

6th Annual Southern Africa Road Safety Summit

Book before
14 June 2010
to save up to
ZAR 2,310!

Reducing road incidents and fatalities through excellence in engineering, education, enforcement, evaluation and collaboration

Summit: 7 & 8 September 2010

Interactive workshops: 6 & 9 September 2010

Radisson Blu Gautrain Hotel, Sandton, Johannesburg, South Africa



Keynote speakers include:

- **Themba Vundla**, Department of Transport, South Africa
- **Collins Letsoalo**, Road Traffic Management Corporation (RTMC), South Africa
- **John Mumford**, International Road Assessment Programme (iRAP), UK
- **Nelson Kunenga**, Association of South African National Road Agencies (ASANRA), Zimbabwe
- **Graeme Lategan**, Department of Public Safety, Northwest Province, South Africa
- **Tracy Naik**, Cross Border Road Transport Agency, South Africa
- **Paul Kwamusi**, FIA African Council, Uganda

Attend the Southern Africa Road Safety Summit to:

- Demonstrate the ROI for road safety investment
- Secure corporate social investment for your road safety initiatives
- Enable safe urban access for city commuters
- Create successful public awareness campaigns on a shoestring budget
- Conduct an effective road safety review
- Ensure that you are up-to-date with the latest strategies and technology for advancing road safety in the region

For more information or to register

Tel: +971 4 364 2975 Fax: +971 4 363 1938 Email: enquiry@iqpc.ae

www.roadsafetyafrica.co.za

Associate sponsor:



Exhibitor:



Researched and developed by:



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Essential interactive workshops

Monday 6 & Thursday 9 September 2010

IQPC's workshops are unique opportunities to spend valuable time with industry experts. These interactive sessions are extended to ensure that you will get to the heart of key road safety issues and uncover practical solutions you can apply straight away!

Pre-conference workshop day Monday 6 September 2010

Delegates may choose between workshop A & B

Workshop A: 08:00 – 17:00 How to prepare a highly effective pitch to gain investment for your road safety initiatives

Gaining corporate and institutional investment for road safety is becoming an increasingly complex process. While companies are more involved in CSR initiatives than ever, they are also more selective about which projects they choose to support and the pitch for road safety initiatives is becoming increasingly important. This workshop will take you through the process of preparing a value proposition for investment into your road safety initiatives based on a thorough assessment used by financial institutions to measure the economic, social and environmental ROI of such investments.

Topics to be discussed include:

- Understanding investor priorities
- Transparency and disclosure standards
- Cultivating relationships with potential investors
- Measuring the ROI of your initiatives
- Developing the pitch and the key components you must include
- Strategies for successful funding proposals

Workshop facilitator:

Peter Copley, *Transport Specialist*, **Development Bank of South Africa (DBSA)**, South Africa

Workshop B: 08:00 – 17:00 How to implement effective law enforcement strategies

This workshop will enable you to evaluate your current traffic law enforcement strategy against some of the most effective examples from the region and around the world in order to identify areas for improvement. It will also provide you with a practical framework for ensuring the effective implementation of your enforcement strategy and tips on how to strike the right balance between strict enforcement and maintaining a positive public sentiment.

Topics to be discussed include:

- Reviewing current police organisation and methods to achieve better law enforcement
- Benchmarking the scope, goals, targets, methods and strategies of traffic police against best practice
- Identify areas of cooperation between the police and other bodies
- Examining enforcement methods and their impact on road user behaviour
- Reducing and preventing accidents through effective enforcement

Workshop facilitator:

To be confirmed

Post-conference workshop day Thursday 9 September 2010

Delegates may choose between workshop C & D

Workshop C: 08:00 – 17:00 Conducting an effective road safety review

Conducting a road safety audit enables you to identify road hazards and risk zones and create simple, cost-effective improvements that greatly enhance road safety. This highly practical workshop will take you through the process of conducting an effective road safety review and provide you with a practical framework that you can apply on your roads right away.

Topics to be discussed include:

- The principles and methodology of conducting a road safety audit
- Developing a plan for organising a road safety audit
- Creating a road safety audit manual
- Using road safety audit as a method for accident prevention
- Designing and implementing relevant road safety audit procedures for your roads

Workshop Facilitator:

Petro Kruger, *Director*, **Road Safety Foundation**, South Africa



Workshop D: 08:00 – 17:00 Creating an effective public information campaign

Educating the public on road safety is an integral part of reducing road incidents and fatalities. We are well aware of how great a role human behaviour plays in causing accidents, but how do we put together an effective public awareness campaign that delivers notable results? This workshop will take you through the process of creating and managing the campaign and will utilise best practice examples to demonstrate how you can overcome the major challenges in getting your road safety messages across.

