55 632 / 33 649 	<p><u>Details of the campaign:</u> Page: Website / Mobi Site Advert size: In-Article Banner / In-Article Banner Period: 30 Aug</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: 25 000 / 15 000 - <u>Number of ad-views achieved:</u> - 62 608 / 59 689



<p>Details of the campaign: Page: Latest News / Energy Daily News Alert Advert size: Top Right / Tower Period: 23 Aug 2019</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: - 25 000 / 15 000 - Number of ad-views achieved: - 64 503 / 80 747 	<p>Details of the campaign: Page: Website / Mobi Site Advert size: In-Article Banner / In-Article Banner Period: 16 Aug</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: - 25 000 / 15 000 - Number of ad-views achieved: - 47 085 / 42 298
<p>Details of the campaign: Page: Latest News / Energy Daily News Alert Advert size: Top Right / Tower Period: 02 Aug</p> <ul style="list-style-type: none"> - Number of ad-views guaranteed: - 25 000 / 15 000 - Number of ad-views achieved: - 51 390 / 21 199 	

2.4.2.2. Graphic Evidence:

Govt to seek to renegotiate coal, IPP contracts
13th September 2019 BY: TERENCE CREAMER
CREAMER MEDIA EDITOR

Mineral Resources and Energy Minister Gwede Mantashe

Mineral Resources and Energy Minister **Gwede Mantashe** has confirmed that government intends initiating discussions with both coal miners and independent power producers (IPPs) in an effort to lower the contracted prices currently being paid by struggling State-owned electricity group Eskom.

He reports that a meeting has already been scheduled with domestic coal producers for September 27 and that a meeting is also likely to take place this month with the IPPs involved in the first three bid windows of the Renewable Energy Independent Power Producer Procurement Programme.

UNLEASHING RENEWABLE POWER FOR AFRICAN ECONOMIC DEVELOPMENT
Book your seat at **Windaba 2019** and be part of the solution.
4-5 OCTOBER 2019 CAPE TOWN INTERNATIONAL CONFERENCE CENTRE

Government intends raising the prospect of "indexing" the price of coal supplied to Eskom in a bid to bring the utility's rampant primary-energy costs under control.

manufacturing Indaba EASTERN CAPE CONFERENCE AND EXHIBITION
BOARDWALK CONFERENCE CENTRE, HOTEL & SPA
4-5 OCTOBER 2019
GET IN TOUCH

Nampak reaches R1.5bn deal to sell glass business to black-owned firm
27th September 2019 BY: IMAMEER JUBULANA
CREAMER MEDIA REPORTER

JSE-listed Nampak will sell its Nampak Glass business to Isanti Glass 1, a joint venture between Kwande Capital and Sabsa Holdings, for R1.5-billion in cash.

The disposal is in line with Nampak's active portfolio optimisation strategy and will allow it to focus on the balance of its portfolio and to reduce its interest-bearing debt.

UNLEASHING RENEWABLE WINDABA POWER FOR AFRICAN ECONOMIC DEVELOPMENT
Book your seat at **Windaba 2019** and be part of the solution.
4-5 OCTOBER 2019 CAPE TOWN INTERNATIONAL CONFERENCE CENTRE

The purchaser is currently 60% owned by Kwande and 40% owned by Sabsa.

Black-owned and -managed investment company Kwande holds a 60% interest in Isanti, with

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Nampak Glass is one of two primary glass container manufacturers which service the glass container industry in South Africa and has been in operation since 1984.

The business supplies many of the key players in the South African food and beverage industry.

Nampak Glass operates three furnaces which supply nine forming lines at its site in Roodkop, southeast of Johannesburg, Gauteng, and operates its own cullet sorting and processing plant on the property.

Mantashe expects IRP to go before Cabinet next week

Mineral Resources and Energy Minister **Gwede Mantashe** says he expects the long-awaited update to the Integrated Resource Plan (IRP) to be considered for approval by Cabinet at its next meeting, scheduled for Wednesday September 18.

The IRP has not been updated since the IRP2010 was officially approved as the country's generation roadmap in early 2011, despite two previous attempts to do so.

A draft update was published for public comment in August 2018 and, following a national road show, the then Department of Energy (DoE) received thousands of written and oral comments on the plan.

