

ACORCE



1ST ANNUAL CONSTRUCTION
RESEARCH CONFERENCE
AND EXHIBITION

*Showcasing innovation in
the 21st Century for Business
Development*



1st

ANNUAL CONSTRUCTION RESEARCH CONFERENCE AND EXHIBITION

Showcasing innovation in the 21st Century for business development

21st - 23rd September, 2015



NATIONAL CONSTRUCTION
AUTHORITY
www.nca.go.ke

ABSTRACT

The National Construction Authority is mandated to oversee the construction industry and coordinate its development and one of its key functions is to undertake or commission research into any matter relating to the construction industry. In line with this mandate, the National Construction Authority held the **First Annual Construction Research Conference and Exhibition (ACoRCE)** from Monday 21st to Wednesday 23rd September, 2015 starting from 8:30am at the Kenyatta International Conference Centre (KICC) Nairobi, Kenya. The main theme of the event was: **to showcase innovations in the construction industry in the 21st century for business development.** APR&M were appointed as the event managers who sourced for sponsorships, exhibitions and delegates and made follow ups regarding the event through email invitations, telephone calls, text messages as well as courtesy visits to special guests. The venue was also set up and branded by KICC and APR&M staff prior the event days and the exhibition area set up by particular exhibitors with the help of organizers. Also coordination meetings took place at the NCA Secretariat to ensure that all planning and implementation of the event was synergized. The event managers managed to secure sponsorships worth Ksh. 1,850,000 from 6 companies, exhibitions worth Ksh. 1,550,000 from nine companies and 403 delegates all drawn from different sectors and industries, which was a good effort considering the short time frame allocated. The event was successful to a great extent despite the challenges encountered during planning and implementation processes. The major recommendation to ensure higher success achievement of future events is to ensure that the planning starts at least six months prior to the event.

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ACRONYMS AND ABBREVIATIONS

NCA- National Construction Authority

ACORCE- Annual Construction Research Conference and Exhibition

APR&M-Advance Public Relations & Marketing

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CHAPTER ONE

1.0 INTRODUCTION AND BACKGROUND

1.1 Introduction

The first Annual Construction Research Conference and Exhibition (ACORCE) is a one of a kind and first ever event convened by the National Construction Authority (NCA) whose activities were aimed at providing an excellent opportunity for industry stakeholders to showcase their latest innovations that are spurring growth in the construction industry as well as provide a platform for networking and business opportunities for sustainable development. Advanced Public Relations and Marketing (APR&M) were selected as the event managers to ensure that ACORCE turns out to be a very successful event, through maximum participation by invited sponsors, exhibitors and both local and international delegates.

1.2 Background

The National Construction Authority is a state corporation established under an act of parliament No. 41 of 2011 with the overall mandate to oversee the construction industry and coordinate its development. One of its other key functions includes undertaking or commissioning research into any matter relating to the construction industry. In addition, the Authority has the role of disseminating research findings to the stakeholders.

In line with this mandate, the National Construction Authority held the **First Annual Construction Research Conference and Exhibition (ACoRCE)** from Monday 21st to Wednesday 23rd September, 2015 starting from 8:30am at the Kenyatta International Conference Centre (KICC) Nairobi, Kenya. The main theme of the event was: **to showcase innovations in the construction industry in the 21st century for business development.**

The event attracted both local and international participants drawn from manufactures, suppliers, developers, professional bodies, training and research institutions, government agencies, government ministries, foreign embassies, development partners, contractors, special interest groups, banks, private institutions among many other organizations.

The main aim of the event was to provide an excellent opportunity for industry stakeholders to showcase their latest innovations that are spurring growth in the construction industry as well as provide a platform for networking and business opportunities for sustainable development.

