

# ***Event Tourism Forum & Masterclass***

## ***Celebrating Tourism Month and Sustainable Event Strategies!***



***12-13 September 2019, Cape Town: (09h00-16h00)***

### **Building Sustainable Event Tourism from the Ground Up!**

**What are the key strategies required to design a sustainable and effective Event Tourism Strategy for your province, city or town. How to become a preferred destination for major events and out of town visitors.**

The next edition of the **Event Tourism Forum** will take place on 12-13 September 2019 in Cape Town, which has for a second year in a row, won the coveted title of the, *World's Leading Festival and Events Destination*, at the recent, World Travel Awards.

It is no secret that major events bring millions of Rand into local economies, and the Forum will unpack the investment strategies made by all the stakeholders, to generate these big pay-offs, and at the same time using it as a means to promote a destination, to new visitors.

The key discussion theme of the Forum will focus around the potential partnership opportunities that exist for local Municipalities and Provinces with event organisers, and how they could create win-win partnerships, to also extract value from out-of-town visitors.

Strategic international partnerships are also a key strategy to assist with the growth of events, inclusive of the resultant benefits to a destination, and its local attractions.

The Forum will lend itself to an open conversation, wherein all stakeholders can share ideas and concepts on sustainable strategies on how to partner each other in order to manage the challenges posed by an uncertain and disruptive economy.

The Forum will also have a major focus, on event funding and sponsorship strategies, debating the main consideration as to, "what sponsors and funders want, and how organisers should align their proposals, to their business objectives, rather than to its own desires.

Panel discussions will also debate the issues pertaining to additional revenue generating streams inclusive of crowd funding, integrating Big Data, virtual reality, digital and social media into the festival experience as well as creating online audio and video channels, to further increase income.

The agenda will also include debates around issues dealing with event tourism, and how organisers could use their economic impact research reports, as an effective tool to get government support for their events. Industry experts will also share effective strategies on how to create long lasting social legacies and event branding respectively.

**Masterclass Theme:** *"Event Sponsorship and Key Principles of Event Tourism Metrics & Economic Impact Measurement"*.

**Guest Speakers:** A number of high profile personalities from government as well as the tourism and events industries will share their thought leadership with our delegates during the Masterclass and the Forum respectively.

## Event Tourism Forum & Masterclass | 12-13 September 2019, Cape Town Booking Form

Booking Form and Rates			
1. Masterclass: R1990.00 per person: <input type="checkbox"/>			
2. Masterclass and Event Tourism Forum: R3490.00 per person: <input type="checkbox"/>			
3. Event Tourism Forum Only: R1990.00 per person: <input type="checkbox"/>			
Personal Details:			
Name of Organ of State/ Business / Organisation:			
Postal Address & Code:			
Office Tel:		Office Fax No:	
Title:	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/> Professor <input type="checkbox"/> Other <input type="checkbox"/>		
Full Names of Delegate 1:			
Full Names of Delegate 2:			
Full Names of Delegate 3:			
Job Title of Person Completing the Form			
Direct Tel:		Cell phone No:	
E-Mail:			
Name of Person Authorising this Booking			
Signature of Authorised Person:		Date:	
NB: Terms and Conditions. Please Note:			
<b>Terms and Conditions. Please Note: This Booking is not transferable to a future date.</b>			
<p><b>1. Please Note: Payment is required upfront and prior to attending the Forum. The date of your invoice has no effect on your booking.</b> 2. If you cancel after we've received your booking form, a 30% cancellation fee will apply on the standard fees and not the discounted fees, where applicable. 3. Cancellations made less than 7 days (as of 00h01 on day 7) prior to the date of the Forum will be levied with a 50% cancellation fee. 4. <b>Cancellations</b> made within 3 days (as of 00h01 on day 3) of the Forum will be levied with 100% of the fees. 5. If you do not show up for the Forum, <b>NO REFUNDS</b> will be issued. 6. If you do not show up for the Forum and have not paid and neither has sent us a cancellation note, you will still be liable for the full fees. 7. Substitutes are allowed on condition it's done at least 48-hours before the Forum. 8. All arrangements inclusive of the date/s, time/s, venue, content and speakers are Subject to Change. 9. <b>NB* By signing this form, you agree to the above terms and conditions.</b> * 10 <b>The Fees exclude travel and accommodation, which is for your own account.</b> 11. <b>Please Note:</b> This Forum will take the Format of Presentations.</p>			
<b>By signing this form, you agree to the above terms and conditions.</b>			

**Booking Enquiries: Call Gerrit on 082 496 1657**

E-mail Booking Form to: [info@taranisadvisory.co.za](mailto:info@taranisadvisory.co.za) / [info@gerommedia.co.za](mailto:info@gerommedia.co.za)

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