

# What a Congress Success of 2017 this was!

SADJ August 2017, Vol 72 no 7 p295

**KC Makhubele**



August started off on an extremely high note with an impressive and successful SADA 2017 Congress, held at the Century City Convention Centre in Cape Town from 4th to 6th of the month. The organisation was an enormous challenge as this was my first experience of managing the vast Congress project.

We enjoyed full subscription, with the venue being totally occupied and unable to accommodate any more heads. We had 600 delegates, representing nearly 300% increase over the 2016 Congress. The delegates included 451 dentists, 43 Oral Hygienists, 58 Dental Assistants and 15 Dental Therapists. The practitioners came from both the public and private sectors. Some hands-on-sessions in the programme were oversubscribed, prompting us to make immediate arrangements for additional opportunities.

The majority of exhibition stands were sold shortly after opening the online application process with all stands taken up before commencement of the Congress. Furthermore there was an increase in the number of participating traders this year.

We were very honoured and privileged to have wonderful international and local speakers and the feedback from attendees reflected their appreciation for the content that the SADA Operations Committee, together with the Scientific Team had worked hard to provide. The organisation was impeccable and ran smoothly throughout the Congress, I heard only compliments! The backdrop of the venue was stunning and the venue organisers were outstanding in their efforts to accommodate our requests. We believe our guests felt warmly welcomed and well-nourished both in terms of knowledge and .....yes....food!

The success of the SADA Congress involved a lot of work and we believe made a significant contribution to the educational needs of the dental community in South Africa. It provided us an opportunity to showcase the talents of the organisation and its members.

News of the Congress was broadcast and promoted far and wide across the country through social media and various Branch and national opportunities. I appreciate the concentrated efforts of the Head Office Communications Team in achieving such spectacular results. All worked tirelessly in calling, encouraging and assisting members to register for the Congress. The members of the SADA Western Cape Branch Committee were incredible and were indefatigable in their commitment to assist the staff and Congress Organiser in ensuring flawless operations. The Scientific Convenor must be congratulated on presenting an incredible programme. We also are very appreciative of the invaluable support of our sponsors.

Our Congress 2018 will be even more powerful – I thus encourage everyone to make a plan to attend. We are provisionally looking to host this in Pretoria, Gauteng in the first week of August 2018 at a stunning and functional venue.... to be announced later. We are restoring the SADA Congress as the undisputed Premier Dental Congress in Africa!

See all of you there.

**KC Makhubele:** SADA CEO, E-mail:kcmakhubele@sada.co.za