



# Growing Events



Western Cape  
Government

Events Incubation Conference

**Date: 6 December 2017**

**Venue: The Lookout, V&A Waterfront**

## Theme: "Sustainability"

Time	Programme Item	Speaker/s
08:00	Check-in	
08:30 – 08:35	Welcome and purpose	Mr Aden Thomas
08:35 – 09:00	Opening and Keynote address	Minister Alan Winde – Minister of Economic Opportunities
09:00 – 09:30	The Volvo Ocean Race Story	Mr. Bruce Parker-Forsyth: CEO – WorldSport South Africa
		Ms. Meegan Jones: Sustainability Programme Manager at Volvo Ocean Race
09:30 – 09:40	<b>Q&amp;A</b>	
09:40 – 10:00	Setting the Scene: The WCG response to the water crisis	Ms. Karen Shippey: Chief Director Environmental Sustainability, Department of Environmental Affairs and Development Planning Western Cape
10:00 – 10:15	Volvo Ocean Race Village Water Plan	Ms. Janneke Brasecke: Senior Project Manager Worldsport South Africa
10:15 – 11:00	PANEL SESSION 1: THE WATER CRISIS – Ensuring business continuity, how are our events responding?	<b>Chair:</b> Mr. Solly Fourie: HOD Economic Development and Tourism <b>Panellists:</b> Mr. Glyn Broomberg: Head of Race Operations – ABSA Cape Epic, Mr. David Bellairs: Director – Cape Town Cycle Tour Trust Ms. Carol Vosloo: MD – Two Oceans Marathon Ms. Janet Welham: Director – Sanlam Cape Town Marathon
11:00 – 11:10	<b>Q&amp;A</b>	
11:10 – 11:25	<b>Tea Break</b>	
11:25 – 11:40	Event Impact assessment study update	Mr. Johann Bester: Department of the Premier Western Cape
11:40 – 12:20	Event Pitching Competition 2017	Introductions – Mr. Aden Thomas (5 mins) Prize partner – Mr. James Hedley: Quicket Founder and Director (5 mins) Pitching session – (30 mins)

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12:20 – 13:05	PANEL SESSION 2: THE WATER CRISIS – Ensuring business continuity, how are our entities responding?	<b>Chair:</b> Dr. Rael Futerman: Programme Manager Hasso Plattner Institute of Design Thinking - University of Cape Town <b>Panellists:</b> Mr. Andrew Smith: V&A Waterfront Marketing Manager: Events, Entertainment & Partnerships Ms. Claire Pengelly: Water Economist - GreenCape Mr. Dan Davis: Marketing Activations Manager - Coca-Cola Peninsula Beverages Judy Lain: Chief Marketing Officer: Tourism - Wesgro
13:05 – 13:15	<b>Q&amp;A</b>	
13:15 – 13:25	Announcement of winning event pitch	Mr. Nkosekhaya Lala: Chief Director International and Priority Programmes Western Cape Department of the Premier
13:25 – 14:10	<b>Lunch</b>	
14:15 – 15:45	SESSION 3 (DESIGN THINKING GROUP ACTIVITY): Creating sustainable solutions to sustainability challenges.	Lead Facilitator: Ms. Shamillah Wilson - Hasso Plattner Institute of Design Thinking - University of Cape Town Facilitators: Zulfah Albertyn Colette Fransolet Phuthehi Masilo Oriole Bolus Nondumiso Mginywa Ettienne Mostert
15:45 – 16:00	<b>Tea Break</b>	
16:00 – 16:30	Group feedback from session 3's activity	Facilitators
16:30 – 16:45	Wrap-up summary and way forward	Mr. Aden Thomas Ms. Bonnie Horbach: Kingdom of the Netherlands Consul General in Cape Town
16:45 – 16:55	Thank you and closing remarks	Dr. Laurine Platzky: Former Deputy Director-General Strategic Programmes Western Cape Department of the Premier