



VIRTUOSE

Understanding & Converting The South African Client: Strategies for Hospitality & Property

Workshop by **Bonnie (Robinson) Kohrs**

Monday 13 April 2026 • Voilà Hotel Bagatelle

MQA Approved, Up to 70% HRDC Refundable



Meet Bonnie (Robinson) Kohrs

CEO of Reson8 SA and Fractional Director & Advisor:
Strategic Communications and Relations

Bonnie is the Chief Executive Officer of Reson8 South Africa, a sales-first communications company servicing global clients. The former Vice President of the Public Relations Institute of Southern Africa (PRISA) is an accredited public relations and strategic communications professional with more than 25 years of experience in brand and reputation management, crisis advisory, stakeholder relations, and customer experience across South Africa, sub-Saharan Africa, and international markets. Her work spans multiple sectors, including banking and finance, technology, hospitality, luxury, property, energy, FMCG, and global events.

She has represented and advised leading organisations such as ABInBev, Coca Cola, Canon, Louis Vuitton, Standard Bank, Hilton Hotels and Resorts, South African Tourism, Air Mauritius, Emirates, Anglo Gold, AstraZeneca, the NBA BAL, and the United Nations Development Programme, among many others. Bonnie has led significant brand positioning strategies, complex rebranding initiatives, and award-winning integrated campaigns that strengthened credibility, market influence, and commercial performance. She is widely respected for her expertise in crisis communications and high-stakes reputation management, advising C-suite executives, senior leaders, members of parliament, and government ministers during critical decision-making periods. A long-standing PRISA affiliate and respected judge and mentor for major business and communications awards, Bonnie is recognised for combining strategic insight, governance awareness, and strong relationship capital to deliver measurable reputational and commercial impact across borders.



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“Trust is a KPI. If you can’t measure it, you can’t govern it. And if you can’t govern it, you lose customers, credibility, and revenue.”

Bonnie (Robinson) Kohrs - Awards & Achievements

2023

PRovoke Media Global SABRE Award (Mercy Ships Africa Celebrations)

Multiple PRovoke Media Africa SABRE Awards (Mercy Ships Africa Celebrations; Africa's Business Heroes – Jack Ma Foundation; Basketball Africa League; Canon R-Tour)

Leading Public Relations Firm Africa (World Business Outlook Awards)

Leading Pan-African Communications Consultancy Africa (World Business Outlook Awards)

2024

Best Public Relations and Media Consultancy Agency of the Year South Africa (Brands Review)

Leading Communications Consultancy in Africa (Brands Review)

Best PR Agency and the Leading Press Release Distribution Platform in Africa (Brands Review Awards)

2025

Provoke Media Africa SABRE Award (World Unseen – Experience at GITEX Africa)

Best Public Relations and Media Consultancy Agency of the Year South Africa (Brands Review Awards)

Leading Communications Consultancy in Africa (Brands Review)

Gold winner, Best PR Campaign (Davos Communications Awards)

Bronze winner, Special Event (Davos Communications Awards)

Boost Your Market Penetration



About The Course

Strategically, South Africa is a vital source market for the Mauritius hospitality and property sectors, making it imperative for key players to understand the psychology and influence dynamics that drive real purchase decisions.

This one-day strategic workshop equips hotel groups, luxury resorts, villa operators, developers, agents, and lifestyle brands with a sharp, market-intelligent framework to attract and convert high-value South African clients.

Participants gain insight into wealth concentration, outbound demand, and the buyer psychology that differentiates South Africans from European and Middle Eastern markets. We unpack how value, status, safety, and credibility shape decisions, and why trust, peer validation, and risk mitigation are decisive.



Objectives

Go-to-Market Execution

- Entry Strategy
- Priorities & KPIs

Market Significance & Demand

- Wealth Dynamics
- Outbound Patterns & Strategic Value

Content & Conversion Strategy

- Key Messaging
- Enquiry-to-Sale Journey

South African Market Entry Strategy

Buyer Psychology & Trust

- Value Drivers & Credibility
- Risk Sensitivity

Influence Channels & Platforms

- Media & Intermediaries
- Digital Pathways

“High Value” Client Profiling

- Decision Considerations
- Mindset Differences

Training Outline

Setting the Frame

Why South Africa Matters (and why most get it wrong)

- Market size, wealth concentration, and outbound demand
- How South African buyer psychology differs from Europe and the Middle East
- Common errors brands make—and what actually converts

The South African Consumer Mindset

How South Africans Think, Decide, and Trust

- High-value buyer profiles and regional mindset differences
- Decision-drivers: value, status signals, safety, credibility
- Risk sensitivity, research behaviour, and peer validation

Media and Platforms That Matter

Where Influence Really Happens

- Digital platforms ranked by impact (incl. WhatsApp, YouTube, Search)
- The continued role of trusted traditional media
- Influencers, advisors, and opinion leaders who carry credibility

Content That Creates Desire

From Awareness to “Tell Me More”

- Storytelling that resonates with South Africans
- Tone, language, and authenticity (what attracts vs repels)
- Formats that build trust and drive enquiry

Conversion Mechanics

Turning Interest into Enquiries and Sales

- The real conversion journey
- Lead capture, follow-up cadence, and human engagement
- Physical touchpoints: events, briefings, and partnerships

Go-to-Market Playbook

How to Enter SA Without Burning Cash

- Entry strategies for hotels, developers, and estate agencies
- Budget logic, 90-day execution priorities, and meaningful KPIs

Agenda

Setting the Frame:
Why South Africa
Matters

09:00 – 09:30

Coffee Break

10:45 – 11:00

Lunch

12:30 – 13:30

Coffee Break

14:45 – 15:00

Go-to-Market
Playbook

16:15 – 17:00

09:30 – 10:45

The South African
Consumer Mindset

11:00 – 12:30

Media and Platforms
That Actually Matter

13:30 – 14:45

Realistic Content
That Creates Desire

15:00 – 16:15

Conversion
Mechanics



*Join to deepen market intelligence
that drives conversion.*



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The South African Client:
Strategies for Hospitality & Property**

Monday 13 April 2026

9:00 - 17:00

@ Voilà Hotel Bagatelle

FEES PER PARTICIPANT - R\$ 25 000

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