



Vicenda ON-DEMAND, launches with our first digital event on 22 April. This platform has been created to address the two key challenges in hosting traditional events in our industry:

1. Although budget is sometimes an obstacle, the biggest challenge for practitioners is finding the time to extract themselves from their operation to attend local industry events. The need and want are certainly there, however the constant demand of a complex operation puts severe time constraints on operations executives.
2. For speakers that have put the time and energy into creating a presentation and often have a worthwhile story to tell or valuable insights to share, their story often deserves to be shared with a much larger audience than is in attendance at the event that they're presenting at.

A digital platform by itself is not necessarily effective – however, once combined with a deep and established reach into the industry, it then becomes a powerful platform to reach the industry as a whole.

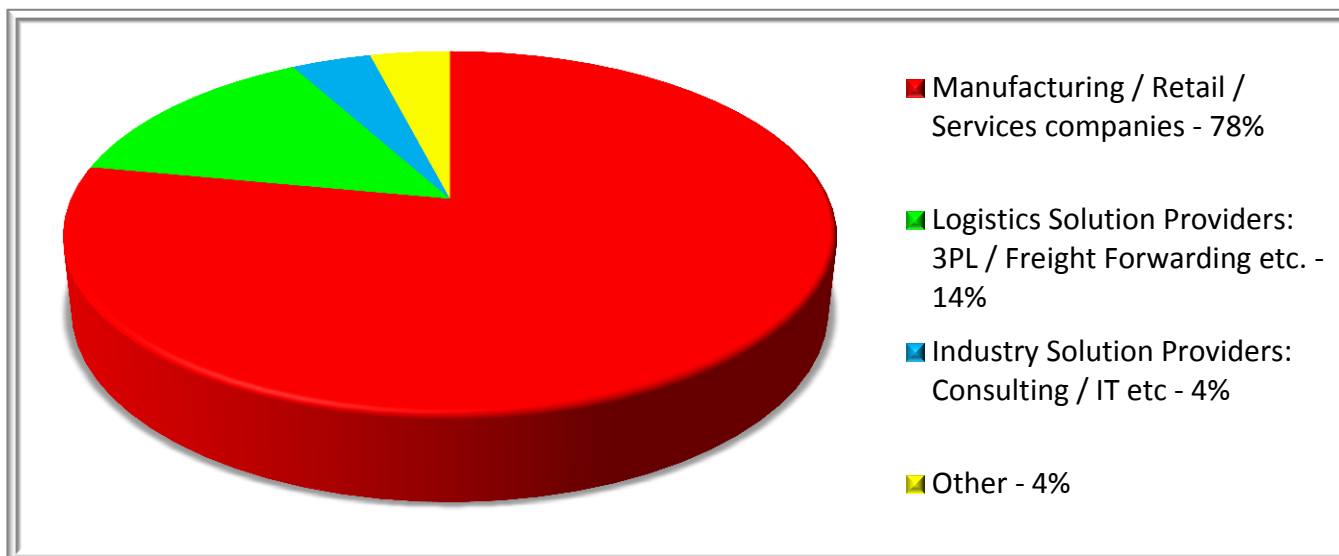
## DATABASE / READERSHIP

**Supply Chain Update** reaches 14000+ active subscribers via e-mail – the largest focused database by far of any South African print or online media targeting logistics and supply chain management professionals.

What separates our distribution to other publications is not only our extensive penetration into the marketplace but also the quality of our database and an understanding of exactly who our readership is. Our database is updated constantly through electronic feedback from our regular distribution and our call centre team ensures that we have accurate and updated details on all of our readers including: company / full name / designation / email / contact number and LinkedIn profile (where available).



Supply Chain Update will be re-launched on 24 March reflecting a wider range of industry content and multimedia to add value to our readers.



*Database stats are taken from a sample of 500 random subscribers.*

## DIGITAL SUMMITS

Industry summits and conferences have always been great platforms to share insights on best practices or the latest industry trends, case studies or thought leadership.

We've hosted hundreds of insightful presentations at our Summits over the years and it's unfortunate that these can only be shared with the audience in attendance on the day. With this platform, the entire local industry gets access to the same quality content and speakers anytime, anywhere and at no cost.

