

Electra Mining Africa - It's more than a show

Electra Mining Africa is a well-established brand that is loved by exhibitors and visitors. Electra Mining Africa brings together industries from mining, electrical, power, transport, and new for 2020, automation. We are devastated that Electra Mining Africa will not take place this year and that is why we have decided to provide a digital platform for our exhibitors and partners to showcase what they would have at the show. We already have our Media and supporting partners on board. We will go to market within the next week.

The idea behind the digital week?

- It will take place in the week that Electra Mining Africa 2020 was supposed to take place, 7-11 Sept 2020.
- To create an opportunity for confirmed 2020 & 2022 exhibitors to promote their products and services, via webinars, images, links, videos etc. They will have to provide this information.
- To promote Electra Mining Africa – to show confidence that the show will go on.
- To promote our suppliers and our partners.
- Promote previous Electra Mining Africa testimonials and videos.
- To build and maintain relationships.

Marketing Mix



We will need exhibitors and partners to participate to make this a successful week.

Exhibitors

- There will be no cost involved for exhibitors.
- 2020 and 2022 exhibitors will be contacted to participate.
- They will need to send us product information, such as, webinar links, videos, product images, website links.
- This will help build our relationships with our exhibitors.

Media Partners & Associations

- We would like free exposure in return for promoting our media partners on our website, emails, and social media. We could also use current links for news in the relevant sectors.

We will send out daily newsletter during the Electra Mining Africa digital week that will include a digital booklet with exhibitors' product/promotions and news.

Programme:

Day one

- Welcome to Electra Mining Africa digital week, Electra Mining Africa is more than a show...
- Theme: Safety Day.
 - SAIOSH (South African Institute of Occupational Safety and Health) to host a webinar – Topic TBC.
 - Sapema (Southern African Protective Equipment Marketing Association) to host a webinar – Topic TBC.

Day two

- Theme: Automation Day/Industry 4.0.
- Automation Association to host a webinar – Topic TBC.

Day three

- Theme: Celebrating Women in industry.
- WIMSA (Women in Mining South Africa) to host a webinar – Topic: “The role of innovation and automation- impact on the mining workforce and role of women”

Day four

- Theme: South African & Innovation Day.
- SACEEC (The South African Capital Equipment Export Council) to host two webinars.
 - South African day webinar
 - Innovation day (Innovation is product and marketing due to COVID-19) webinar

Day five

- Theme: Professionals Day.
 - Saimeche (The SA Institution of Mechanical Engineering and SAIMM (The *Southern African Institute of Mining and Metallurgy*. to host a webinar.
- Finish off with promoting Electra Mining Africa 2022: It's more than a show... It's Changing tomorrow together. We are still in the process of a 2022 strapline.