



Growing Events



Western Cape
Government

Events Incubation Conference

Date: 17 November 2016

Venue: Century City Conference Centre

Theme: "The Future of Events"

Time	Programme Item	Speaker
08:15	Check-in	
09:00 – 09:05	Opening and purpose	Mr Paul Kaye
09:05 – 09:10	Welcome address	MEC Anroux Marais: Minister of Cultural Affairs and Sport Western Cape
09:10 – 09:15	Welcome from Century City Conference Centre	Mr Gary Koetser: Century City CC Mr Glyn Taylor: Century City CC
09:15 – 09:30	Ice Breaker and Introductions	Facilitated by Mr Paul Kaye
09:30 – 09:55	The Cape of Great Events: Past, present and beyond	Dr Laurine Platzky: WCG Mr Tim Harris: Wesgro
09:55 – 10:05	Q&A	
10:05 – 10:45	PANEL SESSION 1: EVENT MODELS AND LEVELS OF MATURITY Expansion, contraction, maintenance and collaboration	Chair: Mr Rashid Toefy: MCI South Africa Panellists: Ms Frankie Murrey: Open Book Festival Dr Leshni Shah: Design Indaba Ms Kati Csak: ABSA Cape Epic Mr Jermaine Craig: Independent Media Group
10:45 – 11:00	Q&A	
11:00 – 11:15	Tea Break	
11:15 – 11:20	"THE YEAR IN REVIEW" BY LAST-YEAR'S EVENT PITCHING COMPETITION WINNER	Ms Delanie Jooste: PIKET-BO-BERG Trail Challenge
11:20 – 12:00	Event Pitching Competition 2016 Finalists: <ul style="list-style-type: none"> • Greenpop Reforest Festival • Muizenberg Festival • Paul Cluver Summer Festival • Lingua Franca Spoken Word Movement 	Judges: Mr Dunisani Chabalala: DAC Ms Rhode Snyman: KKNK Ms Jay Douwes: Cape Town Carnival Mr Nkosekhaya Lala: WCG
12:00 – 12:40	PANEL 2: SPONSORS' CONUNDRUM Resource constraints and how event organisers need to be adapt	Chair: Dr Brendon Knott: CPUT Panellists: Mr David Bellairs: Cape Town Cycle Tour Mr Dan Davis: Coca-Cola Peninsula Beverages

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		Mr Willem Breytenbach: Lumico
12:40 – 12:50	Q&A	
12:50 – 13:00	Announcement of winning event pitch	Mr Nkosekhaya Lala: WCG
13:00	Lunch	
13:50 – 14:20	Impact assessment study feedback: <ol style="list-style-type: none"> 1. Current progress 2. Illuminating value add 3. Improving access 	Dr David Maralack: UCT A/Prof Kamilla Swart: CPUT Ms Carol Vosloo: OMTOM Mr Johann Bester: WCG
14:20 – 14:50	SESSION 3 (GROUP ACTIVITY): SCENARIO PLANNING Thematic areas to be explored within the context of the review and outlook of the Integrated Events Strategy: <ol style="list-style-type: none"> 1. Cutting Red Tape 2. Role of government 3. Communication channels 4. Event transitions 5. Measuring success 	Audience split into approx. 5 groups, each with a facilitator: Mr John Peters: DEDAT Ms Stephanie Schultzen: OMTOM Mr Tawanda Maramwidze: WORLDSPORT Dr David Maralack: UCT
14:50 – 15:10	Tea Break	
15:10 – 15:30	Group feedback from session 3's activity	Facilitators
15:30 – 15:50	Q&A	
15:50 – 16:00	Wrap-up summary	Mr Paul Kaye
16:00 – 16:20	Thank you and closing remarks	Mr Nkosekhaya Lala: WCG