

**Events Incubation Conference 24 January 2019**  
**Summary Notes**  
**Theme: Growing Events Through Partnerships**  
**Venue: Protea Hotel King George, George**

PANEL SESSION 1: ATTRACTING CORPORATE PARTNERSHIPS

**Chair:** Mr Bernard Le Roux: Chief Operating Officer - Dryland Event Management

**Panellists:**

Ms Delanie Jooste: Event Organiser - Piket-Bo-Berg Cycle Challenge

Mr Phillip Mkorongo: Commercial Manager – Worldsport SA

Ms Luntu Ntloko: Client Service Director - Playmakers, activations agency for Absa

Summary points:

- Corporates are important partners / stakeholders in events
- Gain insight into how one should think about sponsors and how to identify appropriate sponsors for your event
- Know what you need and know who to align with
- Structure what you do – so that the discussion can take place
- It is not just about sending an email
- Make sure you get the appointment to sell your concept
- Get the sponsor involved – take it further – make sure you keep the sponsor as close to you as possible. It was mentioned many times – ABSA has been involved with events for 13 years. To do this, you need to know what you want and align with your sponsor. Make time, expand and build. Build the partnership
- There's a lot more to partnerships with corporates to put down gazebos – make sure that what they want to do, gets done – open up doors for other strategic partnerships
- Corporates want business – you need to help them grow their business – take them to their customers
- Look at the environment – Corporate Social Responsibility elements – take items like art into the community. Use legacy and leave something behind in the community. For e.g. the artworks in Oudtshoorn is part of the legacy created by ABSA as the sponsor
- We need to look after partnerships - take ownership and know what your sponsors want. Whether its government or corporate – own the partnership and take charge.

## PANEL SESSION 2: CREATING AN ENABLING ENVIRONMENT AND CAPACITATION OPPORTUNITIES FOR EVENTS

**Chair:** Ms Ilse van Schalkwyk: Chief Director Economic Sector Support, Western Cape Department of Economic Development & Tourism

**Panellists:**

Ms. Glendyrr Fick: Office Manager - Visit Knysna Information Centre & Knysna Oyster Festival Incubator Programme

Ms Zandile Meneses: Event Manager - Karoo to Coast & Dr Evil Classic & Knysna Oyster Festival Incubator Programme Mentor

Ms Joan Shaw: Tourism Manager - George Municipality

Mr Edward Jantjies: Director Corporate Services - Mossel Bay Municipality

Summary points:

- Six areas to focus on to create an enabling environment –
  - It doesn't only revolve around funding; money isn't always going to ensure your event is great.
  - Areas – enabling environment is a shared responsibility – share resources and ideas
  - Passion – have a passion for your event - it will show and shine through
  - Mentor – take responsibility to mentor others and ensure that there is a legacy and transfer of skills – that is the future
  - Get the community involved
  - Make sure the local tourism office is involved – LED Officers, whatever level it is. Don't wait for the solution to come to you. Make sure you reach out for the future of your event.
- Business basics – an event runs on budget and cash flow – make sure you capacitate yourself and find learning and training opportunities
- Approach the Small Enterprise Development Agency (SEDA) for branding / logos and basic business principles – Mentoring is important here
- If your response has been declined, don't re-submit the same proposal to new sponsors. Find out why you are not getting the funding and amend your proposal accordingly. Funders will likely be open to talk to you about this
- Collaborate – with municipalities. There's always a limit – a lot has to be done. You have to be willing to approach from a fresh perspective. Be realistic about timeframes. Build your own tribe and community to make your event successful
- It's not just about funding – takes a lot of areas that need to be created for a successful event

### PANEL SESSION 3: UNLOCKING PUBLIC SECTOR FUNDING

**Chair:** Dr Lyndon Bouah: Chief Director Sport & Recreation, Western Cape Department of Cultural Affairs and Sport

**Panellists:**

Mr Dunisani Chabalala: Manager Cultural Events – National Department of Arts & Culture

Mr Linda Mase: Manager: Events Sponsorship & Activation - WESGRO

Ms Nerine Jeaven: Deputy Director Arts & Culture, Western Cape Department of Cultural Affairs and Sport

Mr Pedro Oliphant: Manager Economic Development - George Municipality

Summary points:

- Funding application opportunities – to get be made available from the public sector. Event organisers can access funding across all levels of government
- The National Lottery indicated that not enough applications are received from the Western Cape
- Each level of government has a different requirement – make sure you know what this is. There is a funding cycle in each level of government
- Know when the application period is and where the forms are – do it correctly and submit all forms
- Government can appoint local services providers, providing they are registered and in good standing on the Central Supplier Database and the Western Cape Supplier Database. They need to be tax compliant
- The Chair undertakes to ask the CFO to visit each of the regions and host information sessions with suppliers – suppliers can then access all the relevant forms to complete their registration
- Make use of the funding forms and funding platforms. You are not applying enough to all funding streams in the Province

#### PANEL SESSION 4: LOCALISE THE EVENTS SUPPLY CHAIN

**Chair:** Mr Hugo Theart: Acting CEO - Klein Karoo Nasionale Kunstefees, Kunste Onbeperk

**Panellists:**

Linda Marques: General Manager - Klein Karoo Nasionale Kunstefees, Kunste Onbeperk

Mr Kallie Louw: Festival Director - Madeliefie Makietie Festival

Mr Pedro Oliphant: Manager Economic Development - George Municipality

Summary points:

- Iterates the need to comply with all the relevant processes
- Suppliers transform to fit into the market
- There will always be glitches
- Processes are also always being fine-tuned to make it easier for event organisers
- It's very clear that local suppliers are very important
- It is also important to create jobs and stimulate the economy
- It is the event sector's responsibility to do this and to use local suppliers – if specific suppliers are not available, we need to make a plan to develop those skills
- Find the Niche – where is the gap in your local area
- There are many opportunities for suppliers
- Corporate sponsors all want to take hands together – they have the same goal – to streamline resources
- Everyone wants to maximise efforts
- You are allowed to make mistakes but improve on your funding application process

## **Way forward**

- Circulate the event funding document to all that attended the conference for their inputs. WCG to update this document quarterly.
- WCG to investigate the option of sharing best practice content for festivals
- WCG to investigate hosting a session dealing with social media
- A regional events forum to be set-up