



aces

Music In Africa Conference
Collaborate | Exchange | Showcase

HOST CITY BIDDING GUIDELINES

2025 & 2026

DEADLINE: 02 NOVEMBER 2024



Supporting the
African music sector



TABLE OF CONTENTS

SECTION	PAGE
• INTRODUCTION AND PURPOSE	3
• SELECTION CRITERIA	4
• ACCES AND ITS BENEFITS	8
• PROGRAMMING FORMATS	10
• PROGRAMMING PROCESSES	15
• SELECTION OF DATES	17
• QUERIES AND CONTACT INFORMATION	18
• BID SUBMISSION FORM	18



1. INTRODUCTION AND PURPOSE

The music industry is one of the largest revenue generators across the globe, contributing growing numbers to the global GDP. Africa is beginning to unlock its potential, registering great success stories in markets such as South Africa, Nigeria, Morocco, Ghana, Côte d'Ivoire, etc.

Music trade events or music markets as they are commonly known, present unique opportunities for countries to grow their music industries while bringing in considerable economic value for

creators, cities, and the African music industry value chain as a whole. The Music In Africa Conference For Collaborations, Exchange And Showcases, or simply ACCES, is the biggest event of this nature on the continent. While ACCES can create massive opportunities for the host country, its success depends on mutual partnerships between the organisers and the host cities. This is why this bidding document exists, to provide interested parties an opportunity to propose their bids to host ACCES.



2. CRITERIA FOR SELECTION OF HOST COUNTRY

The host country selection criteria are based on two key aspects: **diversity** and **integrity**. Diversity expresses the MIAF's aspiration to organise an event that reaches as many countries as possible without establishing dominance in one country, region, industry demographic or language area. Integrity touches on the MIAF's goal to produce a professional pan-African event at the highest level of excellence, making ACCES a **highly beneficial** and **reputable pan-African platform**.

2.1. Eligibility of the bidder

- a) Only African countries may bid to host ACCES.
- b) The bidding office must have the authority and mandate to bid for such an event as ACCES.
- c) The bidding office must be an officially registered entity.
- d) The bidding country must not have hosted ACCES more than once before.
- e) The bidding country must meet the minimum requirements of hosting ACCES as described in the bidding regulations document.

NB: All bids are submitted online using the official BIDDING FORM.

2.2. Selection criteria // requirements & weighting

Criteria	Weighting
Infrastructure criteria	40%
Commercial criteria	40%
Safety criteria	10%
Market relevance and mobilisation criteria	5%
Permitting and other logistical support	5%



2.2.1. Infrastructure criteria

The host country should have key infrastructure necessary for the successful implementation of an international trade event. The following key areas are taken into consideration:

- I. Professional conference venue(s)
 - a. Minimum capacity: between 700 and 1000 seats in the main hall(s).
 - b. Availability of exhibition halls
 - c. Availability of networking spaces
 - d. Availability of fast internet connections
 - e. Availability of breakaway rooms
 - f. Availability of production offices
 - g. Availability of dressing rooms
 - h. Availability of green rooms
 - i. Availability of press/media areas
 - j. Availability of alternative/backup power
 - k. Availability of catering, parking, security, cleaning and sanitary services
 - l. Accessibility – venues must be easily accessible to local professionals and in the proximity of possible partner hotels.

- II. Concert venues
 - a. Minimum capacity for 5 000 persons
 - b. Availability of dressing rooms
 - c. Availability of networking spaces
 - d. Availability of production offices
 - e. Availability of dressing rooms
 - f. Availability of green rooms
 - g. Availability of press/media areas
 - h. Availability of alternative/backup power
 - i. Availability of catering, parking, security, cleaning and sanitary services.
 - j. Accessibility – venues must be easily accessible to local professionals and must be in the proximity of possible partner hotels.

- III. Accommodation

Delegates from over 50 countries will travel to the host country for ACCES. It is of utmost importance that adequate hotel infrastructure is in place to accommodate ACCES delegates.

- IV. Transport and mobility

Ease of mobility for delegates and stakeholders (both local and international) is very important for the success of ACCES.



- V. Critical service providers such as pro-sound and audio-visual service provider(s), branding and other critical services.