Topics to be discussed include:

- The structure of an effective public information campaign
- Defining target audiences and effectiveness of message and delivery channels
- Engaging communities and creating road safety champions
- Establishing effective methods and practices of road safety education in schools
- Engaging the media to promote the road safety message
- Examples of successful road safety campaign methods and results

Workshop facilitator:

Johan Prins, *Director of Strategy*, **Space**, South Africa



IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programmes, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. **IQPC's** large scale conferences are market leading "must attend" events for their respective industries. **IQPC** produces more than 1,700 events annually around the world, and continues to grow. Founded in 1973, **IQPC** now has offices in major cities across six continents including: **Bengaluru, Berlin, Dubai, London, New York, Sao Paulo, Singapore, Stockholm, Sydney, and Toronto.** **IQPC** leverages a global research base of best practices to produce an unrivalled portfolio of conferences. www.iqpc.ae

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Conference day one:

Tuesday 7 September 2010

8:00 Registration and coffee

9:00 Opening remarks from the Chair

Overview of road safety in Southern Africa

9:10 **Road safety in South Africa – a commitment for change**

- The cost of road incidents and fatalities to the nation
- The national priorities and commitments to road safety
- Regional and global collaboration and what it means for Southern Africa
- The role of the National Road Safety Steering Committee
- Action plans for further developing road safety

Themba Vundla, *Project Manager, Road Safety, Department of Transport, Chairman, National Road Safety Steering Committee*, South Africa

9:50 **Establishing a regional road safety strategy framework**

- Defining the roles and responsibilities for government agencies
- Creating a cohesive action plan based on inter-agency cooperation
- Setting realistic and achievable goals and timelines
- The role of the FIFA World Cup in promoting road safety and future direction
- Sources of funding and investment for road safety development

Nelson Kunenga, *President, Association of South African National Road Agencies (ASANRA)*, Zimbabwe

10:30 Networking break

11:00 **Current realities and the need for action for road safety in Southern Africa**

- Current road safety statistics for South Africa
- Identified areas of improvement and estimated costs
- How can you track the performance of your investment?
- Recommendations on the technology and training needed to build and sustain national, regional and local capabilities
- Lessons learned from successful road safety programmes worldwide

John Mumford, *International Director, International Road Assessment Programme (iRAP)*, UK

11:40 **A comprehensive insight on the road conditions in South Africa**

- Review of the most comprehensive study of South African roads
- What are the key contributors to road incidents and road fatalities?
- Examining the deterioration and state of road infrastructure
- Recommendations for road safety improvement

Gary Ronald, *Public Affairs Advisor, Automobile Association*, South Africa

12:20 Lunch



Engineering excellence to promote road safety through sensible and effective infrastructure development

13:20 **Lessons learnt from the FIFA World Cup 2010 tournament for urban road safety**

- Road safety overview and statistics during the tournament
- Major incidents and challenges faced
- Managing traffic control in urban centres
- Recommendations for further development and action

Jerry Mokoena, *Director of Traffic, Mangaung Metro Municipality*, South Africa

14:00 **Addressing urban access issues through effective road design**

- Why is urban access such a challenging issue?
- What is the right kind of infrastructure to enable a varied road user mix to commute to and from urban centres?
- Enabling access through effective allocation and management of road space
- Justifying investment into roads with low volume traffic and a high mixture of road users

Graeme Lategan, *Director, Provincial Traffic Control, Department of Public Safety, Northwest Province*, South Africa

14:40 **New retro-reflective technologies and cost-effective safety upgrades**

- Advances in reflective signage technology
- Reviewing innovation from glass beaded to prismatic technology
- Analysing the investment and upgrade costs and effectiveness of each

Matt Hills, *Global Regulatory Affairs Manager, Avery Dennison*, USA

15:10 Networking break

Enforcing road safety in the region

15:40 **Creating effective law enforcement standards and training**

- Are current law enforcement standards sufficient and upheld?
- Aligning law enforcement standards with international best practice
- PR training for law enforcement officers

Kerry Kapinga, *Deputy Commissioner Operations, Botswana Police Services*, Botswana

16:30 **Creating a unified code for processing and punishing traffic offences**

- Reviewing the traffic offence code
- The nation-wide rollout strategy
- Using transparency to create awareness

Japh Chuwe, *Senior Manager, Administrative Adjudication of Road Traffic Offences (AARTO)*, South Africa

17:10 Closing remarks from the Chair

17:20 End of day one

"Africa has the highest road death rate per population in the world – 32.2 people per 100,000 population are killed in road crashes (Western Europe's average is 11 per 100,000)"
Make Roads Safe Global Campaign for Road Safety

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Conference day two:

Wednesday, 8 September 2010

8:30 Registration and coffee

9:00 Opening remarks from the Chair

9:10 **Enabling road safety by a highly coordinated strategic national approach**