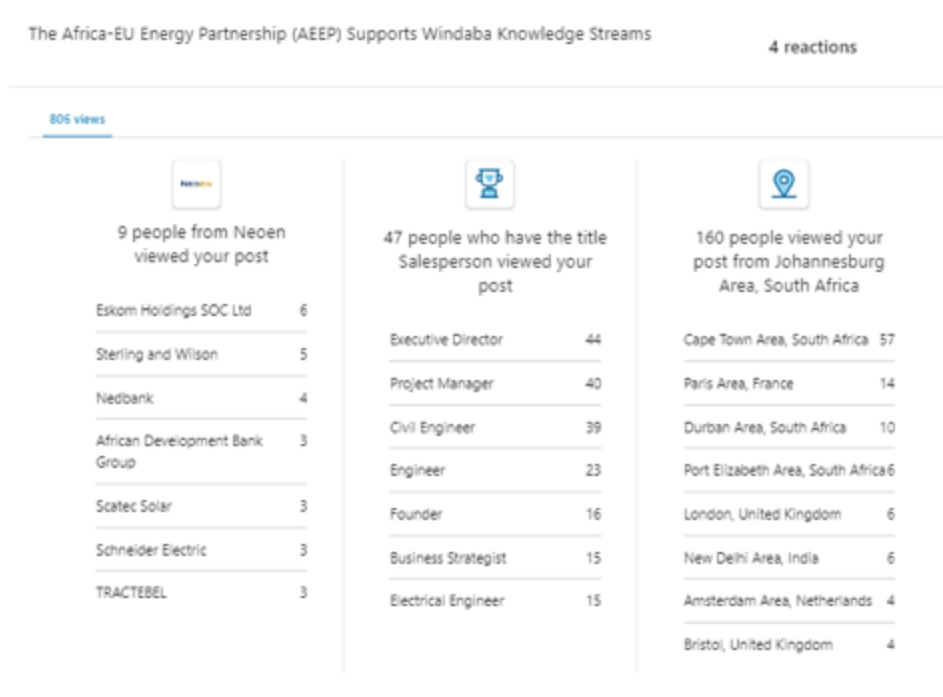
2.4.2.3. EE Publishers: R6900 (Incl. VAT)

EE Publishers is a reputable publication. We opted for a media partnership as well as a half page advert. We do not believe that the spend translated adequately into returns on Marketing investment.



2.4.2.4. GBA: R10 000 (Incl. VAT)

We decided to take a lesser option package when AEEP offered to pay for additional marketing spend. GBA was extremely accommodating despite extremely short lead times. It is strongly recommended that SAWEA continue to invest with this publication given its differentiated reach and with the view of expanding target audience.





GBA

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*GBA Digital Media (Pty) Ltd, Company registration number: 2017/537050/07, Address: 27B Monterrey,
Troupant Street, Magaliesig, 2067, Johannesburg. 01/10/2019*

September 2019 Traffic Report

Highlights: Record number of unique (17733) and regular visitors (26293) + 5,188 new followers on GBA FB page.

Cpanel AWstat Report:

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2019	5,683	8,766	65,766	394,856	8.10 GB
Feb 2019	12,451	18,480	95,850	924,367	21.91 GB
Mar 2019	11,971	18,599	88,601	556,619	19.83 GB
Apr 2019	13,502	20,648	85,557	675,202	22.79 GB
May 2019	10,999	18,278	83,484	564,439	17.37 GB
Jun 2019	12,036	18,266	121,384	819,381	22.16 GB
Jul 2019	15,987	24,173	133,310	1,097,062	66.91 GB
Aug 2019	15,696	23,109	126,476	1,109,353	653.12 GB
Sep 2019	17,733	26,293	119,206	1,392,755	686.84 GB

Other Notable Stats for September 2019:

- Subscribers (recently introduced): 1000+
- Facebook followers: 61077 (+ 5,188 new followers)
- Facebook reached: 181672
- Instagram followers: 1491
- Bryan Groenendaal LinkedIn followers (industry professionals): 31568+ (up by 1568)
- LinkedIn article views: 242835
- Reach: 500000+

Please contact me directly for any further info.