We've created our new digital format to ensure that the viewer can feel engaged with the speaker as well as clearly see any slides, pictures or graphics that the speaker wants to share during his/her presentation. Recorded on a green screen in our studio, we can also include additional video as well as change the background graphics at will.

Please click through to the following link to get a look at our format:

<http://supplychainupdate.co.za/Article.aspx?ID=1054>

We'll be hosting four Digital Summits this year in key areas that we have considerable experience in delivering worthwhile content to.





**2020  
Warehousing  
& Distribution  
Summit**  
*...a digital event*  
**22 April 2020**

Our **Warehousing & Distribution Summit** has run successfully as a live event since 2007. Our last Summit hosted 28 sessions and 32 speakers offering delegates an excellent range of relevant and quality content.

We are aiming to emulate the same range and quality of content that our past summits have achieved in this first digital summit – the key difference being that the entire industry can benefit from the sessions presented.

**Call-for-papers is now open.**



**2020 Demand  
Planning &  
Management  
Summit**  
*...a digital event*  
**09 June 2020**

Our **Demand Planning & Management Summit** has evolved through the years and has consistently offered great insights to the industry delivered by passionate and knowledgeable presenters.

Traditionally covering demand planning, forecasting, sales & operations planning, inventory optimisation etc, we plan to expand the content of this summit to include DDMRP and TOC content.

**Call-for-papers is now open.**



**International  
Trade & Customs  
Compliance  
Summit**  
*...a digital event*  
**18 Aug 2020**

Our first **International Trade & Customs Compliance Summit** will expand on the range and depth of content that we currently deliver in this complex regulatory environment.

**Call-for-papers will open on 11 May 2020.**



**2020  
Retail & CPG  
Supply Chain  
Summit**  
*...a digital event*  
**15 Sept 2020**

Although all three of the above digital summits will offer content relevant to Retail & CPG supply chain practitioners, this demanding environment requires a summit with specific content dedicated to sharing case studies on current best practices and insights into future trends.

**Call-for-papers will open on 08 June 2020.**





As the summits will be free to access, the cost to produce and market each summit will be supported by sponsored sessions. Many of the sessions in our live events are delivered by solution providers who have valuable experience to share from operating within multiple organisations and often have vast intellectual property to draw from within their own organisations.

We want to maintain a balance of sessions delivered by solution providers with sessions delivered by practitioners to ensure a good balance of content for each summit, so Vicenda will cover the cost of any sessions delivered by practitioners. Some key details of sponsored sessions:

- Each session will be a maximum of 30 minutes
- Content must be relevant and offer value to the industry
- Content will be co-ordinated to ensure nominal overlap between sessions in the summit and will be vetted by Vicenda before recording
- There will be a clearly defined 2-3 minutes at the end of the session for the speaker to openly talk about their brand's products and services as this will not be allowed during the session
- Edited sessions will be sent to sponsors for approval before release
- Each summit will have dedicated marketing and brochures that outline each session and a direct link to view
- Viewers will be able to download the PowerPoint, contact details or any other documents or links
- Sponsors are encouraged to share their session and the summit brochures with their own network
- These sessions will be available indefinitely through Supply Chain Update

**The cost to sponsor a session is R17 500 + vat.** This includes recording, production, hosting and marketing of the summit to the industry.

## DIGITAL SHORTS

Our digital summits will deliver an excellent value proposition to viewers, speakers and sponsors alike, however we are planning to expand on our video offering by adding:

- Informal interviews and viewpoints (with industry leaders, disruptors etc) – **non-sponsored**
- “5-minute insights” in the same visual format as our digital summits – **sponsored and non-sponsored**

There will be topics and perspectives that fall outside of the range of content to be delivered at these digital summits and we want to create a platform for this content to be shared. We will be looking at short, punchy talks that run 5-6 minutes long that offer some worthwhile insights for the viewer. You can only offer so much in 5 minutes, but the idea is to get the viewer thinking.

These are sponsored sessions as well and the same rules apply as with the summit sessions. These will be marketed together with the Supply Chain Update mailers and will also be available indefinitely through Supply Chain Update. **The cost to sponsor one of these sessions is R4 500 + vat.**

If you have an interest in getting involved in any of these sessions, please email [karl@vicenda.co.za](mailto:karl@vicenda.co.za) or call us at 010 500 1006.

