

## African Convention Bureau and Indigo Marketing form alliance

With a large number of international convention bids being placed both for South Africa and Africa, the African Convention Bureau has formed a strategic alliance with Indigo Marketing.

The 20-year old agency has evolved into the social business space which will ensure that conventions coming to South Africa, are marketed within all spheres of the traditional and emerging marketing methods thus ensuring that the maximum number of delegates attend the convention.

Indigo Marketing has previously worked with Levis, Cisco, the Johannesburg Development Agency, Brand South Africa and the State Information Technology Agency among others offering brand strategy, design and event marketing for over 20 years.

Janice Scheckter, managing director and founder of Indigo Marketing said, "Our agency is also known for B2B brand strategy, content marketing and strategic business eventing. Indigo now adds a new dimension to the business offering online social business development.

Early last year we started talking to Concurtive, based in Norfolk, Virginia. Concurtive is an Intel Portfolio company and their innovation is enormously impressive and exciting. Within this partnership we're able to partner in turn with a range of companies to build social business collaborations.

Our B2B brand discipline is at the very core of who we are as an agency. Our new partnership with Concurtive is so complimentary to this way of working, but what it does is to shift the 'how' rather than the 'what!'"

Sharon Peetz of the African Bureau of Conventions concluded by stating, "Our clients will be able to benefit from Indigo Marketing from the initial stages of the bidding procedure, with the brand and design of bid log and book, through to the continued services of Agency, culminating in the success of the convention or event held in South, attracting the maximum amount of delegates and ensuring that the delegate returns to the destination!"

For more, go to [www.africanbureau.co.za](http://www.africanbureau.co.za) and [www.indigo.co.za](http://www.indigo.co.za).