2.2.2. Commercial criteria

The level of financial and non-financial support the host country can provide to ACCES is critical in determining the feasibility of implementing ACCES in a bidding country. The bidding country must be able to demonstrate that it has the capacity to financially support the production of ACCES. The bidding country should be able to provide or foot at least the following expenses:

- I. Provision of venues
 - a. For all conferencing activities as described in the bidding document (2 days event with minimum 2 days set-up)
 - b. For all festival (concert) activities (3 days with minimum 3 days set-up)
- II. Provision of local transport
 - a. Airport shuttles for at least 200 VIP persons
 - b. Conference shuttles for 500 persons
- III. Production costs
 - a. Pro-audio and visual service provider
 - b. Set design and exhibition structures.
 - c. Branding service provider
- IV. Catering and hospitality

While not mandatory feeding guests is an important part of our African culture. It is advantageous to offer free or subsidized food to local delegates. This also forms part of measures to ensure full, uninterrupted participation of the entire music industry value chain.

2.2.3. Safety criteria

ACCES should not present safety or reputational risks to the MIAF, its staff and attendees. The bidding country should demonstrate that it is able to offer a safe and conducive environment for ACCES. Disclosures of present or future events that are likely to cause unrest are to be disclosed in the bid.

2.2.4. Market relevance and mobilisation criteria

The success of an industry event such as ACCES is largely dependent on the level of participation and buy-in from active music industry professionals. The MIAF takes ACCES to different African locations with the expectation that African music industry professionals, especially those from the host country can benefit from a wide range of offerings. The MIAF will actively strive to bring in the most diverse and relevant contingent of music businesses, investors, practitioners, and other



stakeholders from across the globe to the host city and expects the bidding country to ensure that local practitioners attend and participate in the event.

This is usually achieved by:

- I. Providing or brokering partnerships with local media
- II. Where possible, allocating free media coverage.
- III. Live broadcasting of ACCES on big platforms (TV and radio).

2.2.5. Permitting and other logistical support

Delegates from over 50 countries visit ACCES. Visa and permitting processes can easily affect the successful implementation of a large-scale event such as ACCES. While not mandatory, the bidding country is requested to provide such support that eases visa and permitting processes for visitors.

3. Duration of the hosting rights

In the past a country could host ACCES for a maximum of one year. This has been revised to a maximum of two years, from 2022. Countries that have hosted ACCES prior to 2022 (South Africa, Ghana, Kenya, and Senegal) are eligible to bid for ACCES again. If a country's hosting of ACCES fails to meet the minimum standards, the MIAF shall have the right to terminate the hosting agreement.

4. Implementation model

Organising an event such as ACCES can be a daunting exercise. Winning a bid to host ACCES does not imply that the bidding office assumes the burden of running the operational duties of the project. The operational aspects of ACCES will remain in the ambit of the MIAF. The Foundation will, however, work closely with a local coordination team and nominated representatives from the bidding office, with a view to ensure that the planned edition achieves the highest results possible for the local market, and that the African music industry benefits from the planned activity. Please refer to the ACCES operational manual in this document for more information.



5. ACCES AND ITS BENEFITS

The Music In Africa Conference For Collaborations, Exchange And Showcases, or simply ACCES, is a pan-African conference for African and global music industry players to exchange ideas, discover new talent and accelerate the shaping of a vibrant and sustainable music sector on the continent. Held in different cities across the continent, the three day-programme offers a dynamic programme, which includes industry-related keynotes, panels and presentations, workshops, live performances, awards, networking activities and exhibitions.

The broader objectives of ACCES are:

- I. To connect and promote exchange between music professionals from, or related to, Africa and its diaspora;
- II. to facilitate the discovery of African music talent & new opportunities;
- III. to provide reliable and useful information that promotes the African music sector and its operators;
- IV. to encourage the creation of content by Africans, about Africa or related to Africa and its diaspora;
- V. to improve the distribution, accessibility, and viability of African musical works;
- VI. to strengthen music networks and collaboration on the continent;
- VII. to support growth in the African music sector.

