



Growing Events



Western Cape
Government

Events Incubation Conference

9 December 2015

TIME	PROGRAMME
07:30 - 08:30	REGISTRATION
08:30 - 08:40	WELCOME AND INTRODUCTION Mr. Paul Kaye <i>Master of Ceremonies</i>
08:40 - 08:50	STRATEGIC APPROACH TO "GROWING EVENTS" Dr. Laurine Platzky: <i>Deputy Director-General Strategic Programmes – Department of the Premier</i>
08:50 - 09:20	DEVELOPMENT OF A STANDARDISED FRAMEWORK TO CONDUCTING EVENT IMPACT ASSESSMENTS IN THE WESTERN CAPE Feedback from a pilot study conducted for five jewel events. Dr. David Maralack: <i>Senior Lecturer and Programme Convener of the Sport Management Programme in Commerce at UCT</i> Prof. Kamilla Swart: <i>Associate Professor Faculty of Business and Management Sciences and head of Centre for Tourism Research in Africa at CPU</i>
09:20 - 10:10	PANEL SESSION 1: GOOD GOVERNANCE Managing the private/public sector interface. Chair: Mr. Glyn Broomberg: <i>Project Manager Logistics – ABSA Cape Epic</i> Panellists: Adv. Lyndon Bouah: <i>Chief Director – Sport and Recreation: Department of Cultural Affairs and Sport Western Cape</i> Mr. Raybin Windvogel: <i>Director – Red Tape Reduction: Department of Economic Development and Tourism Western Cape</i> Ms. Teral Cullen: <i>Director – Events: City of Cape Town</i> Mr. Lester Cameron: <i>Board member – Two Oceans Marathon NPC, Cape Town Cycle Tour Trust and Rotary Club of Claremont</i>

TIME	PROGRAMME
10:10 - 10:55	<p>PANEL SESSION 2: SMALL TOWN SUCCESSES Exploring different event organisational models and the importance of the host town to the event's identity.</p> <p>Chair: Ms. Rhodé Snyman: CEO – Klein Karoo Nasionale Kunstefees</p> <p>Panellists: Mr. Bruce Parker-Forsyth: CEO – WorldSport South Africa Mr. Harry Hill: Strategic Support Executive – Mossel Bay Municipality Mr. Bernard le Roux: Logistics Director – Cape Pioneer Trek</p>
10:55 - 11:40	BRUNCH
11:40 - 13:00	<p>"WIN R 50 000.00 TOWARDS YOUR EVENT" SESSION Competition finalists pitching session.</p>
13:00 - 14:10	<p>PANEL SESSION 3: SPINNING AND TWINNING Case studies on how to make your event the flavour of the day.</p> <p>Chair: Ms. Corne Koch: Head Convention Bureau – Wesgro</p> <p>The impact of the fires on the 2015 Cape Town Cycle Tour Mr. David Bellairs: Director – Cape Town Cycle Tour Trust</p> <p>Leveraging World Design Capital Cape Town 2014 Ms. Stefanie Schultzen: Marketing and Sponsorship Manager – Old Mutual Two Oceans Marathon</p> <p>Amplifying the impact of a marketing and communication plan to meet event and sponsor objectives. Ms. Corne Koch: Head Convention Bureau – Wesgro</p> <p>GROUP ACTIVITY: P is for the "Promotion" part of your "Marketing Mix"</p>
14:10 - 14:40	TEA BREAK
14:40 - 15:10	<p>PRESENTATION OF SESSION 3'S OUTCOMES Ms. Libby Ferrandi: Marketing Manager – Western Cape Economic Development Partnership Mr. Billy Domingo: COO & Festival Director – Cape Town International Jazz Festival Mr. Jermaine Craig: Brand & Editorial Group Executive – Independent Media Group Mr Martin van Staden: National Events Manager – Red Bull South Africa</p>
15:10 - 15:20	<p>ANNOUNCEMENT OF WINNING PITCH Mr. Nkosekhaya Lala Chief Director: International and Strategic Programmes</p>
15:20 - 15:30	<p>RECAP OF THE DAY'S SESSIONS AND NEXT STEPS Mr. Paul Kaye Master of Ceremonies</p>