Kind regards,

Bryan Groenendaal
Editor & Founder : *Green Building Africa*
Mobile: +27 (0)78 8797354



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2.5. Emailers

This year we changed the format of the emailers to be a lot more dynamic as we built momentum for the event. The initial number of emailers was projected at 1 per week leading up to Windaba, we exceeded this internal KPI - Final count for emailers: 24

Week	Date	Title	Audience
Week 1	12-Jun	Windaba 2019 - Open for Registration	Generic
Week 2	19-Jun	Four Reasons to Sponsor at Windaba 2019	Sponsor
Week 3	26-Jun	9 Reasons to Exhibit at Windaba 2019	Exhibitor
Week 4	03-Jul	Sponsor a SMME and Earn Development Points	Sponsor
Week 5	10-Jul	SONA	Exhibition
Week 6	17-Jul	Speaker Announcement	Delegate
Week 7	23-Jul	Budget Vote	Delegate
Week 8	31-Jul	Programme Online	Sponsor
Week 9	08-Aug	Programme Online	Programme / speaker
Week 10	14-Aug	Windaba AEEP Announcement	Delegate
Week 11	20-Aug	TENTRANS Workshop an official side event at Windaba 2019	Delegate
Week 11	22-Aug	Windaba speaker announcement: Breakaway 4	Programme / speaker
Week 12	28-Aug	Windaba Speaker Announcement: Breakaway 6	Delegate
Week 12	29-Aug	Windaba Speaker Announcement: Breakaway 2	Programme / speaker
Week 13	03-Sep	Mining and Renewable Power Workshop an Official side event at Windaba 2019	Delegate
week 13	05-Sep	Windaba Speaker Announcement: Breakaway 11	Delegate
Week 14	10-Sep	Minister of Department of Mineral Resources and Energy & IPP Office to participate at Windaba 2019	Delegate
Week 15	12-Sep	Windaba Industry Forum – Market Leaders driving economic development	Delegate
Week 15	17-Sep	Knowledge sharing to unlock African energy opportunities at Windaba 2019	Delegate
Week 15	18-Sep	Knowledge sharing to unlock African energy opportunities at Windaba 2019	Delegate
Week 15	19-Sep	Windaba Breakaway 12 to focus on Wind in distributed and embedded renewable energy	Delegate
Week 16	26-Sep	Opening Breakfast Plenary Announcement	Delegate
Week 17	02-Oct	7 days to Windaba Conference and Exhibition - 'Africa's largest Wind Energy Platform'	Delegate
Week 18	15-Oct	Windaba Post Event Survey	ALL



2.6. Website and Analytics:

2.6.1. Website

Website analytics showed excellent trends which can be attributed to the change in approach to social media to more graphic.

This was also in conjunction with consistent emailers noted above.

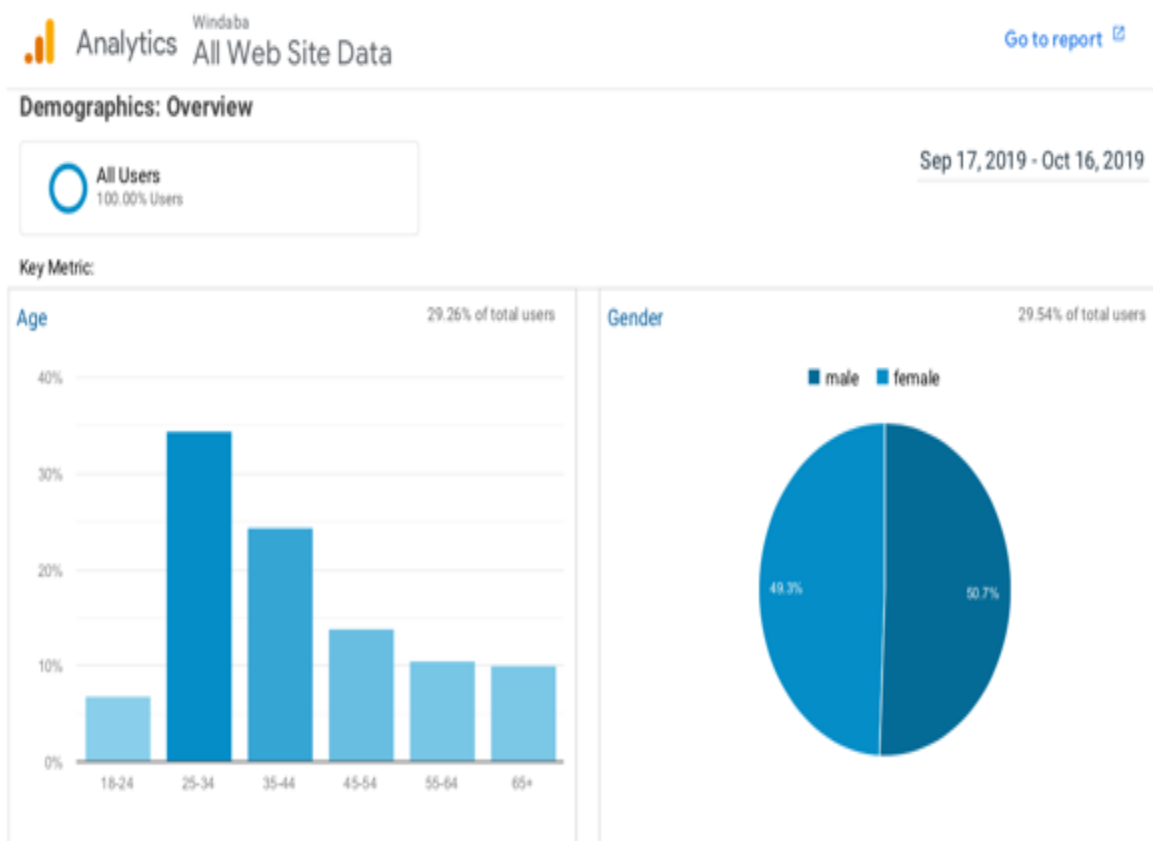
Between Jan – October 2019 we had **2 005 353** internet search hits (due to SEO spend.