5.1. BENEFITS OF HOSTING ACCES

Hosting ACCES can bring numerous benefits to the host country as follows:

- I. **Cultural Showcase:** ACCES provides a platform to showcase the host country's rich musical heritage, culture, and talents to a diverse international audience.
- II. **Economic Impact:** The event stimulates the local economy by attracting delegates, visitors, and exhibitors, leading to increased revenue for hotels, restaurants, transportation services, and more.
- III. **Job Creation:** ACCES directly employs over 250 people and stimulates over 1000 short term paid employment in the week of its implementation. This greatly benefits the local country.
- IV. **International Exposure:** Hosting ACCES puts the host country in the global spotlight, increasing its visibility within the music industry and among potential tourists.
- V. **Networking Opportunities:** The event facilitates connections between local musicians, industry professionals, and their global counterparts, fostering collaboration and business opportunities.
- VI. **Capacity Building:** ACCES offers local artists and music professionals access to educational workshops, discussions, and presentations, promoting skill development and knowledge exchange.



- VII. **Tourism Promotion:** ACCES offers visiting delegates the opportunity to explore the host country's cultural and touristic sites, encouraging future tourism.
- VIII. **Music Industry Growth:** Hosting ACCES contributes to the growth of the local music industry by exposing it to international best practices and networking opportunities.
- IX. **Boosting Local Talent:** Local musicians and artists benefit from the chance to perform at ACCES showcases, increasing their exposure and potential for international recognition.
- X. **Cultural Exchange:** ACCES fosters cross-cultural dialogue and understanding, promoting a sense of unity and collaboration among nations.
- XI. **Media Exposure:** The event attracts media attention, creating opportunities for the host country to promote its music, culture, and tourism globally.
- XII. **Support for Local Businesses:** ACCES exhibitors, sponsors, and delegates can engage with local businesses, creating potential partnerships and investment opportunities.
- XIII. **Music Export:** ACCES can help local artists gain international recognition, potentially leading to increased exports of music and cultural products.
- XIV. **Strengthening Industry Networks:** The event encourages the growth of music networks and collaboration, furthering the development of the local and regional music scenes.
- XV. **Recognition and Awards:** ACCES awards may recognize influential individuals in the host country's music industry, enhancing their reputation and contributions.
- XVI. **Community Engagement:** ACCES encourages host countries to engage with their local communities, as the event's success often depends on local support and participation.
- XVII. **International Relationships:** Hosting ACCES can lead to the establishment of international partnerships, collaborations, and friendships within the music industry.
- XVIII. **Socio-Cultural Impact:** ACCES has the potential to inspire and empower local communities through music, arts, and cultural activities.
- XIX. **Increased Tourism Revenue:** ACCES can boost tourism by attracting international music enthusiasts who may return for future visits.



6. ACCES PROGRAMMING FORMATS

ACCES takes place over 3 days. The first day serves as the opening night, followed by two full days of activities. ACCES comprises the following:

- I. ACCES opening night including an award ceremony and showcases.
- II. ACCES Day 1 – Conference programme, workshops, networking activities, exhibitions & showcases.
- III. ACCES Day 2 – Conference programme, workshops, networking activities, exhibitions & showcases.

ACCES happens after the MIAF's Annual General Meeting (attended by MIAF members). This is an opportunity for local cultural experts to join the wide Music In Africa network.

The ACCES programme includes:

- I. Keynotes
- II. Panel discussions
- III. Presentations/lectures
- IV. Exhibitions and pitch sessions
- V. Showcases
- VI. Awards
- VII. Workshops and masterclasses
- VIII. Networking and collaborative activities
- IX.** Excursions

6.1. Keynotes

- I. Keynotes involve thought-leaders, influential artists, and global experts.
- II. Are generally 30 minutes long, address topics that are relevant to the African music sector and include a Q&A.
- III. May be scheduled throughout the official conference programme.

6.2. Panel discussions

- I. Panel discussions feature outstanding professionals and have a maximum of five speakers (including a moderator).
- II. Are not more than 60 minutes long, 15 minutes of which is for a Q&A.
- III. Do not include power-point presentations as they are only for discussions.
- IV. Are run one at a time but may be done simultaneously depending on logistics.

6.3. Presentations/lectures



- I. Presentations may involve one or more speakers.
- II. Focus on a specific topic and may have different formats: lectures, product/project presentations, research presentations, DJ presentation.
- III. May include visual and sound components.
- IV. Are not more than 40 minutes, ten minutes of which is for a Q&A.