CHAPTER TWO

2.0 Pre-conference

2.1 Sponsorship

The target sponsorships amount was Ksh. 10,000,000. The number of potential sponsors contacted was over 300 and approximately 45 expressed significant interests. These were drawn from various industries and/or sectors including:-

- Roofing
- Steel and manufacturing
- Décor and sanitary wear
- Electrical and cables
- Ceramic and tiles
- Paint companies
- Cement companies
- Banks and insurance companies
- Construction companies
- Telecommunication companies
- Oil companies
- Solar companies
- Security firms
- Locksmiths
- Elevators and Escalators companies
- Furniture dealers
- Glass dealers
- Property managers
- Equipment and machinery
- International companies
- And other corporate companies

All invitation letters were sent to them via email a month before the event and follow ups made through email polite reminders and telephone calls.

The table below shows the companies that confirmed, the category and amount of sponsorship totaling to Ksh. 1,750,000.

Table 1: ACORCE sponsorship

NO.	NAME	CATEGORY	AMOUNT
1	Mabati Rolling Mills	Gold	500,000
2	Bamburi cement	Gold	500,000
3	Savannah cement	Silver	250,000
4	East Africa Portland Cement	Silver	250,000
5	Rexe Roofing Ltd	Bronze	125,000
6	Airtel Kenya	Bronze	125,000

2.1.1 Challenges

A number of challenges were encountered while sourcing for sponsors. The time and/or period allocated was short and there were delayed responses from some contacted sponsors. Below are among the responses that were given by a majority of those contacted which also formed a large part of the challenges experienced:

- The duration was too short to go through the review and approval stages.
- Financial constraints hence not in a position to spend.
- Too short a notice to prepare for the conference.
- Commitment to many other activities happening around that same time such as the Motor show and Homes expo.

2.1.2 Recommendations

Drawing from the challenges experienced and responses by potential sponsors, the following recommendations should be considered for future events as this:-

- Planning to start at least 6 months before the actual event to enable most companies to incorporate or consider it in their financial budget.

- Invitations to be sent at least 3 months to the event so as to get maximum sponsorships.
- Select a date and month when there are not other events related to the same industry taking place.

2.2 Exhibition

The target number of exhibitors was 20-30 and potential exhibitors contacted composed of all the potential sponsors. Invitation letters were sent via email a month to the event and follow ups were made through email, polite reminders and telephone calls. A substantially good number, that is: 20 expressed interest and after great deliberations, below is a table showing the actual exhibitors, booth size and the amount paid totaling to 1,550,000. Notably, there was an agreement for the learning institutions, professional bodies and other institutions listed below to exhibit at no cost but pay for delegates to attend the conference.

Table 2: ACORCE Exhibitors

NO.	NAME	AMOUNT
1	Mabati Rolling Mills	Gold sponsors
2	Bamburi Cement	Gold sponsors
3	East African Cables	150,000
4	Kalu Works	150,000
5	Airtel Kenya	150,000
6	National Industrial Training Authority	150,000
7	General Motors	150,000
8	KCB group	175,000
9	Kenya Revenue Authority	150,000
10	East African Portland Cement	150,000
11	Regional Center for Resources Mapping	150,000
12	Stone Technology Centre	N/A
13	Kenya Green Building Society	N/A

14	UN Habitat	N/A
15	Institute of Quantity Surveyors of Kenya	N/A
16	Architectural Association of Kenya	N/A
17	Jomo Kenyatta University of Agriculture and Technology	N/A
18	University of Nairobi	N/A
19	University of Nairobi	N/A
20	Kenya Institute of Highway and Building Technology	N/A
21	Kenya Institute for Public Policy Research and Analysis	N/A
22	Technical University of Kenya	N/A

2.2.1 Challenges

The challenges encountered while sourcing and planning for the exhibitors and exhibitions respectively included those experienced during sponsorship sourcing as most of the potential exhibitors were also approached as sponsors. Below are the common responses received from the potential exhibitors, which also contributed to the challenges encountered:-

- Reluctance by some potential exhibitors due to uncertainty of the turn-out since it was the first of its kind.
- Too short a notice to prepare for the conference.
- Reluctance to participate due to lack of publicity of the event at the time they were contacted.
- Late communication to exhibitors who had complimentary exhibition booth.