- This converted into **65 457** site visit, with **37 101** unique visitors
- We also saw a definite spike in youth activity in the active social media months

2.6.2. Analytics:

2.6.2.1. Gender & Age

- This shows that we are increasing our gender and youth reach which is an essential indicator of future social media potential.

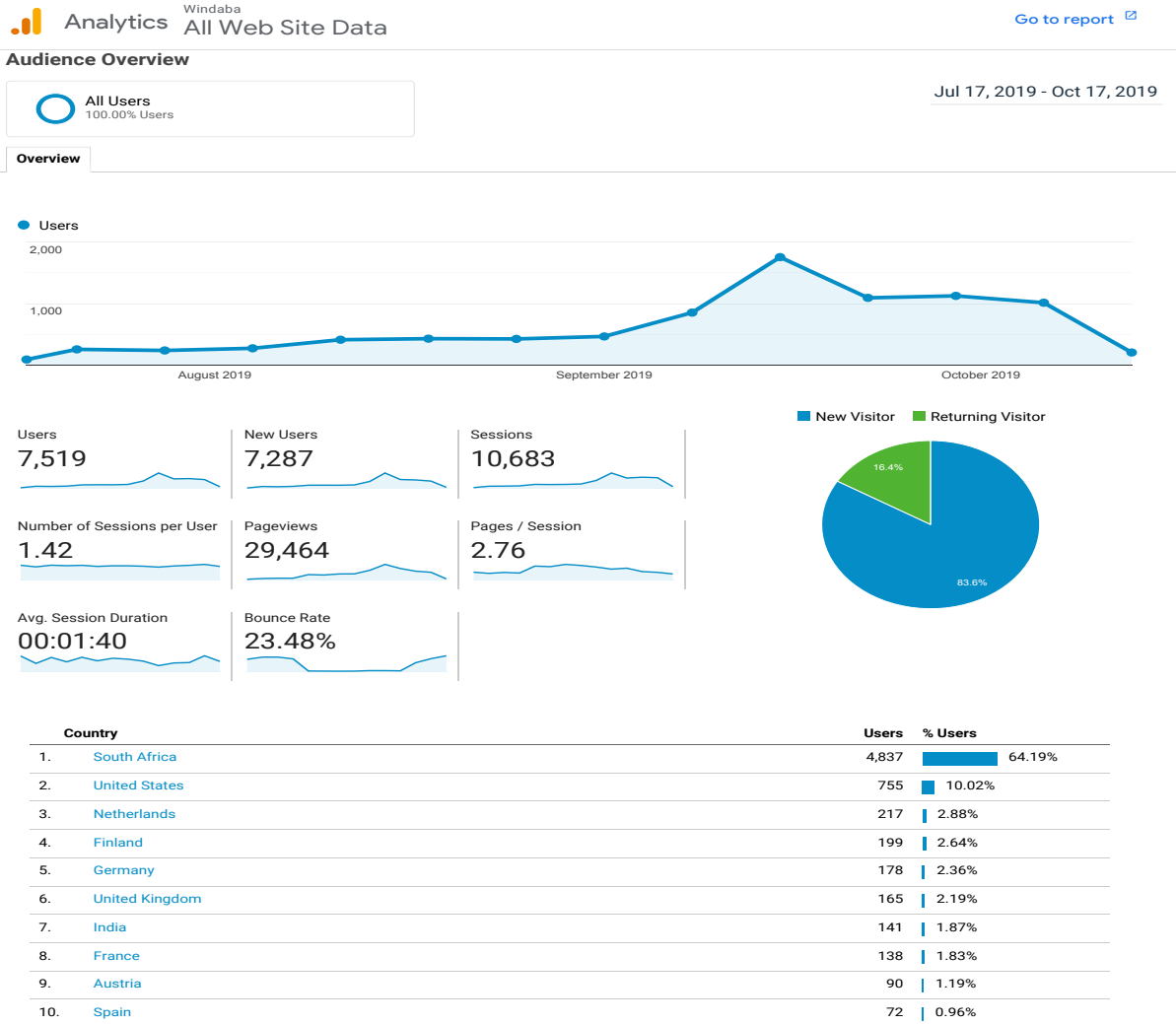


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2.6.2.2. Overall activity – 90 days








Graphs indicate the website activity only in the last 90 days, the importance of the increased number of new users must be noted as this was when JSPM came on board and started pushing social media.



© 2019 Google

2.6.2.3. Top country domain searches:

- Very interesting Geo-political info as to which regions are interested in Windaba.
- We have never seen these numbers for the EU & Russia.
- We believe this to be due to the SEO spend and the pushing of AEEP content.
- BRICSA interest is worth noting.

	South Africa	za	22,157	353,630
	European country	eu	5,479	8,522
	Germany	de	3,286	28,182
	Russian Federation	ru	1,393	1,769
	Turkey	tr	935	1,692
	Brazil	br	909	3,782
	India	in	844	12,493
	Others		12536	111182

2.7. Social Media:

Social Media was a later inclusion to the Scope of Work of JSPM

Original brief - initial budget of R46 000 with additional amount of R50 000 allocated to account for the AEEP publicity spend. The budget was allocated for: content creation, media buying and paid content boosting. The transition of content can be noted in changing colours and visual language utilized throughout the campaign. The Windaba brand would be strengthened with a more long-term approach