



irfa

Institute of
Retirement Funds Africa

SPONSORSHIP GUIDE

**Our hybrid conference model will capture
both the essence and the experience.**

Johannesburg
8 & 9 November 2021
Emperors' Palace

Cape Town
10 & 11 November 2021
Cape Town International Convention Centre

The Institute of Retirement Funds Africa (IRFA) is dedicated to **creating platforms for engagement** which allows everyone in the retirement sector to collaborate and learn, collectively working towards better retirement outcomes for all.

For many years our annual conference has been the most anticipated event in the South African and continental retirement sector. When you walk through the conference venue the energy and excitement of the delegates is palpable. **We know that this type of excitement can only be generated in an in-person event**, allowing us to meet and talk to our colleagues and friends. We know that peer level engagement is and will always remain one of the great opportunities to gain knowledge and the important behavioural elements needed to be better leaders in the sector.

To ensure that we continued to provide the vital conference platform during the Covid-19 pandemic we hosted larger online events in 2020 and June 2021. Although these were well attended and maintained high standards, **the full magic of engaging in-person** was simply not there.

WE HAVE DECIDED TO MAKE IT A LITTLE DIFFERENT THIS YEAR

Acknowledging that we will in all likelihood still be living with the pandemic and taking into account the stricter health protocols we need to adhere to, we are hosting a single day conference for **up to 200 participants per day, over 4 days**. This will allow us to host up to 800 attendees.

The conference will run on Monday 8 November and Tuesday 9 November 2021 at Emperors' Palace in Johannesburg. And then again on Wednesday 10 November and Thursday 11 November 2021 at the Cape Town International Convention Centre.

IT'S ABOUT MORE THAN THE ANNUAL CONFERENCE

Since March 2020 we have learnt that many of **our members and supporters want in-person events but also recognise the benefits of shorter knowledge-based sessions**. We have hosted several well received, shorter webinar events which we have been asked to continue doing.

We would like to invite our sponsors to participate in both the in-person events as well as our monthly webinar sessions.



THE RETIREMENT INDUSTRY BEYOND COVID – LESSONS FOR A NEW WORLD

A long time ago a philosopher called Heraclitus said: **“The Only Constant in Life Is Change.”** Over the last two years we have learnt that some changes are beyond our wildest imaginings. “Covid-19 has thrown out all of our maps. But far too many of us are still committed, consciously or not, to use the old map. We can’t make the map we had for the old world magically work for this new world through some form of wish fulfilment” ([Jon Foster-Pedley](#)).

As leaders we need to “see” a new world based on the circumstances created by the Covid pandemic. The outcomes have highlighted the plight of those most in need. In our June 2021 Imbiso we looked at some of the investment opportunities that are aimed at elevating poverty, inequality and in particular gender-based inequality, the climate crisis and other issues impacting on our collectively daily lives.

At this conference we aim to provide a forum for **leaders to learn how to adapt to change and take up the opportunities presented in a time of crisis.** We also want to continue looking at how investing can generate the returns needed by retirement funds and also create a better world for all. Especially the members and their communities.

The South Africa Government has done a great deal to try and address the problems of poverty and inequality and has been successful in providing a buffer, however this has not led to creating a prosperous and entrepreneurial society. For this reason, we are looking at [how retirement funds can invest in social infrastructure](#), e.g. healthcare, schooling, childcare. Including these investment opportunities in the universe of infrastructure investing will enable members and their communities to see and experience the impact of their investments in their daily lives.

Being aware of our need to develop new perspectives and skills to be effective leaders in our ever changing world and recognising new opportunities for investing for a better world will ensure that **we can be more deserving leaders for the people we serve.**



ENSURING QUALITY CONTENT: CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD) ACCREDITATION

Many delegates and sponsors want some form of assurance related to the **quality of the conference content**. The IRFA is not a professional association and as such we have partnered with the Financial Planning Institute of Southern Africa (FPI) to accredit our events for FAIS based CPD. For this reason we are requesting all our speakers to adhere to the FPI guidelines provided when developing your content. Please click [here](#) for the FPI guide to assist you and welcome any engagement you would like to have on the content to ensure adherence to the CPD criteria.

HEALTH PROTOCOLS

Our recent experience has taught us to take health issues seriously. The venues where we are hosting the face-to-face delegates, exhibitors and speakers have developed world class health protocols. For more information on the protocols for the Johannesburg and Cape Town venues please click [here](#).

We are constantly reviewing the conference health protocols to ensure that we can welcome all attendees safely.



Platinum

- **Plenary Speaking Opportunity***
45 minutes at both Johannesburg (2) and Cape Town (2)
- **Webinar Opportunity**
4 x 60 minutes
- **Exhibition space**
Space at Johannesburg and Cape Town

R550 000 + Vat

AVAILABILITY: 1

GOLD

- **Plenary Speaking Opportunity***
45 minutes at both Johannesburg (2) and Cape Town (2)
- **Webinar Opportunity**
3 x 60 minutes
- **Exhibition space**
Space at Johannesburg and Cape Town

R450 000 + Vat

AVAILABILITY: 1

SILVER

- **Plenary Speaking Opportunity***
30 minutes at both Johannesburg (2) and Cape Town (2)
- **Webinar Opportunity**
2 x 60 minutes
- **Exhibition space**
Space at Johannesburg and Cape Town

R350 000 + Vat

AVAILABILITY: 1

BRONZE

- **Plenary Speaking Opportunity***
20 minutes at both Johannesburg (2) and Cape Town (2)
- **Webinar Opportunity**
1 x 60 minutes
- **Exhibition space**
Space at Johannesburg and Cape Town

R250 000 + Vat

AVAILABILITY: 1

NOTE

*You will be requested to repeat your presentation on all four days to ensure we provide all attendees with the same information.