2.2.2 Recommendations

- Planning to start at least 6 months before the actual event to enable most companies to incorporate or consider it in their financial budget

-
- Publicity should be undertaken earlier to create awareness of the conference prior to contacting the potential targets
 - The agreement between NCA and institution coming on board on complimentary exhibition should be communicated earlier

2.3 Delegates

The target number of delegates was at least 600 and at most 800 while the actual number of potentials contacted was approximately 1500 drawn from the list of potential sponsors, exhibitors as well as other professionals categorized as below:-

- Architects
- Engineers
- Quantity surveyors
- Contractors
- Project managers
- Suppliers and manufacturers
- Property developers
- Learning institutions
- Government ministries
- County governments
- Research institutions

The charge per delegate was Ksh. 9,500 to cater for entry to the conference halls, meals, conference catalog and tour visits. However, students were given a discount of 50% for every 10 delegates to make the event more affordable and accessible hence maximum participation. Also, the delegates were categorized into those who were meant to pay and those who were not to pay by virtue of being sponsors, exhibitors, guests or planning committee.

Invitation letters were sent out via email to the potential delegates. These invitations elicited a great number of interested individuals and companies and follow ups on that were made through polite email reminders and telephone calls.

A total of 87 delegates had confirmed their attendance and participation prior to the event days and some of them had paid while others indicated that they would pay on the actual day.

2.3.1 Challenges

There were a number of challenges experienced while sourcing for delegates as mentioned below:-

- A majority of the potential delegates felt that the cost of the event was too high.
- Some delegates were not convinced they would really get the CPD points as communicated to them.
- The final program of the event was finalized and posted on the website later than expected or should have.
- The name of Arch. David Mutiso was not changed to Arch. Dr. Reuben Mutiso which raised some complaints.

2.3.1 Recommendations

- There should be clear communication on the issuance and number of CPD points to the relevant professionals.
- There should be a special consideration on pricing especially in situations where some delegates wish to attend for a specific number of days.
- The program should be finalized two months before the event so delegates can plan their days and know what is of interest to them.

2.4 Keynote speakers

The keynote speakers were drawn from various countries including the United States of America, Kenya, South Africa and India with various topics of discussion as shown in the below table:-

Table 3: ACORCE Keynote speakers

No	NAME	DESIGNATION/ORGANIZATION	COUNTRY	TOPIC
1	Arch. Eric Noir	Architect-Design for Abundance	South Africa	Role of Green Construction in Creating Green cities
2	Dr. Heather Yates	Oklahoma University	Oklahoma University, USA	Role of women in Effective and Efficient Construction Project Management
3	Eng.V.K Rastogi	Engineer- Stone technology center	India	Innovation in the use of natural stone constructions in Africa
4	Qs. Martin Smith	Quantity Surveyor – Founder of Viable Computing	South Africa	Introduction in Financial and Economic viability Analysis Software dubbed "Viable"
5	Eng. Grace Olukune	Chief Engineer- Power Utility Company	South Africa	Management of Mega construction projects
6	Qs. Moses Nyakiogora;	Inspectorate of Buildings, MoLHUD	Kenya	State of Construction in Nairobi- findings of Technical Audit

				of Buildings in Nairobi
7	Stephen Nyakondo	National Construction Authority	Kenya	Re-branding construction and construction practitioners in Kenya
8	Dr. Dickson Khainga	ED - KIPPRA	Kenya	Role of Construction industry in attainment of Vision 2030
9	Mr. Kiprono Kittony	Chairman – KMCCI	Kenya	Construction as an indicator of economic activities
10	Dr. Moses Ikiara	Managing Director- KEN invest	Kenya	Foreign investment opportunities in the construction industry in Kenya

The travel and accommodation arrangements from the international keynote speakers were handled effectively in coordination with NCA Secretariat and APR&M by ensuring that they were picked on time from the airport and their hotels accommodation confirmed.

2.5 Methods and tools used for follow ups

Follow up was done through:

-
- Telephone calls
 - Emails
 - Courtesy visits to special guests
 - Text messages

2.6 Coordination meetings with ACORCE Secretariat

Their expected number of coordination meetings was a minimum of 7 and a maximum of 10 while the actual number was 12. This includes meetings at the NCA offices and the KICC venue. Minutes are attached as appendix.

