

## IT IS ESSENTIAL TO REINVENT



**Officially South Africa is no longer in an economic recession – on paper at least. But does the events industry feel any different to six months or one year ago? Feedback from most quarters suggests that event organisers are still finding it tough to make a profit. Many corporate clients want more value for their money, expecting much more from their conferences and events – measurable return on investment, in fact.**

So where does that leave the event organiser? With very specific challenges, I believe, but challenges that help make events so much more professional and targeted towards the right people. Gone are the days when 'enough' delegates to suit the budget and a few fresh bells and whistles will do the trick.

Organisers have to think long-term, and about the bottom line of clients. How does the event help to grow the client's business? Are the

business contacts made the right ones? Have we managed to stick to the budget and be more innovative and creative at the same time? If the answer to any of these questions is 'no', clients will consider using other people – you know, the competition – or not having the event at all in the future.

Whether it is a special event, launch, conference or exhibition, the onus is on the organiser to prove that the event is essential to business, that not having it will have a negative effect. That his or her job indeed makes a difference. I believe this should always have been the case, but now we have a very sober reminder.

So where to from here?

We should make it our business to know our clients' business. Who are THEIR clients, who is their competition, how is their business performing, what are their future plans? Only then will we be indispensable and true team members, because we will know exactly what

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to do to add value. We should also make it our business to understand and keep up with the macro environment in which we operate – the issues of the day, whether economic, social or political – so that we have insight into decisions made and are in a position to form part of the solution.

I believe the job of event organisers is far more strategic than we may think. It is often quite glamorous, but we need to look past the glamour and glitz for an event to serve its purpose. So let's be the business catalysts that we should be. At Thebe Exhibitions and Projects we constantly strategise and plan to deliver seamless events that do exactly what they should. I am convinced that is what gives us the edge.

*Carol Weaving*

Managing Director:  
Thebe Exhibitions & Projects Group

## GROUP NEWS

Thebe Exhibitions and Projects Group Managing Director, Carol Weaving, was recently awarded the impressive accolade of Top Performing Business Woman of the Year at the African Access National Business Awards.

This award is testament to the unbelievable dedication and hard work shown by Carol during her years spent in the exhibition industry. Known as the Oscars of business awards in South Africa, the event is not just about winning, but about bringing together top performing companies as well as SMMEs that have shown impressive growth. "The National Business Awards is a fantastic concept that enables people of business, government and media to network and build on growth in the various sectors of business. I am proud and honoured to have been acknowledged" says Carol.

## ESKOM FOUNDATION AND THEBE UNITE ONCE AGAIN TO PROVIDE ENTREPRENEURSHIP OPPORTUNITIES



**Thebe Exhibitions and Projects has once again united with the Eskom Foundation for the 2011 Business Opportunities and Franchise Expo (BOFE) sponsored by Standard Bank, in a strategic partnership that will provide opportunities to aspiring entrepreneurs and small-to-medium enterprise owners.**

The expo is devoted to the development of small- and medium-sized enterprises (SMEs) and provides aspirant entrepreneurs with opportunities to diversify their business portfolios. The expo will run from 15 September to 18 September 2011 at the Coca-Cola dome.

This will be the second time the event will be held at the spacious venue in North Riding.

Now in its third year, Eskom Foundation presents the 2011 Eskom Business Investment competition (BIC), which aims to recognise, honour, reward and develop small business owners. It is open to small-to-medium sized, black-owned enterprises in South Africa in the agricultural, manufacturing, and trade/services sectors. The 27 Finalists - one from each sector representing their province - exhibit at BOFE as part of their prize. Entrepreneurs and small-to-medium business owners need the encouragement to grow so they can continuously add to economic growth, while stimulating job opportunities.

Visit [www.bofe.co.za](http://www.bofe.co.za) or contact Glynis Anderson at [glynis@tepg.co.za](mailto:glynis@tepg.co.za)

## DECOREX JOBURG 2011 UNVEILS BEAUTY AND THE BASICS AT THE BIGGEST AND BEST SHOWCASE EVER

Decorex Joburg celebrates its 18th year with the ultimate roundup of what's now and happening with hall after hall brimming with newly unveiled home products, fashion-forward trend predictions, themed pavilions, and design-minded seminars with international speakers.

Marking this milestone exhibition with a directional theme 'Beauty and the Basics', this five-day decor and interior design extravaganza reflects South African design sensibility and the latest international thinking emerging on the home scene.

