



WESTERN CAPE GOVERNMENT EVENTS INCUBATION CONFERENCE

The Western Cape Government will host its inaugural Events Incubation Conference on 9 December 2015.

Conference Theme

Capitalising on the knowledge of established event organisers as a stimulus to the growth of smaller (incubator) events in the Western Cape.

Background and Rationale

The Events Portfolio

The Integrated Events Strategy for Cape Town and Western Cape categorises events as illustrated in figure 1.

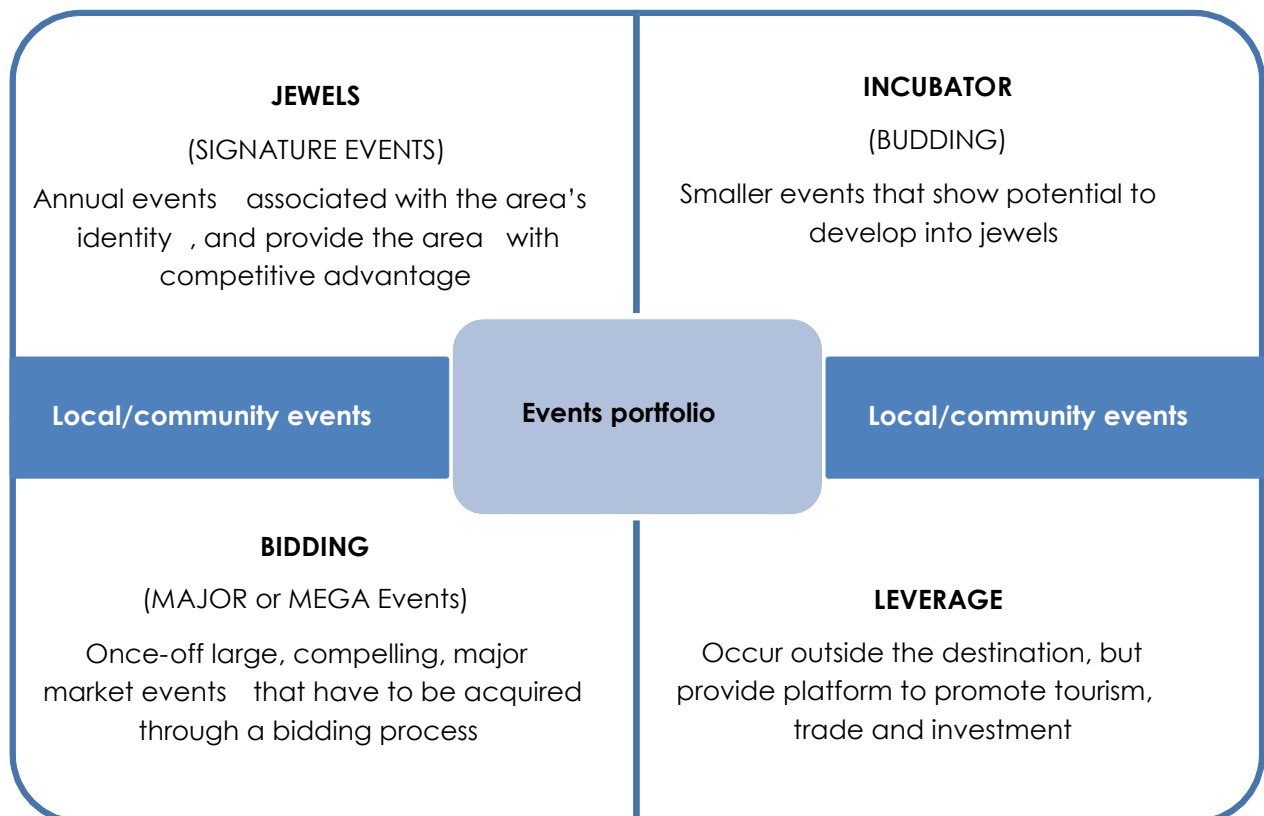


Figure 1: The events portfolio

Event Insights Programme

The Western Cape Government views collaborative platforms for knowledge exchange as a key developmental pillar. The Events Incubation Conference forms part of the Event Insights Programme, born out of the previously-mentioned Integrated Events Strategy that was approved by Cabinet in September 2011.

Event Insights facilitates a number of projects specifically for event organisers aimed at knowledge sharing and acquisition through capacitation, research and impact measurement. These themes address the so-called 'softer end' of hosting events but are integral to ensuring that government's support to the sector is demand-led and extends beyond financial support.

Purpose of the Conference

The conference will create a platform for incubator event organisers to interact with jewel event organisers on a one-on-one basis. By tapping into our very own event expertise in the Western Cape, we aim to capacitate emerging event organisers to improve the quality of events we offer as a destination.

Conference topics

Upon consultation within the sector, the following topics have been identified for the conference:

- Event Impact Assessment Pilot Study
- Good Governance: Managing the private/public sector interface
- Rural Small Town Successes
- Amplifying the impact of a Marketing and Communication plan to meet event and sponsor objectives

Target Audience

The conference is aimed at incubator event organisers currently supported by the Western Cape Government Departments of the Premier, Cultural Affairs and Sport and Economic Development and Tourism via Wesgro.

Contact

Queries can be sent to events@westerncape.gov.za