GET IN TOUCH

Please let us know if you would like to discuss any of the sponsorship or exhibition opportunities. You can contact Wayne Hiller van Rensburg at wayne@irfa.org.za or on +27 83 384 6681.

Masterclasses

You have an opportunity to present your masterclass in either Johannesburg or Cape Town. We have allowed for different content for Johannesburg and Cape Town to provide a wide range of topics. Attendees will also have access to the Masterclasses via live streaming allowing them to attend 2 in-person and 6 online masterclasses.

In addition, this includes **2 x 30 minutes webinar speaking opportunities** linked to the monthly IRFA Legal & Technical webinars.

R50 000 + Vat

AVAILABILITY: 10

Cocktail Party

What a better way to showcase your brand at one of the four cocktail parties. You will be able to do a 15-minute presentation.

R50 000 + Vat

AVAILABILITY: 4

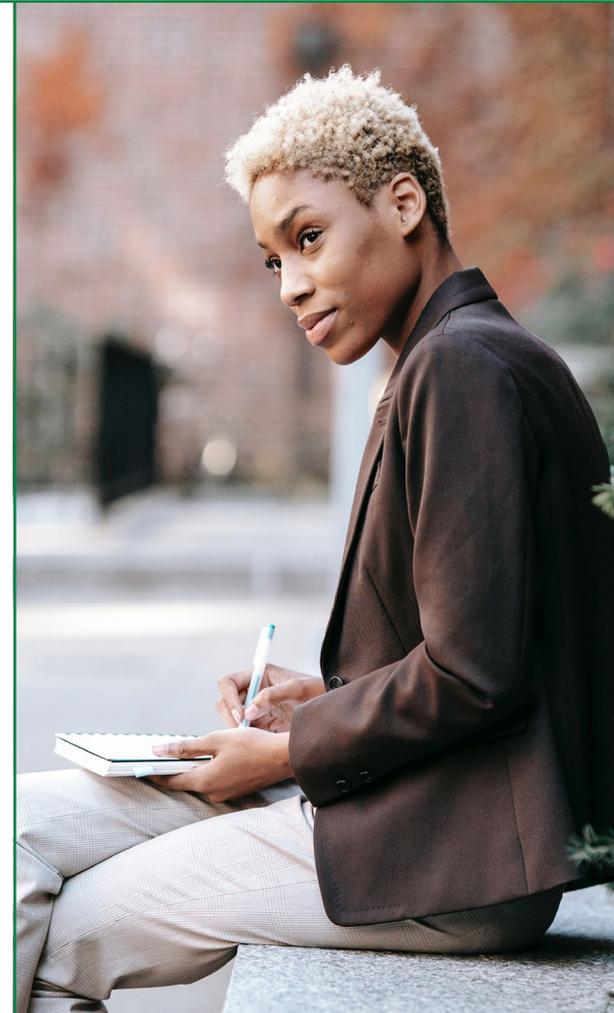
Table-top Exhibition

Exhibitors can choose to only participate in Johannesburg or Cape Town depending on their needs and budget.

All Masterclass and Cocktail Party sponsors are required to also take a table-top exhibition space.

R17 500 + Vat

AVAILABILITY: 20



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Content sessions

Important themes for our sponsors to consider when preparing their sessions for the 2021 conference

Our online Imbizo held in June 2021 provided an opportunity to explore practical tools for trustees and retirement funds to identify investment options that work towards creating the bricks and mortar needed for communities to flourish. We also explored how a focus on women promotes economic growth and inclusion and significant benefits for society at large. For this reason, we propose that when speakers prepare for their plenary, masterclass or webinar sessions they include consideration to the following:

1. Gender lens investing for retirement funds
2. What are alternative asset classes and their use for retirement funds
3. What are infrastructure investments and what issues should trustees consider when investigating these types of investments?
4. Are investment returns the only measure trustees should focus on?

Draft programme

TIME	SESSION		
07h00 to 08h00	Registration		
08h00 to 08h15	Opening		
08h15 to 08h45	Keynote		
08h50 to 09h45	IRFA Panel Discussion		
09h45 to 10h15	Networking Break		
10h15 to 11h05	Platinum Sponsor		
11h05 to 11h55	Gold Sponsor		
11h55 to 12h30	Silver Sponsor		
12h30 to 12h50	Bronze Sponsor		
12h50 to 14h00	Networking Lunch		
14h00 to 15h00	Master Class 1 (IRFA)	Master Class 2	Master Class 3
15h00 to 15h15	Networking Break		
15h15 to 16h15	Master Class 4	Master Class 5	Master Class 6
16h20 to 16h30	Close - Exhibition		
16h30 to 19h00	Conference Cocktail Function		

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