2.7 Ushers

The agreed ushers for the event were to be dressed in NCA branded T-shirts strategically stationed in the exhibition area and conference halls as follows:

- Main Entrance/Staircase Going Up - 4
- Registration desk - 3
- Amphitheatre entrance - 2
- Aberdare's hall entrance- 2
- VIP Guests Holding Room - 2
- Exhibition - 3
- Gala Dinner - 8

2.8 Venue set up and branding (KICC)

The venue set up for the conference halls, exhibition area and gala dinner was done by the KICC team while the exhibition layout was done by APR&M. The theme and colours for the venue were NCA corporate colours, that is, orange, black, white and blue.

The venues were as follows:

Opening ceremony: Amphitheatre

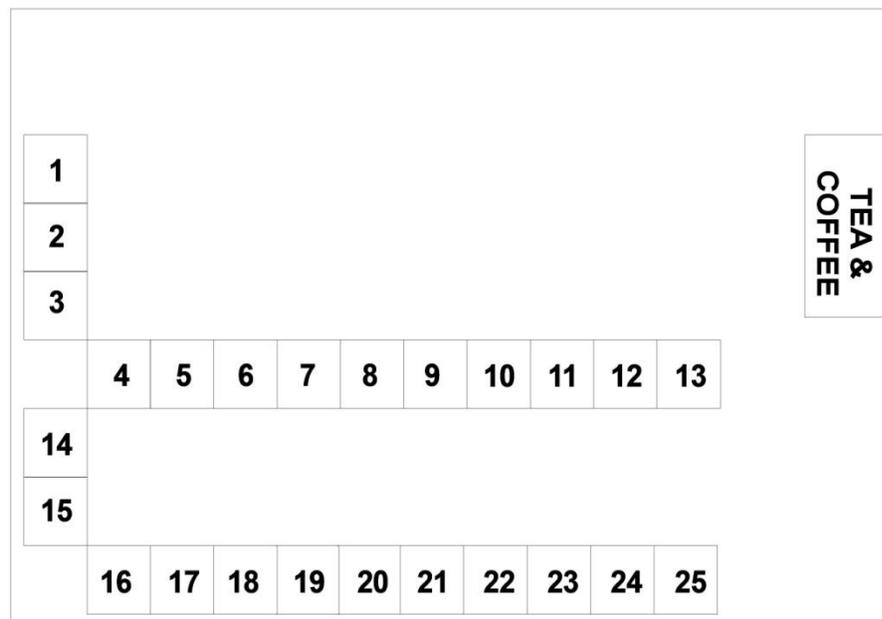
Conference: Amphitheatre, Aberdare conference hall

Exhibition: Amphi Foyer

Gala Dinner: Courtyard

Tour Visits: Standard Gauge Railway Athi River, Two Rivers project in Ruaka and Nairobi National Park in Lang'ata.

The venue for the Exhibition was changed from the Courtyard to the Amphi Foyer which is right outside of the Amphitheatre due to a smaller number of exhibitors. Below is the exhibition layout:-



Exhibition layout for ACORCE

APR&M communicated to all exhibitors via email prior to the event that they were meant to set up their exhibition stands on Sunday 20th 2015 starting from 2:00pm. A good number turned up and finished their setup ready for the actual day.

2.8.1 Challenges

- It was noted that the KICC staff who were setting up the exhibition stalls were very rude and unprofessional to an extent of making exhibitors want to pull out. They were not receptive to any changes that were being suggested by both the organizers and exhibitors.
- The KICC staff was uncooperative to some extent, making it look like they were doing the organizers a favour as opposed to doing their job.
- KICC had doubled booked the NCA and Motor show event. Motor show participants had not vacated courtyard by 21st September where exhibition was to be set up. Had we not taken a decision to move to Amphi Foyer, we would have had problems.
- KICC did not disclose their food vendors until the day of event.

2.8.2 Recommendation

- KICC staff should be more receptive, cooperative and adjust to changes.
- The contract between NCA and KICC should be transparent to avoid conflict with organizers.
- The issue of double booking should be rectified for future events.

