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## SABF 2018

### 7–9 SEPTEMBER

### BRIEF: PR and Marketing

Join the exciting journey of bringing storytelling, books, the book industry in all its wonderful forms and so much more to South Africa.

#### BACKGROUND TO SABF

The South African Book Development Council (SABDC) seeks the services of a Public Relations Company for the South African Book Fair (SABF). The SABF is implemented during the SABDC's flagship campaign, National Book Week.

The SABDC is the sector representative body for the South African book industry. It aims to increase access to books through a diverse range of strategies.

The SABF is South Africa's national book fair, an industry-based event with the aim of promoting the book industry, its importance in South Africa, and books in general. The SABF has three major elements:

- **Exhibitions.** These feature the book industry in its diversity, a range of services ancillary to the industry, a National Book Week (NBW) Magic Tent for children visiting the Fair and a Demo Library.
- **A Literary Festival** with a very varied, topical programme. A range of South African authors and thought leaders come together to discuss a range of topics.
- **A comprehensive Business-to-business Programme.** This is a platform for trade and for the foregrounding of skills development in the sector.

The SABF was implemented for the first time under the auspices of the SABDC in 2017. The SABDC set out to revisit the concept of a national book fair in general, and the relevance of the concept in South Africa. In 2017, it acknowledged some of the more traditional approaches relating to such a fair while at the same time starting on the journey of responding to calls made for a more reflective and representative showcase of African literature and culture. The SABDC committed to creating greater access to the event for all South Africans and engaging audiences that ordinarily do not form part of mainstream book-industry events.



[www.sabookfair.co.za](http://www.sabookfair.co.za)  
[www.sabookcouncil.co.za](http://www.sabookcouncil.co.za)



## WHAT ARE WE LOOKING FOR?

The SABDC is a leading-edge organisation that is working in new and pioneering ways to overcome the most challenging barriers faced by the South African book publishing sector. We therefore require the services of an innovative and leading-edge company to facilitate and deliver our ambitious vision.

One of our main goals as the SABDC – that of repositioning the yearly national book fair of South Africa – is inevitably a complex process; and the SABDC thus has to enlist expert skill in meeting this objective.

The successful company will have to be passionate about development in South Africa and should have some experience in breaking new ground. It must also be able to offer the SABDC a holistic package that caters to the Fair's diverse audiences – audiences that are both (a) established and (b) yet to be drawn to the event.

The proposal should include:

- A campaign communications strategy that is targeted, multidimensional, integrated and focused.
- A public relations strategy that speaks to diverse audiences and boosts the Fair's visibility.
- A sample of a combination of the most appropriate channels, techniques and tools for the Fair's messages and audiences.
- Ideas on a brand strategy for the repositioned SABF.
- A mix of online and traditional marketing campaign elements.
- A brief outline of a social media strategy.
- A sample of income-generating ideas for the SABF.
- A sample press release that can serve as an SABF 2018 announcement.

## OUR BUDGET

Please contact the SABDC should you be interested in submitting a proposal.

The SABDC works with limited resources but with heightened creativity, and strives for an ideas-rich environment. It loves working with like-minded organisations.

At the SABDC we believe that we bring great exposure to the companies we work with, as our well-established brand travels to all sectors of society.

Benevolent in nature, the SABDC requests service providers to include pro bono elements in their proposal.

## TO BE INCLUDED IN YOUR SUBMISSION

- Your BBBEE Certificate
- Your tax certificate
- Contact details of referees and summary portfolio for three events

Our full contact and social-media details are to be found in the letterhead.

Please feel free to schedule a call with the CEO of the SABDC at (021) 914-8626 for more information.

**CLOSING DATE FOR SUBMISSIONS**

30 November 2017

**PRESENTATION DATE**

8 December 2017