and not as an adhoc event. Not having its own Facebook page to push content and draw insights for marketing spend became problematic and often clashed with the visual language of the SAWEA Facebook group. The same could be said for LinkedIn. Social media should be more strategic and even though Windaba is an event of SAWEA, Windaba is a brand on its own, and should be utilized as such, especially when we see a definite trend in youth interest.

2.7.1 Social Media Report

Date range: 25 August 2019 - 10 October 2019

The team kicked off with social media content plan on the 25 August 2019. The initial phase was to seed relevant content over a 7 - 10 day period before activating paid media campaigns. Once paid media was activated, we saw a steep increase in reach, impressions and clicks.

Our initial roll out plan was to activate 3 channels but during analysis, we noted opportunity to create awareness across Google and LinkedIn too.

Our limitations included, Facebook promotions where access to the page was managed independently.

For this report, we have simplified our metrics to highlight spend vs impressions vs clicks per channel.

A quick overview of insights are provided below:

2.7.1.1. Google display ads:

Total spent: R6 500

300 000 impressions (the amount of times the ad appeared on people's feeds and searches: 800 Link / Website clicks

2.7.1.2. Google search ads:

Total spent: R4 000

14 000 impressions (the amount of times the ad appeared on people's feeds and searches: 1700 Link / Website clicks

2.7.1.3. Twitter:

Total spent: R5 000

110 000 impressions (Paid and organic) (the amount of times the ad appeared on people's feeds and searches.