2.9 Service Providers

2.9.1 Emcee

APR&M sourced a total of seven Emcees both female and male for the conference and gala dinner. NCA settled on Fared Khimani as the ACORCE emcee for both the conference and gala dinner. The table below illustrates the emcees contacted.

Table 4: ACORCE Emcees contacted for the conference

NO.	NAME	QUOTE	PHONE NO.
1	Bonney Tunya	160,000	0726767879
2	Churchill	500,000	0726109109
3	Mwaniki Mageria	120,000	0721 525152

4	Fareed Khimani	218,000	0724 044 935
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Table 5: ACORCE Emcees contacted for the Gala Dinner

NO.	NAME	QUOTE	PHONE NO.
1	Kalekye Mumo	150,000 + 7,500	0722719678
2	Lynda Oriaso	150,000 + Vat	0722332017
3	Julie Gichuru	She was not available	julie.gichuru@gmail.com
4	Janet Mbugua	She was not available	Janetmbugua2gmail.com

2.9.2 Entertainment

APR&M sourced a total of nine entertainment groups, inclusive of the band and dance groups. Sarakasi dance group entertained the delegates during the opening ceremony while H-art the band entertained the guests during the gala dinner. The table below illustrates the entertainment groups contacted.

Table 6: ACORCE Entertainment groups contacted

NO	NAME	CONTACTS	EMAIL
1	Gogosimo Band	0728025272	jozee.james@gmail.com
2	Kayamba Africa	0720355425	
3	Simply Susan and Friends	+254725257574	simplysusan203@gmail.com
4	H_ART the Band	0716693338	h_arttheband@penya-africa.com
5	Kidum	0725149485	kidumkibido@gmail.com

6	Elani	254703568330	elani.muziki@gmail.com
7	Sauti Sol		marek@sauti-sol.com
8	Spot On Entertainment	0721738188	
9	June K		june.gachui@gmail.com

2.9.3 Catering Service

In preparation for the ACORCE’s delegate arrival and catering services, a total of six hotels within Nairobi were contacted by APR&M and NCA. NCA settled with Intercontinental. The table below illustrates the hotels contacted.

Table 7: ACORCE Hotels contacted

NO	NAME	CONTACTS	EMAIL
1	Boma Hotel	+254 20 390 4000 +254 719 050 000	info@theboma.co.ke
2	San Valencia	(+254) 710 600 925	sales@sanvalencia.com
3	Ole Sereni		info@oleserenihotel.com
4	Intercontinental Hotel	+254 701 293 881	wilson.ndagara@ihg.com
5	Fairview Hotel		
6	Tamambo Karen Blixen	+254 711222222	

2.9.4 Other Service providers

APR&M contacted Extra Dimension for the provision of confetti to be used on the opening ceremony. We also contacted Rainbow Adpoint for the provision of sashes for the sixteen ushers and Efficaxx- paperless company for the electronic registration. However, NCA staff played the role of ushering and registration was conducted

manually by APR&M. The table below illustrates the details of other service providers contacted.

Table 8: ACORCE other Service providers contacted

NO.	NAME	QUOTE	COMPANY	CATEGORY
1	Koki Muia	18,560.00	Rainbow Adpoint	Sashes
2	Martin Muigah	80,000- Pre- Reg 270,00-Onsite Reg 100,000- Conference profile book	Efficaxx- Paperless	Registration
3	Extra Dimension	255,200		Confetti

2.10 Media monitoring

The ACORCE adverts we aired in the following media houses:-

- Capital fm
- The standard Newspaper
- Standard Digital news
- KTN
- Classic fm

The ACORCE adverts on billboards were stationed in the following strategic areas:-

- Globe Cinema
- Rafter road
- Mombasa road

2.10.1 Observations & Recommendation

The ACORCE adverts were run less than three weeks to the event which meant that awareness would be minimal because of the short time/period. It should therefore be considered running the adverts much earlier so as to attract and/or trigger maximum participation by intended targets.

