

Updated Meetings Africa app now live

Meetings Africa newly updated app is now live and ready for download.



Image via [South Africa National Convention Bureau](#)

The app allows participants to create profiles of their business - making it easy for fellow attendees to book appointments with them before proceedings start. Buyers can glean information about each exhibitor, i.e who they are and what they do.

Users will also be able to follow all Twitter posts featuring the Meetings Africa hashtags and learn the views of fellow attendees at the show through the newsfeed feature. Through QR codes, the app will also make it possible for attendees to navigate the exhibition floor.

Highlights of the upcoming Meetings Africa trade show include:

24 February – BONDay (Business Opportunity Networking Day)

The purpose of BONDay is to provide educational sessions for attendees to learn more about the new industry trends which have the potential to contribute to the growth of their businesses. The BONDay programme will be released soon, and speakers for BONDay, will include captains of the industry.

25 February – Show Day One

- Trade floor opening. This is the official opening ceremony of Meetings Africa, commemorating 15 years of advancing Africa together.
- Green Stand Awards judging - As a green show, Meetings Africa encourages show greening for exhibitors, and this is done through the Green Stand Awards.

26 February – Show Day Two

- Day two will kick off with a 5km fun run that's open to all attendees.

- Women in MICE breakfast - for the women in the industry.
- The Green Stand Awards will be presented, for the first time in our world-class media centre, providing all winners with maximum media exposure on a global scale.

Meetings Africa is set to take place at the Sandton Convention Centre in Johannesburg from Monday, 24 February 2020 to Wednesday, 26 February 2020.

For more, visit: <https://www.bizcommunity.com>