2.7.1.4. Facebook and Instagram:

Total spent: R10 000

250 000 impressions (the amount of times the ad appeared on people's feeds and searches: 3000 Link / Website clicks

2.7.1.5. LinkedIn:

Total spent: R10 000

59 000 impressions (the amount of times the ad appeared on people's feeds and searches: 1000 Link / Website clicks

2.7.1.6. Total Spend on Windaba:

- Total spend: R35 500
- Total impressions: 667 000 across
- Total link clicks: 6500

2.7.1.7. Web - Google analytics:

- Users: 6225 (amount of users visiting the site)
- Sessions: 8685
- Bounce rates: 21.77 %
- Av session duration: 1 min 36sec

Traffic sources (of the 6225 users, they have found the website via the below actions)
What we find is that with more paid media ads circulating in the online ecosystem, the impact on organic search as well as direct increases. We are able to pick this up by comparing data before the launch of our social campaign, during and after.

2.7.1.8. In order of performance:

1. Direct: 2000
2. Organic search: 2000
3. Google Display ads: 1000
4. Referral: 500
5. Google Paid search: 460
6. Social Media: 384

2.8. Trends: Return on Investment

2.8.1. Trend 1: ROI

Impressions increase significantly when paid media budget is allocated to content. With almost 1 000 000 impressions achieved with R35 000, the equivalent to a full page spread with circulation of 100 000, we can conclude a 10 X ROI.

2.8.2. Trend 2: Quality of users

The quality of traffic and interested users significantly increases with targeted campaigns and content. This is evident by the bounce rate highlighted in Google Analytics data.

2.8.3. Trend 3: General

Using digital media to target audiences is an effective way to reach the right audience on the right platforms.

- We managed to double event responses to this years event page
- We achieved 10x ROI via digital media
- We achieved 10X web results in comparison to the same period last year.

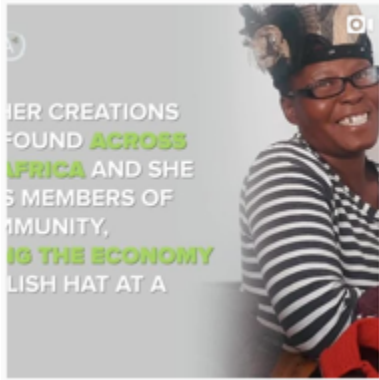
We conclude that our media campaign achieved positive results across all channels.

2.9. Content Created:

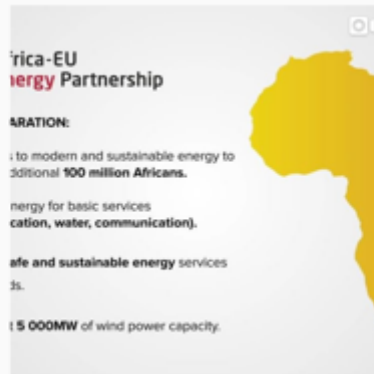
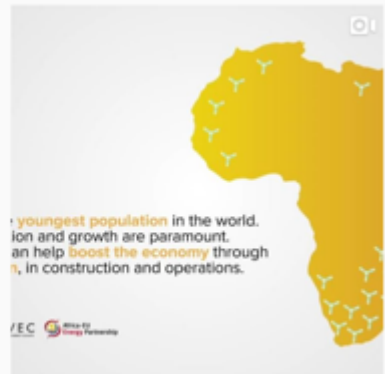
57 unique & animated posts

Platforms - Facebook, Twitter, LinkedIn, Instagram, google search











EVENT INSIGHTS AND SURVEY

An event survey was released to all participants 7 days post show. Responses were collected under a 5 Rate system – 1 Indicated Below expectation and 5 indicating Exceeded expectations. The second response system was a Yes/No answer. Below is a representation of the actual data collected. All responses were anonymous. No data set rated under 3.5, which is an indication that under the data set there was above average satisfaction with the elements that were measured.