- Defining the national road safety strategy and framework
- Setting realistic timeframes, goals and milestones
- Working together with regional and local bodies and partners
- Coordinating a multi-tier regional approach to promoting road safety
- Reviewing the results of existing road safety initiatives
- Areas for further improvement and opportunities for collaboration

Keynote address

Collins Letsoalo, Acting CEO, Road Traffic Management Corporation (RTMC), South Africa

9:50 **Enhancing cross-border cooperation to reduce accidents**

- The impact of road safety on cross-border traffic
- Current safety projects and their results
- The national corridors and road safety
- Establishing cross-border standards to minimise dangerous driving
- Opportunities for collaboration – what part can you play?

Tracy Naik, Marketing & Communications Manager, Cross Border Road Transport Agency, South Africa

Evaluation of road safety investment and ROI

10:30 Networking break

11:00 **Innovation in demonstrating the ROI of road safety initiatives – the case for prioritising road safety**

- Lessons learnt from ROI in relation to road safety
- Innovative tools for calculating the cost and returns of road safety investment
- Does ROI raise the profile of road safety prioritisation?

Paul Kwamusi, Road Safety Coordinator, FIA African Council, Uganda

11:40 **How to conduct a road safety review to create cost efficient road safety improvements**

- Components of an effective road safety audit
- The road safety review checklist
- Identifying HAZLOCs
- Examples of low-cost road safety developments

David Njoroge, Director, Automobile Association Kenya, Member for Africa, Commission for Global Road Safety, Member, National Road Safety Council, Kenya

12:30 Lunch

Education and change management

13:30 **How to create a highly effective public awareness campaign on a shoestring budget**

- Laying the foundations for a successful public information campaign
- Engaging key stakeholders and gaining support early on
- Strategic partnerships and alternative methods of funding
- Developing key messages that resonate with your audience
- Monitoring and measuring the success of your campaign

Amos Motshegwe, Principal Public Relations Officer, Department of Road Transport and Safety, Botswana

14:10 **How you can gain extra funding for road safety initiatives through Corporate Social Investment**

- Understanding Corporate Social Investment
- Who are the key players and how can they be engaged?
- Developing funding strategies and tactics for road safety development
- Making the pitch – what you need for success
- Lessons learned from around the world

Petro Kruger, Director, Road Safety Foundation, South Africa

14:50 Networking break

15:20 **Using data and intelligent systems to enhance road safety**

- Review of the major intelligent transport management systems available
- Examples of ITS systems operating in the region
- How are they contributing to road safety?
- Opportunities to make roads safer – the missing links

Dr. Paul Vorster, CEO, Intelligent Transport Society South Africa (ITSSA), South Africa

15:50 **The urgency of care at the scene and beyond – the golden hour and road injury survival**

- The massive disease burden of road traffic related injuries
- The implications of proper immediate care in the golden hour
- Strategies for successfully educating road users on basic response to incidents
- The importance of developing and implementing trauma care systems
- Training first responders, emergency doctors and surgeons in optimal trauma care

Dr. Elmin Steyn, President, Trauma Society of South Africa, South Africa

16:30 Closing remarks from the Chair

16:40 End of summit

“By 2015 road crashes will be the number one killer of children aged 5-14 in Africa, outstripping Malaria and HIV/AIDS”

Make Roads Safe Global Campaign for Road Safety

“Africa’s road deaths, currently over 200,000 a year, are predicted to rise by at least 80% by 2020”

Make Roads Safe Global Campaign for Road Safety



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6th Annual Southern Africa Road Safety Summit

The 6th Annual Southern Africa Road Safety Summit will provide a platform for the key stakeholders in road safety to come together and tackle the engineering, education, enforcement, evaluation and collaboration issues hindering road safety. Representatives from the national, provincial and municipal government bodies, as well as private sector road safety professionals, will collaborate to share ideas and knowledge and lead the way forward to making our roads safer.

Five great reasons to attend:

1. Examine regional and international best practice road safety initiatives
2. Find out about the latest tools and technologies for enhancing road safety
3. Find out how you can reduce pedestrian fatalities
4. Learn how to gain investment and support for your road safety initiatives
5. Meet the region's road safety thought-leaders

Who will you network with at the 6th Annual Southern Africa Road Safety Summit?

