

PROGRAMME

16 – 18 March 2021

DAY 1 TUESDAY - 16 March 2021

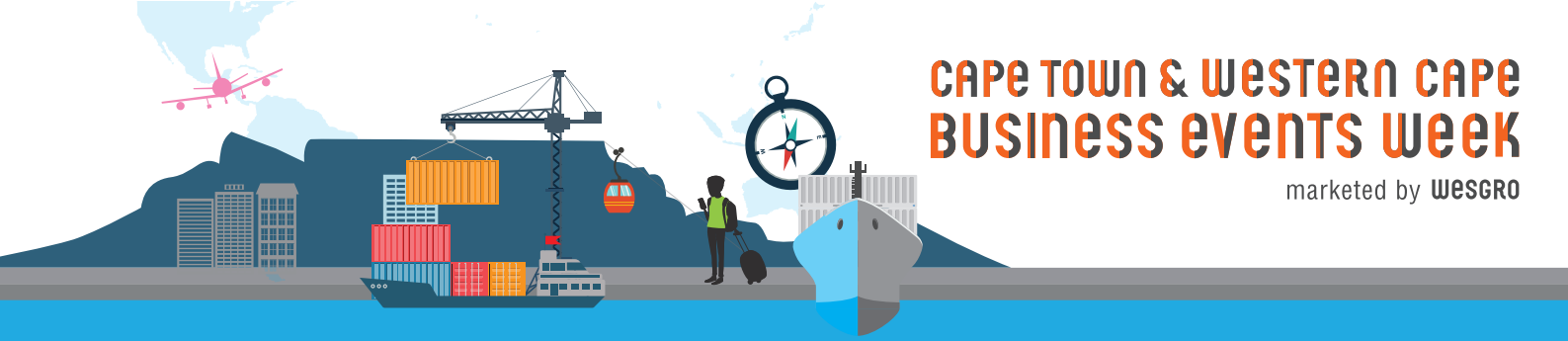
10h00	10h05	Welcome
10h05	10h08	Opening message from Minister of Finance & Economic Opportunities, David Maynier.
10h08	10h10	Opening message from Wesgro CEO, Tim Harris.
10h10	10h25	SESSION : DESTINATION UPDATE Overview by the South African National Convention Bureau on their recovery plan and new initiatives.
10h25	10h40	Wesgro presentation on the Cape Town & Western Cape activities and the Domestic and International Marketing Campaigns. Q&A
10h50	10h55	Comfort Break
10h55	11h10	SESSION : WHAT IS IN STORE FOR THE SOUTH AFRICAN ECONOMY? A brief overview on what the implications of the current COVID-19 crisis will have on future business.
11h10	11h35	PANEL DISCUSSION : LEARNING A NEW LANGUAGE Industry experts discuss how the impact of technology and the changing event demands, will force the whole business value chain to learn new skills and language. This session will be ideal for those without a technology and audio-visual background. Q&A
11h45	11h55	Comfort Break
11h55	12h15	PANEL DISCUSSION : FROM IDEA TO IMPLEMENTATION Innovation and creativity are what is needed to survive in a changing world. Not all ideas are good and viable though. A panel will discuss what to look out for, some advice on how to create financial and sustainable events. Q&A
13h00	17h00	B2B CONNECT SESSION An opportunity for the exchange of business between industry colleagues and delegates. Meetings will take place on a 1 on 1 basis. There is also an opportunity to win some incredible prizes.
17h30		SAACI HYBRID NETWORKING EVENT - WE PARTY TOGETHER In partnership with SAACI, join us virtually or in person LIVE from the Lagoon Beach Hotel and Spa pool deck. Live broadcast will end at 18h30.

PROGRAMME

16 – 18 March 2021

DAY 2 WEDNESDAY - 17 March 2021

10h00	10h05	Welcome
10h05	10h35	PANEL DISCUSSION : LOOKING TOWARDS AFRICA
		Industry leaders will discuss the opportunities and challenges of doing business within Africa. Is it a viable market for the broader Business Events communities? The panel will share honest thoughts on how to reposition business and destination offerings to this potential market.
		Q&A
10h45	10h50	Comfort Break
10h50	11h15	SESSION : DON'T BE ON MUTE
		Two marketing experts will have a cut through the marketing fluff conversation. A real world and realistic conversation on what businesses and destinations need to do to have a chance of survival.
11h15	11h20	Comfort Break
11h20	11h50	PANEL DISCUSSION : THE RISK OF DOING BUSINESS
		A panel discussion with legal and insurance experts on how contracts and risk prevention policies are likely to change in the future. What changes will be in store and some practical advice.
		Q&A
12h05	12h10	Comfort Break
12h10	12h20	SESSION : #WHEREGREATMINDSMEET
		Update from the Cape Town & Western Cape Convention Bureau on their 2021 Plans, Activities and the upcoming launch of new initiatives.
		Q&A
12h25	12h30	Closing Session
13h00	17h00	B2B CONNECT SESSION
		An opportunity to connect with the community with short 1 on 1 meetings to provide an update on your business. Also be a great opportunity to win some great prizes



PROGRAMME

16 – 18 March 2021

DAY 3 THURSDAY - 18 March 2021

11h00	<p>EVENTS MASTERCLASS WEBINAR SERIES</p>
	<p>Globally, the events sector continues to find itself in an unprecedented climate of uncertainty. The COVID-19 pandemic has seen the cancellation and postponement of well-planned and fully subscribed leisure and sporting events, resulting in loss of revenue and jobs.</p> <p>Known as the Cape of Great Events, Cape Town and the Western Cape is a destination renowned for its ability to host high quality events; from world-class marathons to global music festivals. The events industry remains in a critical state. Despite some event organisers adapting their event models already, the recovery from the impact of COVID-19 will be a long road.</p> <p>We cordially invite you to join us as we approach the one-year mark since South Africa entered national lockdown and unpack the role of the public sector within the new paradigm.</p> <p>Click here to join: https://bit.ly/38kmlw0</p>



brought to you by *South African Tourism*