6.4. Exhibitions

There are two types of exhibitions:

- I. Hub exhibitions– where companies (local/international) and individuals buy a space to showcase their products and services.
- II. Pitch sessions – where a dedicated space is reserved for exhibitors to present their products or services to an audience for a very short time (not more than 15 minutes).

Exhibitor options and benefits

Hub exhibitor	Pitch sessions
<ul style="list-style-type: none"> • Your own 3-metre-wide digital space (hub) • Sleek design • Branding (space for logo & short statement) • TV screen • 1 x table • 2 x chairs • Electricity • Free WIFI • Profile on website • Logo on printed programme • Logo on website • Newsletter visibility (+35k people) • Hotels at a discounted rate • Access to all conference talks • 3-day showcase pass • 2-day exhibition 	<ul style="list-style-type: none"> • 10-minute presentation • Audience • Presentation screen • PA • Free WIFI • Profile on website • Logo on printed programme • Logo on website • Newsletter visibility (+25k people) • Hotels at a discounted rate

Customized options may be offered to ACCES partners and sponsors.



Pricing

The price is determined each year and is based on local market conditions, as well as the programme.

6.5. Music showcases

- I. Showcases promote outstanding, emerging African musicians, based on the continent, who are ready for the international stage. In essence this is for artists who would benefit from the opportunity in the form of, but not limited to, booking requests from the delegation supplied by ACCES.
- II. Provide an opportunity for African talent discovery to attending global music professional across the value chain.
- III. Take place at a dedicated evening outdoor or indoor venue. Additional performances may also be scheduled during the day programme, and at alternative venues.
- IV. Additional sponsored acts, including established artists and artists from the Diaspora, may be selected to complete and balance the music line-up.

Support for showcase participants (by the Foundation.)

- I. Showcasing participants are paid a modest performance fee.
- II. A stipend is given for local transport fees.
- III. Artists from outside the host country receive a per diem, accommodation and local ground transport.
- IV. The MIAF shall strive to provide transport to artists from outside the host country, but this shall not be automatic.
- V. Publicity benefits
- VI. Possibility to be booked by partner festivals in attendance.
- VII. Possibility to play at ACCES spin-off events in Europe.

Criteria and process for selection of showcase participants

- I. Performance slots are set annually.
- II. A call for applications is made public via the MIA portal.
- III. First review is conducted by the directorate.
- IV. Second review and final selection is done by the curation committee.
- V. All applicants are notified.

6.6. Workshops and masterclasses

- I. Educational workshops and masterclasses mostly target emerging creatives and professionals to build capacity in the industry.
- II. Offer customised content delivered by international experts.
- III. Covered areas may include both creative, technical, and business management skills.



- IV. Workshops are ideally hosted at ACCES venues, during ACCES days. Full-day workshops may take place one day prior to ACCES Conference programme, in order to allow the participants to attend the full programme.
- V. Workshops format and duration may vary with the general scope.
- VI. Registrations may be facilitated to encourage participation from local delegates.

6.7. Awards

The Music In Africa Honorary Award is given to an individual, or may be split between two or more influential individuals, who have spent a minimum of 15 years consistently making positive contributions in the ACCES host country's music industry.

This is by way of releasing successful songs that have generally touched many people and raised the profile of their industry and that of Africa as a whole. Their influence has also made an enduring and profound difference in their community and the lives of those around them.

Recipients of this award also devote time and energy to their community in a meaningful way, and forge paths of leadership for other music professionals to follow.

6.7.1. Selection process of award recipient(s)

- I. Nominations are submitted by the MIAF Directorate to the Curation Committee, which is appointed by the MIAF Board.
- II. The Curation Committee, made up of six members, selects the recipient(s).
- III. The recipient(s) are announced and receive the award in person at ACCES.

6.7.2. Summary of requirements

- I. Based in the host country.
- II. Is a musician.
- III. Has been actively involved in the music field for at least 15 years.
- IV. Has made consistent, exceptional accomplishments and is positively influential in their industry.
- V. Is still active in the industry.
- VI. Good standing member of the community.

6.7.2.1. Other issues

- I. Gender issues are considered.
- II. Is available and able to deliver a speech in English / French during the ACCES days.
- III. Advocates and lobbies for the betterment of musicians' lives.