Igniting the inner interior decorator in the visitor are the out-of-the-box roomscape and concept stands placing the searchlight on trends and local design talent. With the hand-made revolution heading for the stratosphere, new show features celebrate the 'proudly self-made' phenomenon with free theatre demonstrations, expert advice on colour and new techniques guiding a new generation of 'make-it-myself' enthusiasts.



Advocating an earth-friendly lifestyle, the show sprouts a whole new genre of eco-caring products, planet-saving inventiveness and bee-friendly landscaping.

Also expect halls filled with the latest in colour and textile trends, bathrooms with all the latest technology on tap, kitchens to lure the connoisseurs and interior landscapes to thrill the trend-seekers. With over 700 exhibitors



Decorex Joburg aspires to bring the biggest and best ever interior design expo to Joburg, a city famed for its creativity and design revival.

Decorex Joburg will run from 5 - 9 August (5th and 6th are trade focused) at Gallagher Convention Centre in Midrand. The show will be open daily from 09:00 - 17:00.

For more information or to purchase tickets visit [www.decorex.co.za](http://www.decorex.co.za)

# LIVE OUTDOOR SOUND DEMO'S AT MEDIATECH AFRICA



**mediatech**  
advanced technology trade fair africa

The Mediatech Africa experience is not only limited to exhibitors inside the Coca-Cola dome in Northriding. Indeed when the continent's largest technology trade expo kicks off on the 20th of July 2011, you don't want to miss out on visiting the Live Outdoor Sound Demo's where several exhibitors have chosen to demonstrate their state of the art sound systems and sophisticated staging rigs.

Some of the most technologically advanced audio sound, amplifiers and line array systems will be able to strut their stuff without the constraints of an indoor demonstration area and visitors will be able to view, hear and experience this outdoor fest between 20 and 22 July .

The expo will showcase the latest products and services in broadcast, film and post production; professional AV, sound, lighting, staging and rigging; DJ and professional music equipment; system integration; animation, new media and web; satellite and signal; computer music and production tools; and musical instrument sectors.

The diverse programme at Mediatech Africa includes over 600 brands on display, live

demonstrations, the latest outside broadcast vehicles, AV technology workshops, live outdoor sound demo's, a technology and production conference including an international speaker line-up and a business matchmaking programme. Visitors will be able to pre-register and be matched to relevant exhibitors. Meetings will then be facilitated between interested parties, allowing exhibitors to engage with visitors on a more personal level.

Be sure to visit [www.mediatech.co.za](http://www.mediatech.co.za) to see the full events schedule and register for free entrance into the expo before 6 July 2011 to avoid paying R50 at the door.

## SOUTH AFRICA'S SPORTS TOURISM FUTURE SHAPING UP



Leading academics and experts in sports, events and tourism will share their knowledge and expertise with industry leaders at the Sports and Events Tourism Exchange, being held at the Cape Town International Convention Centre and being hosted by South African Tourism, Sport and Recreation South Africa (SRSA) and Thebe Exhibitions and Projects Group (TEPG).

"Globally, sports tourism is a multi-billion dollar industry and with South Africa's proven capability of hosting major events, as well as our significant infrastructure footprint, it makes sense that we start pursuing sports tourism as a viable route towards achieving our tourism goals" says Singh, SA Tourism's Chief Marketing Officer.

Alongside the strategic discussions at SETE there will be a trade show platform, where international buyers from various global sporting and events corporations will have the opportunity to interact with local sports bodies and agents, destination marketing agencies as well as stadia and other venue stakeholders.

Thebe Exhibitions and Projects Group (TEPG) Managing Director, Carol Weaving, is confident the inaugural SETE event will expedite the urgency to formalise the sports tourism industry.

"South Africa should not be content to simply keep up with global trends. When it comes to hosting sports events, we are a proven global leader and we should start looking at ways to entrench this positioning. This is the ultimate goal of SETE, and we look forward to moderating constructive discussions in this regard," said Weaving.

