



Events Incubation Conference

**CAPE TOWN
& WESTERN CAPE**
marketed by **WESGRO**

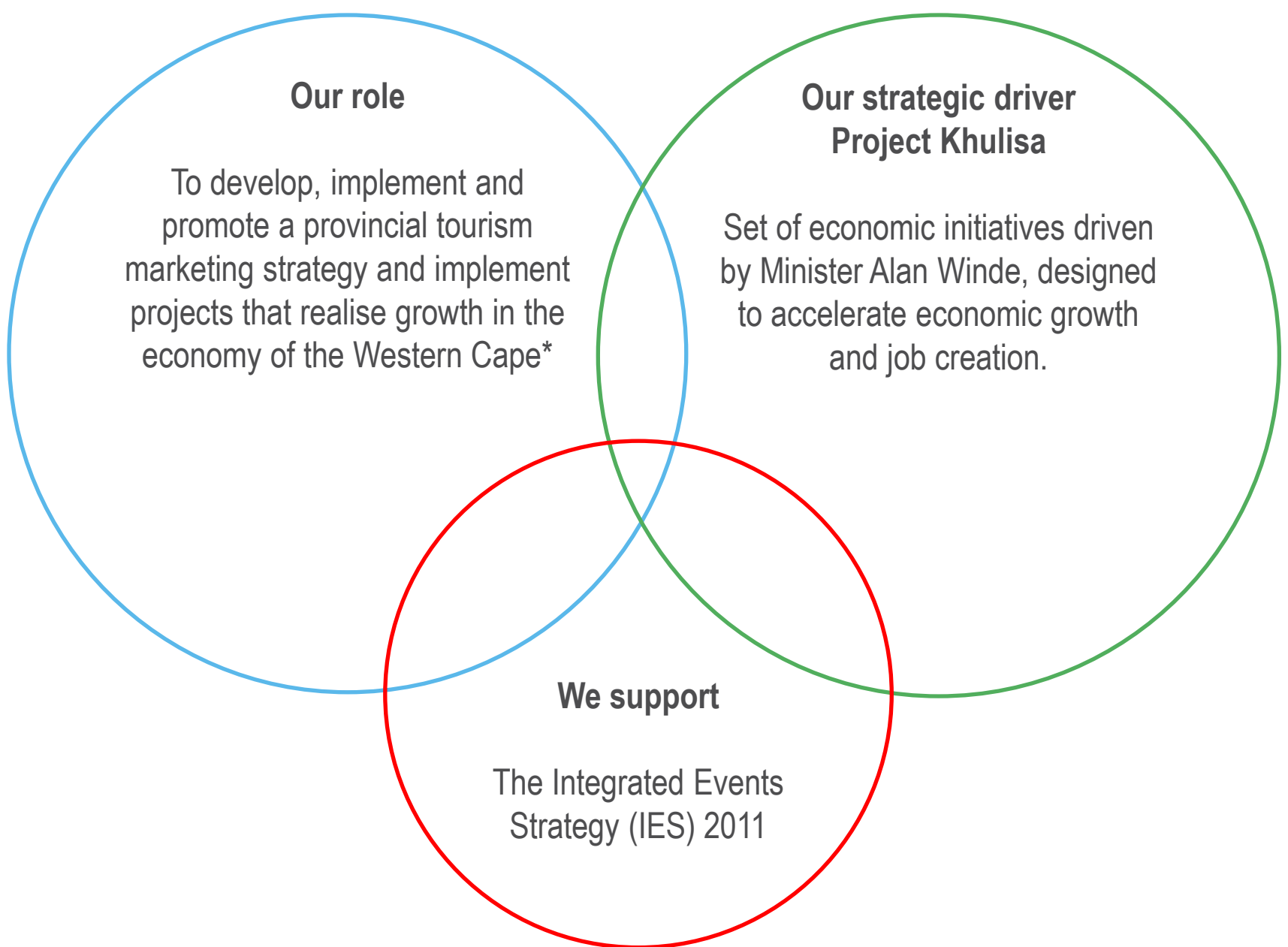
Tim Harris
Wesgro, CEO
17 November 2016

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Introduction

Where we are today

- Understanding Wesgro's mandate
- Our key three operational areas for leisure events
- How we meet them
- Business events
- How to work with us



*Legislative context for Wesgro (as provided for in the Western Cape Investment and Trade Promotion Agency Act (Act 3 of 1996))

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Events platform

Regional events sponsorship
and activation

Global marketing and
destination positioning



events and festivals

There's no shortage of things to do and see in Cape Town and the Western Cape. Check out our events below, from sport to culture and music. Let our smaller, unique events draw you to our charming towns for food, wine and a taste of local flavour.