6.8. Networking

One of the key objectives of ACCES is to offer effective networking opportunities. Networking aids shall include:

- I. Provision of networking spaces at the conference and showcase venues.
- II. The Music In Africa portal, used by delegates to register, view, contact, and arrange meetings with other registered delegates online.
- III. Events such as matchmaking sessions, speed dating meetings, receptions, thematic workshops, and other networking activities shall be organised.

6.9. Excursions

ACCES offers visiting delegates from outside the host country the opportunity to visit and experience cultural and touristic sites in the host country, by sourcing some options for short trips, in collaboration with trusted local service providers. Where possible, ACCES may also offer delegates to visit active local music hubs such as recording studios, venues, instrument retailers and other facilities, to create opportunities to network, learn and engage face-to-face towards future collaborations and possibilities.

7. Cost of attending ACCES

- I. Registration is free for African delegates. The fee for non-African delegates is revised annually.
- II. Conference registrations are done online, via the Music In Africa portal, on a first-come first-served basis.



8. ACCES PROGRAMMING PROCESSES

8.1. Curation committee

A Curation Committee shall be set for the purpose of supporting the directorate in programming. As a general principle, the ACCES programme is done with a view to achieve the highest benefit to the host country, while being relevant to the African continent and the global music industry.

The curation committee performs the following roles:

- I. Gains a strong understanding of the aims and objectives of ACCES, as well as the operational manual.
- II. Reviews and selects ACCES showcase artists and formulate the showcase programme (performance order, venues, length etc).
- III. General recommendations on the broader programme, topics, and speakers.
- IV. Meets as required (about 3 times online during the year).
- V. Keeps a record of meeting minutes.
- VI. Communicates as required via email and online meetings.
- VII. Writes formal recommendations to the Board if necessary.

8.2. Requirements to serve on the ACCES Curation Committee

- I. Strong music industry experience.
- II. Proven and reputable track record as a music industry professional.
- III. Strong experience /has attended most of the existing conferences.
- IV. Programming experience (e.g., conferences, festival, networking / similar events).
- V. Has time required to work on the duties of the committee.
- VI. Has a strong understanding of MIAF's vision and objectives.

8.3. Composition

- I. Committee shall comprise up to 6 members.
- II. At least 2 members shall come from MIAF management structures (i.e., one member from the board and one member from the directorate).
- III. At least two of the members must be based in the host country. Committee may co-opt members to meet the requirements or expertise.
 - a. Committee terms shall be not more than one year. This does not apply board members and staff members.



- b. The MIAF director shall have the final executive decision on the committee.
- IV. At least one of the members must be a musician.
- V. In general, the committee shall reasonably aim to reflect diversity – gender, language, and geographical balance.
- VI. Conflict of interest shall be moderated. Members with conflict of interest must not exceed 2.
- VII. The Curation Committee is chaired by the MIAF.

8.4. Programming cycle



8.5. General guidelines for smooth running of programmes

- I. All speakers and participants shall be adequately briefed via email and on site before going on stage.
- II. It is a requirement that panellists should discuss their topic before going on stage.
- III. The moderator shall be well acquainted with the topic and length of his/her panel.
- IV. A timer (countdown) shall be provided on every panel to guide moderators.
- V. Panellists shall be well informed of permissible aids (e.g., presentations)
- VI. A stage manager shall always be available to manage proceedings.
- VII. The MC shall be properly briefed and prepared.



9. SELECTION OF DATES

- I. ACCES shall be held in the last quarter of the year, in November.
- II. Dates are announced by the first quarter of the year.
- III. MIAF shall strive to ensure that ACCES dates do not clash with other major similar events, particularly those that are hosted by MIAF patrons (members, board members, partners etc.).

CONTACT INFO

Please feel free to contact us for any queries:



Eddie Hatitye

Executive Director
T: +27 (0) 10 140 1317
M: +27 (0) 63 129 8051
eddie@musicinafrica.net



Claire Metais

Projects Officer
T: +27 (0) 10 140 1317
M: +33 (0) 6 41 159 897
claire@musicinafrica.net

www.musicinafrica.net/acces

Complete the bid form [here](#)