The event is open to exhibitors and members of the public, who are encouraged to register on [www.sportsandevents.co.za](http://www.sportsandevents.co.za)

## THEBE GOES EXTREME

All adrenaline junkies and extreme sports fanatics take note! Atomic Junkies, an all-new extreme and adrenaline sports show is heading to the Coca-Cola dome in Johannesburg in 2012. This event will be a showcase of the biggest, baddest names in adrenaline sports with activities ranging from death defying vert ramp specialists on skateboards, to in-line skating, BMX, FMX, parkouring and drifting. For a weekend that promises to offer speed, danger, adventure and the most spectacular stunts yet seen in South Africa, make sure to book your seat.

For further information, check [www.tepg.co.za](http://www.tepg.co.za) for updates.



# THEBE ADDS A NEW VENUE FACILITY TO OUR PORTFOLIO



Thebe Exhibitions and Projects Group are proud to announce that we have recently been contracted to handle the commercial management of the Moses Mabhida Stadium in Durban, on behalf of BKS.

The FIFA World Cup in 2010 exposed South Africa as a country brimming with opportunity and capable of staging events of the calibre seen in the First World. During the World Cup the Moses Mabhida Stadium played host to some of the most exciting matches of the tournament and the capacity and capability of the venue was shown to its full potential.

Thebe believes that it is time to capitalise on the window of opportunity provided by the success of this event and to continue to build on the growth already seen in the sports tourism sector. This spectacular facility, which is just a stone's throw from the Durban beach front, offers unlimited possibilities for the staging of

major concerts, sporting events, conferences as well as exhibitions. Thebe is already in the process of securing some fantastic line-ups and has appointed Grant Medcalf, the General Manager of the Coca-Cola Dome, as the new commercial manager of the Stadium. His relocation to Durban has led to Cynthia Penprase being appointed acting General Manager of the Dome.

With the world class sports facilities, skycar, restaurants, shops and corporate suites the Moses Mabhida Stadium offers something for everyone. The World Cup was just the start of what promises to be a busy and action packed future for the Stadium.

## INCREASING OUR AFRICAN FOOTPRINT

Thebe Exhibitions and Projects Group recently concluded a contract with a Nigerian consortium to manage the Abuja International Exhibition Centre (AIEC) which is currently being built in the commercial heart of Abuja, the Federal Capital Territory of Nigeria.

Thebe is very excited at the opportunity for involvement in Nigeria, a country in which business tourism is currently booming. Infused with energy, passion and growth, Abuja is located in the centre of the country and is a must see for tourists. In more recent years the city has begun to emerge as a financial

hub and the AIEC will open up opportunities for meetings, conferences, confexes and banqueting in a unique environment. The AIEC is set to become the benchmark for all future development projects in Nigeria and Thebe is proud to be at the forefront of this exciting venture.

## JAMES BLUNT 'SOME KIND OF TROUBLE WORLD TOUR'



James Blunt will be returning to South Africa as part of his 'Some Kind of Trouble World Tour' and will be performing at the Coca-Cola dome on Friday 26 August 2011.

Blunt's first album, "Back to Bedlam," catapulted him into worldwide superstardom on the strength of such massive songs as "You're Beautiful," "High" and "Goodbye My Lover." His second

album, 2007's "All the Lost Souls," debuted at No. 1 in 10 countries, selling nearly 5 million copies globally and featuring such hits as "1973," "Same Mistake" and "Carry You Home." He has received numerous awards and accolades including two Brit Awards, two World Music Awards, two MTV Video Music Awards, an MTV European Music Award and five Grammy nominations.

His latest album "Some Kind of Trouble" starts a new chapter with key tracks such as "So Far Gone", "Superstar" and "Stay the Night"; where Blunt joined songwriting forces with OneRepublic's Ryan Tedder. Indeed, as much as he loves making new music, for Blunt, the ultimate joy comes from playing the songs live and sharing them with an audience. "We're going to have the time of our lives playing these songs" he says.

Visit [www.computicket.com](http://www.computicket.com) for tickets

### UPCOMING EVENTS

MEDIATECH AFRICA  
20 – 22 July

SPORTS & EVENTS TOURISM EXCHANGE  
27 – 29 July

CONVERSATIONS ON ARCHITECTURE  
5 August, Joburg (Gallagher Convention Centre) 11 August, Cape Town (CTICC)

DECOREX JOBURG  
(Incorporating South African Handmade Collection)  
5 – 9 August

BUSINESS OPPORTUNITIES  
& FRANCHISE EXPO  
15 – 18 September

RETIREMENT EXPO  
28 – 30 October

For more information on upcoming events visit [www.tepg.co.za](http://www.tepg.co.za)

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