Purpose

Give visitors, tourism trade and media an annual overview of all events across the province

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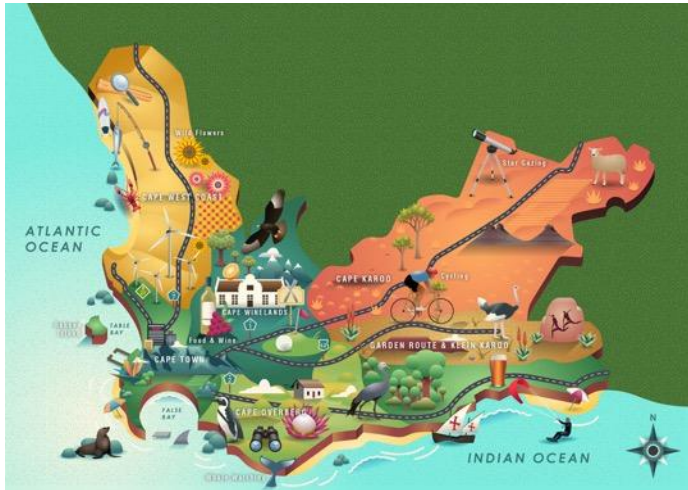
To drive geographic spread and lessen the effect of seasonality in the regions using time-critical events

Purpose

Leverage the signature events in international marketing campaigns to increase the profile of the Cape to event organisers and international visitors

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Regional event sponsorship and activation



1600 temporary jobs
created*

Over **150 000**
visitors to the regions*

**April -
September
2016**

35 events
took place in
the **5 regions**

outside the city

Wesgro funding
investment

R1m

Estimated economic
impact over

R260m*

Global marketing and destination positioning

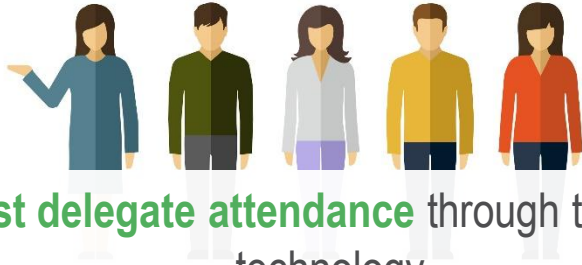
- Production starts January 2017
- Feature the province's signature leisure and business events
- Aims to increase profile of destination amongst:
 - Event organisers - as a world class event's destination
 - International visitors - as a bucket-list event's destination
- Campaign launches mid 2017
 - Strong focus on digital and social media



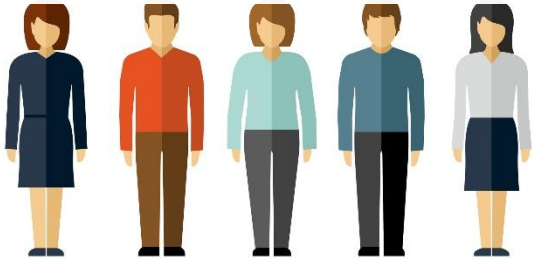
A photograph of a man in a dark suit standing on a stage, addressing a large audience seated in a conference room. The room has a high ceiling with recessed lighting and wood-paneled walls. The audience is diverse and appears to be listening attentively. The floor is covered in a red carpet.

Business events

- Convention Bureau is a unit within Wesgro
- Role is to land business events and spread them across the province
- During April - September 2016
 - Secured 17 bids
 - Estimated delegate attendance: 20 000
 - Estimated economic impact: R277m
- Business events are seen as important in terms of
 - Destination positioning
 - Knowledge sharing and business conversion
 - Economic impact



Boost delegate attendance through the use of technology

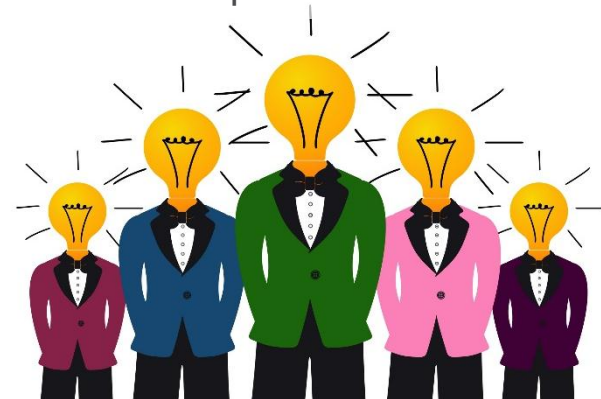


The opportunity for delegates to **network** with influencers within the business, government and institutional landscape in the Cape