This is a must attend event for senior decision makers and road safety professionals from the national, regional and municipal levels of government and the private sector. You will meet:

- Government departments and agencies, provincial and municipal authorities charged with road safety:
- Road Safety, Transport, Enforcement, Public Safety, Roads Planning, Traffic, Transportation Project/Risk and Traffic Engineering Directors and Manager; as well as Civil & Road Engineers
- Metro, traffic and regular police:
- Chief Inspectors, Traffic Directors, Heads of Police, Chief Superintendents
- Engineering consultants
- Infrastructure development firms
- Traffic management systems providers
- Road safety equipment providers

What delegates said about previous IQPC Road Safety summits:

"Well Done Keep it up! See you next year"
Manager, Road Safety, Department Of Transport

"This was a very good seminar, I have learnt a lot."
Road Safety Engineer, Road Transport & Safety Agency

Sponsorship & exhibition opportunities

Only at the 6th Annual Southern Africa Road Safety Summit will the highest-level decision makers attend in one place at one time. They will evaluate products and services and will look to short-list potential suppliers.

- Can you afford to miss out on this opportunity?
- Do you have a product or service that our senior decision makers and influencers need?

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7 & 8 September 2010
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Sandton, Johannesburg, South Africa

REGISTRATION FORM

Event Code: IAE 18839.001
Please complete in BLOCK CAPITALS as information is used to produce delegate badges.
Please photocopy for multiple bookings.

Please do not remove this label even if it is not addressed to you.
Your Priority Registration Code is printed on the top of the label below. Please quote it when registering:

Book and pay before 14 June 2010 and save up to ZAR 2,310

Conference package	Book and pay before 14 June 2010	Book and pay before 12 July 2010	Book and pay before 9 August 2010	Standard prices
Industry (private sector)				
<input type="checkbox"/> Gold package (Conference + 2 workshop days)	ZAR 13,860 (save ZAR 2,310)	ZAR 14,630 (save ZAR 1,540)	ZAR 15,400 (save ZAR 770)	ZAR 16,170
<input type="checkbox"/> Silver package (Conference + 1 workshop day)	ZAR 11,880 (save ZAR 1,980)	ZAR 12,540 (save ZAR 1,320)	ZAR 13,200 (save ZAR 660)	ZAR 13,860
<input type="checkbox"/> Conference only	ZAR 7,830 (save ZAR 1,305)	ZAR 8,265 (save ZAR 870)	ZAR 8,700 (save ZAR 435)	ZAR 9,135
Government (government and provincial departments, municipal organisations, emergency services and non-profit organisations)				
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<input type="checkbox"/> Silver package (Conference + 1 workshop day)	ZAR 5,940 (save ZAR 990)	ZAR 6,270 (save ZAR 660)	ZAR 6,600 (save ZAR 330)	ZAR 6,930
<input type="checkbox"/> Conference only	ZAR 3,915 (save ZAR 650)	ZAR 4,135 (save ZAR 430)	ZAR 4,350 (save ZAR 215)	ZAR 4,565

REGISTRATION FORM

Please photocopy for additional delegates and/or delegate with different addresses

DELEGATE 1 Mr Mrs Ms Dr Other

First name _____ Surname _____

Email _____ Telephone _____

Job Title _____ Department _____

Organisation _____ Nature of business _____

Address _____

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Telephone _____ Fax _____

Dept. Head Name _____ Training Manager _____

Name of person completing form if different from delegate _____

Signature _____ Date _____

I agree to IQPC's payment terms
If you have not received an acknowledgement before the conference, please call us to confirm your booking.

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We also accept payment by the following methods:

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5 WAYS TO REGISTER

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Post IQPC Dubai FZ LLC
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Dubai, UAE

TEAM DISCOUNTS

Team discounts available on request. Call +971 4 364 2975 for more information.

VENUE & ACCOMMODATION



Radisson Blu Hotel Sandton
Johannesburg, South Africa
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Email: trish.lawrence@radissonblu.com
Online: www.radissonblu.com

Hotel and travel costs are not included in the registration fee.
For assistance in your travel and accommodation requirements, please refer to details below:

Room Reservation

Special / corporate rate for room accommodation is available in the hotel. You may contact the hotel directly as per the details above quoting IQPC Middle East or the name of the conference.

Flight Reservation

Contact Anuj Sachdev or Charo Marie at SNTTA Travel & Tours LLC Dubai.

Email iqpc@snttadubai.com
Tel + 971 4 2829000
Fax + 971 4 2829888
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Please book at the earliest for your convenience.

CONFERENCE DOCUMENTATION

If you cannot make the dates you can still access all of the presentations delivered throughout the conference days for just ZAR 1,500, post event. Contact us on +971 4 364 2975 for further details.

IQPC FZ LLC's Standard Terms and Conditions

PAYMENT

- Payment is due in full at the time of registration and includes lunches, refreshments and detailed conference materials.
- Your registration will not be confirmed until payment is received and may be subject to cancellation.
- If a booking is received 10 working days before the conference a credit card number will be required to confirm your place, likewise if full payment has not been received before the conference date.

DISCOUNTS

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- All discount offers cannot be combined with any other offer.

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- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
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- Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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