

KNYSNA Smme Events Incubator Program

Lessons learnt - Ilse van Schalkwyk

2018





Pick n Pay
Knysna
Oyster
Festival

29 June - 8 July 2018



Would you like to run an event during the Oyster Festival?



7 - 16 JULY 2017

**EXPERIENCE THE BEST
10 DAYS OF YOUR WINTER**

Momentum Knysna Cycle Tour ★ BIG5 Sport challenge ★ Momentum Knysna Marathon
Comedy Shuckle Flavours of Knysna ★ Trail Town ★ Young Oyster Festival
Knysna Wine Festival & Night Market ★ Live Entertainment and of course lots of Oysters

www.pnpoysterfestival.co.za



1. Objectives of the program

- Capacitate the participants with necessary skills to manage and organise their own events.
- To source training programs in Events Management, Marketing, etc which will enable the participants to manage their individual events independently.
- To use the Oyster Festival as a platform to gain practical experience, through which they will gain the necessary experience to host their individual events in 2019.
- To be able to host event during other major festivals like the Pink Loerie , Knysna Speed Festival , etc.

2. Knysna SMME Event Incubator Program Overview

1. The KOF SMME Event Incubator program was initiated to empower emerging event managers to improve their existing skills set and become successful event managers.
2. The Pick n Pay Knysna Oyster Festival provided a **platform** to launch a program of this nature.
3. The program included Events Management Training, Event Mentoring support, marketing material support as well as event seed funding as a grant-in-aid.
4. Participants were recruited in the following ways; via Adverts in local publications like Action Ads, and on Social media channels to make potential participants aware of the training opportunity.
5. Out of the 11 applications 5 candidates were selected to participate in the Events Incubator program during the 2018 KOF.

2. Knysna SMME Event Incubator Program Overview (cont.)

6. Three of the 5 selected candidates hosted their events successfully during the recent Pick n Pay Knysna Oyster Festival.
7. Knysna Municipality also appointed an Events Mentor, Zandile Menesis to assist the candidates with their events.
8. The Role of the mentor was to monitor their progress ,and to assist them and give guidance and advice where they need it .
9. Knysna Municipality provided the three candidates with R15 000 as seed fund to cover some of their expenses for their events , and also assisted by providing some Marketing collateral or their events.
10. The remaining two candidates made the choice not to do an event at this year's Oyster Festival, but opted to gain work based experience during the Oyster Festival by working with established events such as the Forrest Marathon.

3. Events Supported



Oliver



Vuvu



Bulelani

3. Events Supported (cont.)



4. What make the program unique?

- Grass root level support
- 3 Year Programme (Incubation takes time)!
- The Marketing Methods used for the program were largely on Social Media. (Boot strapping is necessary!)
- “Ubuntu Networking” , where all the participants shared each others Facebook and Instagram posts ,and attended one another’s events and encouraged their followers to attend their fellow incubator colleagues event as well. In traditional Marketing circles this rarely happens.
- The support and interest in new, fresh and unique events in a traditional event is necessary to ensure the programme evolves and stays relevant.
- The value of joint marketing and mentorship is immense in supporting events. Money is not always the answer!

5. Way Forward

- Event Incubator participants gain practical experience through a Mentoring process running up to and during KOF 2018-2019.
- That the 3 events participating in this year's Oyster Festival should receive support for 3 consecutive years.
- Formal Events Management Training are completed during July 2018 .
- If the program is successful more candidates could be introduced to the program.



Press Coverage -
SABC

Thank

you