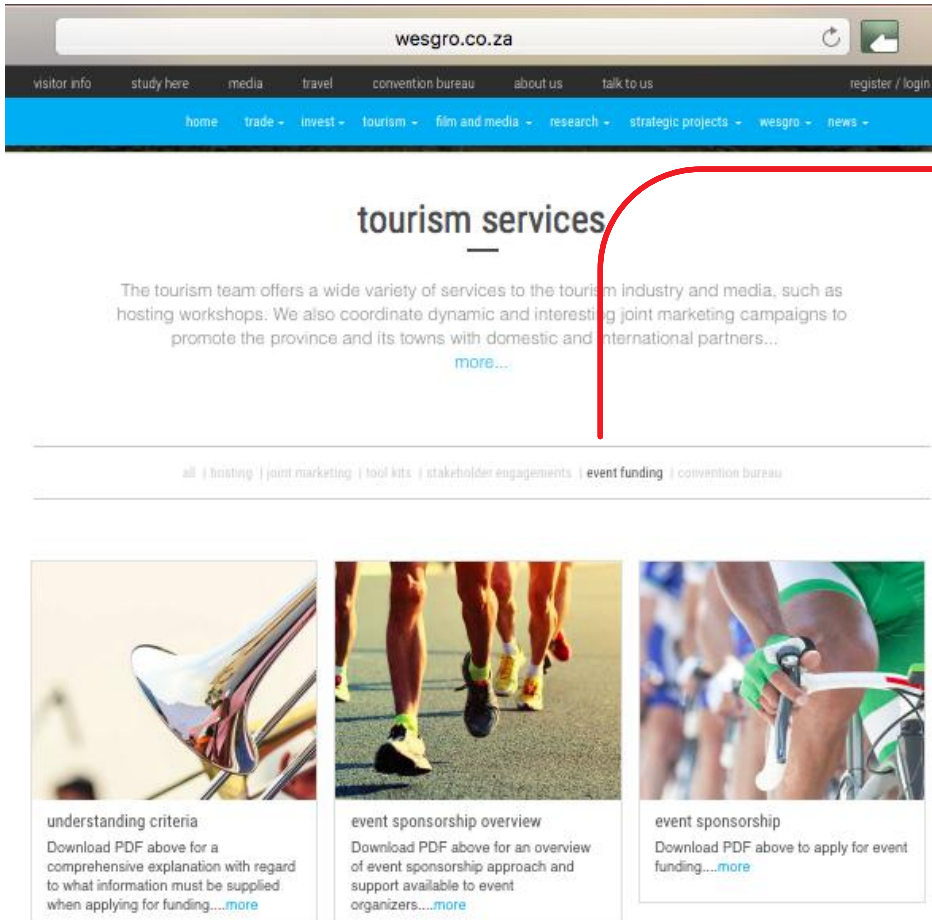


Connecting of delegates with **business opportunities** through our trade, investment and film teams within Wesgro

The creation of projects that allow for the **sharing of knowledge**.
The creation of **legacy** projects that have a sustainable and positive effect on the Cape



How to work with us



The screenshot shows the website wesgro.co.za. The navigation bar includes links for visitor info, study here, media, travel, convention bureau, about us, talk to us, and register / login. A secondary navigation bar lists: home, trade, invest, tourism, film and media, research, strategic projects, wesgro, and news. The main content area is titled "tourism services" and contains the text: "The tourism team offers a wide variety of services to the tourism industry and media, such as hosting workshops. We also coordinate dynamic and interesting joint marketing campaigns to promote the province and its towns with domestic and international partners..." followed by a "more..." link. Below this is a horizontal menu with items: all, hosting, joint marketing, tool kits, stakeholder engagements, event funding, and convention bureau. At the bottom, there are three featured cards: 1. "understanding criteria" with a trumpet image and text: "Download PDF above for a comprehensive explanation with regard to what information must be supplied when applying for funding....more". 2. "event sponsorship overview" with a runner image and text: "Download PDF above for an overview of event sponsorship approach and support available to event organizers....more". 3. "event sponsorship" with a cyclist image and text: "Download PDF above to apply for event funding....more".

www.wesgro.co.za

- Tourism services

Event Sponsorship Overview

- PDF - overview of event sponsorship approach and support available to event organizers.

Understanding criteria

- PDF - a comprehensive explanation of what information must be supplied when applying for funding.

Event sponsorship

- PDF - application form

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Thank you | Dankie | Enkosi

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