The ACORCE event was covered on the Star newspaper on the 22nd & 24th of September 2015, page 8 and 38 respectively.

2.11 Professional Bodies

The professional bodies invited to support ACORCE include the following-:

- Board of Registered Architects and Quantity Surveyors
- Architectural Association of Kenya
- Institute of Quantity Surveyors of Kenya
- Architectural Association of Kenya
- Institute of Engineering of Kenya
- Engineering Board of Kenya
- Kenya Property Developers Association
- Kenya Green Building Society

2.11.1 Observations & Recommendation

It was noted that the above mentioned professional bodies were not so supportive of the ACORCE event apart from IQSK. Other than a letter written by BORAQS on the 11th hour in reference to the CPD points. They were not willing to directly communicate to their members as they felt they did not want to take sides with NCA over other professional bodies. In essence we communicated directly to consultants and informed them that should they participate and show proof to BORAQS they would get CPD points, how many we were not sure as the same was not communicated to us.

In future, these bodies should be involved in the planning of the event to advocate for the members' participation.

CHAPTER THREE

3.0 CONFERENCE DAYS

3.1 Registration of delegates and helpdesks

APR&M in consultation with KICC staff organized the signage for registration points with one person per station. The table below indicates the various stations, number of delegates registered under each category and the total number of delegates registered during the three days of the event.

Table 9: ACORCE Total number of registered delegates

NO	CATEGORY	TOTAL
1	Project managers/ Property developers	26
2	Institutions	45
3	Contractors	145
4	Engineers	49
5	Architects	13
6	Quantity Surveyors	12
7	Suppliers and manufacturers	64
8	Government bodies	26
9	Presentation	20
10	The press	27
11	Standard Gauge Railway (SGR)	105
12	Nairobi National Park	87
13	Two rivers	105

14	NCA registration	427
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Notably, a great number of delegates registered and made payment on the actual event days as opposed to the few that had confirmed and paid prior. Also, a good number of the delegates especially from government bodies participated by courtesy invitations through NCA, this added significant value to the turn-out on all the three days.

It was through the efforts of both the APR&M and NCA staff that the registration process took place in an organized manner that allowed all the delegates receive all the relevant merchandise in ACORCE branded bags. The contents of the bags included the conference catalog, pen, notebook and sponsors catalogs.

3.1.1 Observations and Challenges

- It was unfortunate that some delegates missed important merchandise such as pens, notebooks and badge holders/strings, which didn't go down well with them.
- Briefing about registration was done on the first day of the conference which might have contributed to the miscommunication or lack of proper coordination by the registration staff to the satisfaction of a majority of delegates, some of whom were not patient enough to register under the various categories.
- It was noted that some delegates were using one receipt to register more than one person. This was because the stamp was at one station (NCA registration), which made it difficult for other people in the different stations to clearly identify and mark double registrations.
- The ushering process and/or activity was not executed as effectively as expected and in turn some delegates did not have anyone to direct them to the registration stations as well as conference halls.
- Time was poorly managed as observed by delegates, exhibitors and organizers, this is because the program was not followed as planned.
- Tags for some special guests were misplaced.

3.1.2 Recommendations

- Enough merchandise should be ordered so that everyone participating receives a packet.
- Briefing on such activities as registration and coordination should take place prior the event and if possible be able to practice so as to execute the activities as effectively as possible.
- There should be a plan in place such as two stamping points or any other workable solution to avoid double registration or fraudsters.
- There should be improved planning for purposes of easier way finding, smooth and effective coordination of activities
- There should be a very strict guideline on time management so as to avoid things running behind schedule. This will enable success as well as maximum achievement of all activities planned.

3.2 Managing VIPs

NCA and APR&M handled all VIPs in different capacities ensuring that they were well attended to.

3.2.1 Observations and Challenges

- Some international delegates such as the Germans did not register as was expected.
- There was no visitors' book for the VIPs to sign.
- It was noted that some special guests looked stranded upon arrival.
- Some special guests complained that the pickup from their hotels was not clearly communicated.

