



Time	Programme Item
09:30 – 09:55	Arrival and registration
10:00 – 10:05	Welcome Remarks Mr Denver Moses , Department of the Premier
10:05 – 10:10	Introduction to the master class series and the day's objectives Ms Mushfieqah Salie , Department of the Premier
10:10 – 10:50	Measuring the impact of your event Mr Johann Bester , Department of the Premier
	Q&A
10:55 – 11:55	Session 1: Contextualising what events can bring to a small town regarding broader socioeconomic linkages Panellists: Mr Hugo Theart , Kunste Onbeperk Mr Bernard le Roux , Dryland Event Management Mr Luwellyn Coetzee , Oudtshoorn Municipality
	Q&A
11:55 – 12:05	Break
12:10 – 12:25	Session 2: Increasing social impact through community sport Dr Lyndon Bouah , Department of Cultural Affairs & Sport
12:30 – 12:45	Session 3: Socioeconomic impact through festivals. An Event Incubator Programme Ms Ilse van Schalkwyk , Knysna Municipality Ms Glendyrr Fick , Worldsport SA
12:45 – 13:00	Q&A
13:05 – 13:15	Wrap-up and Closing Remarks Ms Mushfieqah Salie , Department of the Premier
13:15 – 14:00	Light lunch and networking