3.1. Communication

- Emailers 3.93
- Attendee Communication 4.00
- Billing Communication 3.9
- Social Media 3.6
- Website 3.73

Additional Comments:

- As a visitor I would like to have a list of the participants (I didn't find it anywhere). Also, you could use an automated tool for the participants to sign-in (like SYMPLA platform). The reception staff was great! Congratulations! - 10/22/2019 8:56 PM
- Great Windaba, cannot wait for next year - 10 years! - 10/17/2019 7:14 AM
- The WINDABA app was handy and brilliant!!! - 10/16/2019 10:04 AM
- Exhibitors should receive an email that they can forward to customer and suppliers inviting them to their stall. That will motivate industry players to come. - 10/16/2019 6:55 AM
- The key session "local procurement" could have been better by:
 - 1) Having a MC who really understands the industry
 - 2) Have a panel representative of the industry not just the OEM's and the IPP office. Players both down stream and direct government officials (policy makers, not the IPP office) - 10/16/2019 6:53 AM
- Two comments: 1. There are often several good breakaway sessions that run in parallel - and one can only attend one at a time, so inevitably you miss out on valuable dialogues happening in parallel sessions. Might it be an option to have fewer concurrent sessions in future, and more shorter sessions running consecutively so that more of the attendees can partake in more of the sessions? I also need to raise that the cost of Windaba is becoming prohibitive and for next year I will need to give some serious thought to whether the cost of the event outweighs the value that I obtain from the event. There is no doubt that it is a great event, and an important gathering point for the industry - but the cost is very steep.- 10/16/2019 6:49 AM
- Too many side events, and not enough attendees. Topics were vague, and in more than one session, speakers stated that they did not know how to start engaging with the topic. Some good conversations and insights. Cost vs Benefit - cost per delegate is very high, making the primary benefit = networking. Thank you. - 10/16/2019 5:45 AM
- As a visitor to the Exhibition to gather information and meet the exhibitors I found the arrangements, communication etc user friendly. organisers most helpful.- 10/16/2019 4:56 AM



- The preparation and attendance of sessions were not well organized. Moderators missing, speakers missing. Preparation missing. Gala dinner very good. Optimization proposal: put the names and the companies of the award winner (and its category) on the screens so each one can follow who exactly is winning which award. Seems like everyone knows each other, but it should be better communicated. - 10/15/2019 1:55 PM

3.2. Programme

- Speakers 3.82
- Quality of Sessions 3.58
- Amount of Sessions Offered 3.76
- Conference Theme 3.85
- Programme Format 3.85

Additional Comments:

- The moderator failed to arrive for one session (Day 2) and not all the speakers seemed equally well prepared to speak on the topic. The session was saved by some good discussion by the panelists and audience, but I still feel disappointed that I had favoured this session ahead of the others. - 10/17/2019 7:39 AM
- One session I attended did not cover the topic at hand as the moderator was filling in at the last minute. The conference Chair or Manager should have a brief to give to moderators/speakers who are taking over from someone else.- 10/16/2019 2:15 PM
- Some of the non-SA speakers were not that good; need more variety in programme (construction, operations, challenges/opportunities, more financing sessions); a bit odd to focus on Africa when SA still needs to kick off again. - 10/16/2019 1:36 PM
- Some sessions were very focused on South Africa and on wind energy - they did not reflect the broader theme of the conference (thematic and geographic) - 10/16/2019 11:28 AM
- It would have been good to have the programme focus more on the burning issues of the majority of members more. i.e. Liberalising electricity market, R V, etc.- 10/16/2019 7:48 AM
- The sessions become generic and repeat itself. The focus should be on a more interactive exhibition space. The area for presentations can be in the exhibition space.- 10/16/2019 6:57 AM
- Too many good sessions running in parallel inevitably means that you miss out on much of the value of the event, as you can only attend one session at a time. It would be great if there were fewer parallel sessions, and more sessions (perhaps shorter sessions) run consecutively - 10/16/2019 6:52 AM
- Some interesting breakaways clashed with others - 10/16/2019 6:51 AM

3.3. Exhibition

- Exhibition Floor Layout 3.97
- Exhibition Marketing & Communication 3.85
- Quality of Exhibitors 3.84
- Ease of Conducting Business 3.9



Additional Comments:

- We expected more exhibitors especially also on the wind power investment side - 10/17/2019 3:01 PM
- There could have been a larger contingent of exhibitors across the whole wind industry supply chain. It felt like it was merely turbine suppliers exhibiting. - 10/16/2019 7:50 AM
- We need to attract more companies that provide products and services for operational wind farm such as suppliers for cranes, harnesses, oils, testing, engineering, training, other technical solutions, etc. The exhibition hall could have an area for suppliers in which the stalls are cheaper.- 10/16/2019 7:01 AM
- event app poor