3.3 Exhibitions

The number of companies that exhibited during the first ACORCE was 22. As illustrated in *Table 10*, some paid to exhibit while some exhibited courtesy of being sponsors and the rest courtesy of being in the planning committee or other special arrangements with NCA.

3.3.1 Observations and Challenges

- It was noted that the agreed ushers were not enough at the exhibition area and some exhibitors who came to setup that morning were stranded, not knowing where exactly they were meant to be.
- Being a crucial part of the whole event, the exhibitors did not feel well taken care of as some complained of having to tirelessly look for ushers to assist them on various issues.
- A majority of the exhibitors felt that they should have been served earlier especially tea time so as to allow them be ready for the delegates when they came out of the conference halls.
- The exhibition area was very dirty on the morning of the first day and exhibitors were extremely disappointed that they had to ask and almost beg the KICC staff to clean the area.
- A majority of the exhibitors complained that the layout was quite confusing and not easily accessible to most people.

3.3.2 Recommendations

- It should be made clear during the planning/briefing or prior the event on who should be in charge of what area as ushers so as to avoid the confusion and unnecessary complaints from exhibitors.
This will ensure that we have someone or some people responsible and held accountable for all that goes on pertaining exhibitions.

3.4 Site visits

There were three tour sites to the Nairobi National Park-Langata, Two Rivers Project-Ruaka and the Standard Railway Gauge- Athi River Mining.

The registration to these sites was done on the first and second day of the conference by APR&M staff while the NCA staff coordinated the site visits on the actual day. The number of delegates to each site was controlled to have a maximum of 180, 100 and 100 respectively. The table below shows the number of delegates that registered and those that turned up for the site visits:-

Table 10: ACORCE Site visits registration

NO	SITE	REGISTERED PRIOR	ACTUAL TURN UP
1	Nairobi National Park	87	
2	Two Rivers Project	105	
3	Standard Railway Gauge	105	102

CHAPTER FOUR

4.0 POST CONFERENCE

4.1 Thank you letters

APR&M and NCA prepared thank you letters for the following categories of ACORCE guests-:

- Chief guest
- International key note speakers
- Sponsors and exhibitors

4.2 Conclusion and recommendations

4.2.1 Conclusion

The ACORCE being the first ever conference was a success due to proper coordination from NCA and APR&M. It is certain that through the challenges, lessons learnt and recommendations accruing from this event, the next will be more successful given that planning is set to commence earlier enough to allow targeted sponsors, exhibitors and delegates' ample time to review all categories and consider their levels of participation effectively.

4.2.2 Recommendations

The recommendations below were drawn from the observations and challenges made and encountered respectively as well as responses from some of the participants.

- There should be a proper and strict time management plan that will ensure every activity is on schedule. This includes undertaking all activities as planned unless in dire situations that needs urgent attention or change of plans which should also be communicated to all participants. This is to ensure that anyone following the program does not get confused and is aware of any changes taking place.
- Ensure that for future events, there is extra merchandise, i.e, pens and notebook to avoid situations where some participants got disgruntled. International delegates and key stakeholders relevant to the event should be given an opportunity to interact and get to know each other, prior to the event

over dinner. This will create a platform to engage the various stakeholders to discuss and share ideas.

- The communication to foreign delegates should be properly structured and clearly indicate reasons for invites. This will go a long way in getting maximum and desired participation by them.
- During prayers, all faiths should be considered such that there is a Christian, Muslim, Hindu or any other religion represented. This will ensure that all participants feel comfortable and appreciated.
- Maximum respect and excellent customer service and/or relations by organizers should be observed throughout such an event. This includes being friendly, polite and clear communication. This will go a long way in ensuring good relations and protecting the image of the organizers as well as motivating participants to attend another event when invited. Being the first event, first impression really matters.
- The choice of artists for entertainment for future should be based on a group that is cut out to entertain people from all walks of lives in such a way that participants can easily relate and enjoy.

APPENDICES

Appendix 1: Meeting minutes

Appendix 2: Registration lists

Appendix 3: List of letters sent and samples

Appendix 4: Sample thank you notes/letters

Appendix 5: TOR