

BPA WORLDWIDE CASE STUDY:
**Gaining Competitive Advantage using a BPA Worldwide
Event Audit - Dar es Salaam International Trade Fair**

Business of Providing Assurance





OVERVIEW

The **Tanzania Trade Development Authority (TanTrade)** has been the organiser of the Dar Es Salaam International Trade Fair (DITF) since 1977 and joined UFI membership in 1997.

DITF takes place annually in Dar Es Salaam, Tanzania, and is held over the last week of June and first week of July. It is the largest trade show in East Africa and is the national exhibition of Tanzania, showcasing commercial and manufacturing businesses from each region in Tanzania, as well as numerous international companies that looking to develop trade partnerships through this important coastal town in the region.

During Saba Saba (Seven Seven), the national holiday in Tanzania which falls during the second week of the trade show, BPA Worldwide audited figures revealed that 71,567 people attended on this day in 2010 out of a total of 239,503; and in 2011, 81,613 attendees out of 251,711 visited on Saba Saba.

NEED

As a member of UFI since 1977, DITF required an audit of attendance and exhibition data DITF to maintain its UFI Approved status, In 2010, TanTrade contracted BPA to conduct its first attendance audit, initially driven by UFI's requirement.

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Ramadhan Khalfan,
Director General
TanTrade

IMPLEMENTATION



Since this was the first-ever event audit to take place in East Africa, the traditional systems and processes needed to perform an audit were not in existence. BPA worked with TanTrade staff prior to the audit to provide assistance to ensure that an auditable system was in place.

As DITF is a large tradeshow, seven on-site staff members were required for the first year's audit. BPA enlisted the help of students from the local university since it would have been cost prohibitive to have fully trained audit staff attend the tradeshow for two weeks. The students were trained in how to conduct an event audit to BPA's exacting standards and were overseen by an experienced BPA audit manager. In addition to providing paid work experience, BPA undertook a number of media presentations at the local university as part of a development project.

BENEFITS & RESULTS

During the audit in 2010, BPA staff noticed the improvement in record keeping and discipline during the ticket sales process – both of which are cash transactions. TanTrade employee, Raymond Makyao noted, “The assistance BPA provided before, during and subsequently after the trade show helped us focus our thoughts on data collection for ticket sales and exhibitor information.”

During the first audit, not all exhibitors had completed the required attendance forms and had bought space during the first few days of the fair on a cash basis. BPA made the recommendation in its final report to the organizer that it should streamline the registration process and allow for better internal record keeping. Such process updates would help with future BPA audits, as well as UFI requirements.

Masha Hussein, Director at TanTrade, explained, “During the 2010 audit, we were missing vital data on who was exhibiting, which would allow us to complete our post show analysis. The audit pointed this out and we implemented a new system to ensure registration data was complete.”

BPA provided comprehensive written reports to TanTrade after each audit. These reports are provided to help an organizer measure their improvement year-on-year, as well as showing potential exhibitors the quality of the show’s attendees. These reports were provided to members of the Tanzanian government, who were pleased with the recommendations in the report being implemented.



During a post-audit meeting with TanTrade, Director General Ramadhan Khalfan said, “The government was very pleased with the BPA audit and our work in implementing the suggestions made in the audit, so much so that they increased our total budgets to help us continue to make the improvements.”

About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 3,800 audits in over 20 countries, BPA is a trusted resource for compliance and assurance services.



For more information on this audit and on the BPA's Events Audit services, visit the BPA Worldwide website at www.bpaww.com/ or call +1.203.447.2800.