3.4. Venue / Gala Dinner / Overall Event Experience

- Venue 4.25
- Catering 4.15
- Programming 3.84
- Entertainment 3.4
- Overall event experience 3.91

Additional Comments:

- One Speaker was interrupted by music due to poor system programming. - 10/17/2019 3:02 PM
- Venue has no atmosphere - off-site restaurant or similar much better; music was terrible; main sponsor should have one chance to speak only - 10/16/2019 1:38 PM
- A more intimate venue would stimulate better engagement between various parties. - 10/16/2019 7:51 AM
- I did not attend the gala dinner - 10/16/2019 6:53 AM

3.5. Ease of Doing Business

- Did you have enough networking opportunities? -3.85
- Did the event meet your strategic business objectives? 3.79
- Did you meet up with credible and/or business leads? 3.87
- Does Windaba attract your key target audience? 3.81

Additional Comments:

- Bring back WindAc - the academic audience was lost at this year's windaba - 10/16/2019 11:58 AM
- The conference failed to attract new market players. We didn't meet one person that we didn't know already. - 10/16/2019 7:03 AM
- As noted earlier, it would have been good to interact with direct policy makers in the government office (other than the IPP office) i.e Dept of Economic Development and someone from the DTI (despite the IPP office falling under the DTI) and perhaps a representative of the energy portfolio committee) - 10/16/2019

3.6. Windaba App

- Did you use the Windaba App? Greater percentage did not use the App
- Ease of using the App 3.89
- Ease of Instant Messaging Capabilities 3.65



- Relevance of Information on the App Yes
- Did you use the App to connect with other delegates? 23 No greater percentage of respondees did not use the App

Additional Comments:

- Could not find enough time to use the App - 10/17/2019 3:04 PM
- Did not know there was an App - 10/16/2019 7:00 AM
- Would have used the App if free Wi-Fi was available - 10/16/2019 6:52 AM
- App had old bios. Programme could have been better managed and presented on the app. - 10/16/2019 5:53 AM
- poor . no personalized calendar, no detail on delegate, very poor overall

3.7. How likely are you to attend Windaba 2020?

- Majority of respondees indicated they would attend 2020

3.8. General Insights shared and what respondees would like to see improved upon and inclusions

- Exhibitors were very few and most of them were on the servicing industry side. - 10/17/2019 3:06 PM
- Include more international case studies as their wind farms have been operating longer than any in Africa. - 10/16/2019 2:19 PM
- Skill Development - 10/16/2019 9:56 AM
- It is our 10th year. We need to do something spectacular! :-)- 10/16/2019 7:52 AM
- I have been on every WINDABA since inception. My observation is, that the industry is growing but WINDABA doesn't evolve. I suggest to change WINDABA from a conference to an industry exhibition. Presentations should be done in a designated presentation area in the exhibition hall. Industry suppliers must be approached to take up stalls. Those that already booked stalls must be motivated to send invitations to suppliers and customers. Industry suppliers must see it as a must to have a stall. - 10/16/2019 7:13 AM
- Not enough IPPs showcasing the crux of what they do, ie EnD and SED initiatives - 10/16/2019 6:54 AM
- Such a beautiful function. - 10/16/2019 6:37 AM
- Cheaper equipment hire - 10/16/2019 4:42 AM
- Satisfied with overall event but maybe reconsider caterers next year. - 10/15/2019 2:00 PM
- no really in tune with the current state of industry (O&M, Social dev, Best practices, feedback, etc) no use of presence of minister (there should have been 2 scenario: present or not-present), after his speech no CEO interaction/feedback occurred – disappointing - 10/15/2019 1:51 PM



4. KEY INSIGHTS

1. Communication: was generally well received and efforts did appear to engage audience very readily
2. App: The majority of the respondees did not utilise the App and consideration must be given as to whether the expense of a custom App for the event yielded the required results. Those respondees who did utilise the tool provided mixed reviews.
3. Gala Dinner: Was very well received and the formal programme did appear to greatly enhance the experience of the event.
4. Programme: Given the late commencement of programming it can be understood that the programme did not hit all the required marks and or expectations of attendees a more robust effort should be made to include elements and or content that the attendees want to hear about. A notable comment in this section is the request to return the Academic Programme as also that of an emphasis on Skills Development for the Sector.

