



# Growing Events



Western Cape  
Government

Events Incubation Conference

## Theme: Growing Events Through Partnerships

### Programme

| Time          | Programme Item  | Speaker/s   |
|---------------|---|---|
| 08:45 – 09:25 | Check-in  |   |
| 09:30 – 09:35 | Opening and purpose   | Master of Ceremonies: Mr Paul Amas  |
| 09:40 – 09:45 | Official Welcome  | Councillor Charlotte Clarke: Deputy Mayor - George  |
| 09:50 – 10:05 | Setting the scene and the day's objectives  | Mr Denver Moses: Acting Director - Western Cape Department of the Premier   |
| 10:10 – 11:10 | PANEL SESSION 1:<br>ATTRACTING CORPORATE PARTNERSHIPS                                       | <b>Chair:</b> Mr Bernard Le Roux: Chief Operating Officer - Dryland Event Management<br><b>Panellists:</b><br>Ms Delanie Jooste: Event Organiser - Piket-Bo-Berg Cycle Challenge<br>Mr Phillip Mkorongo: Commercial Manager – Worldsport SA<br>Ms Luntu Ntloko: Client Service Director - Playmakers, activations agency for Absa   |
| 11:15 – 11:30 | TEA BREAK   |   |
| 11:35 – 12:35 | PANEL SESSION 2: CREATING AN ENABLING ENVIRONMENT AND CAPACITATION OPPORTUNITIES FOR EVENTS | <b>Chair:</b> Ms Ilse van Schalkwyk: Chief Director Economic Sector Support, Western Cape Department of Economic Development & Tourism<br><b>Panellists:</b><br>Ms. Glendyr Fick: Office Manager - Visit Knysna Information Centre & Knysna Oyster Festival Incubator Programme<br>Ms Zandile Meneses: Event Manager - Karoo to Coast & Dr Evil Classic & Knysna Oyster Festival Incubator Programme Mentor<br>Ms Joan Shaw: Tourism Manager - George Municipality<br>Mr Edward Jantjies: Director Corporate Services - Mossel Bay Municipality |
| 12:40 – 13:20 | LUNCH   |   |
| 13:25 – 14:05 | Event Pitching Competition 2018/19<br><b>Finalists:</b>                                     | <ul style="list-style-type: none"> <li>• Knysna Colour Fun Run, by Knysna iKasi Experience <b>presented by Mr Oliver Mabukane</b></li> <li>• Jaguar Simola Hillclimb, by Knysna Speedfestival <b>presented by Ms Emma Kilzer</b></li> <li>• Around the Pot, by Petrichor Adventures <b>presented by Mr Rudolf Both and Mr Rohan Germishys</b></li> <li>• Eden Festival of Action, by Greenpop <b>presented by Mr Misha Teasdale</b></li> </ul>  |

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|---------------|---|--|
| 14:10 – 15:10 | PANEL SESSION 3:<br>UNLOCKING PUBLIC SECTOR<br>FUNDING          | <p><b>Chair:</b> Dr Lyndon Bouah: Chief Director Sport &amp; Recreation, Western Cape Department of Cultural Affairs and Sport</p> <p><b>Panellists:</b><br/>           Mr Dunisani Chabalala: Manager Cultural Events – National Department of Arts &amp; Culture<br/>           Mr Linda Mase: Manager: Events Sponsorship &amp; Activation - WESGRO<br/>           Ms Nerine Jeaven: Deputy Director Arts &amp; Culture, Western Cape Department of Cultural Affairs and Sport<br/>           Mr Pedro Oliphant: Manager Economic Development - George Municipality</p> |
| 15:15 – 15:30 | TEA BREAK   |  |
| 15:35 – 16:35 | PANEL SESSION 4: LOCALISE<br>THE EVENTS SUPPLY CHAIN            | <p><b>Chair:</b> Mr Hugo Theart: Acting CEO - Klein Karoo Nasionale Kunstefees, Kunste Onbeperk</p> <p><b>Panellists:</b><br/>           Linda Marques: General Manager - Klein Karoo Nasionale Kunstefees, Kunste Onbeperk<br/>           Mr Kallie Louw: Festival Director - Madeliefie Makietie Festival<br/>           Mr Pedro Oliphant: Manager Economic Development - George Municipality</p>   |
| 16:40 – 17:00 | Recap of the day's discussions                                  | <p><b>Panel chairs:</b><br/>           Mr Bernard Le Roux<br/>           Ms Ilse van Schalkwyk<br/>           Dr Lyndon Bouah<br/>           Mr Hugo Theart</p>  |
| 17:05 – 17:15 | Announcement of Event Pitching Competition winner and Thank You | Mr Nkosekhaya Lala: Chief Director International & Priority Programmes, Western Cape Department of the Premier   |
| 17:15         | Closing   | Master of Ceremonies: Mr Paul Amas   |