

## **Event Tourism Masterclass**

**“Celebrating Tourism Month and using Events to Grow Visitor Numbers!”**

**Applying Government’s Event Indicators for Successful Events”**

**Certificate of Attendance Included!**



**27-28 September 2019, Johannesburg: (09h00-16h00) & (09h00-13h00)**

### **Invitation**

**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 the **6<sup>th</sup> Event Tourism Masterclass** will take place alongside this year’s edition of the **Joy of Jazz Festival in Sandton, Johannesburg**, which is one of the country’s biggest events on the social events calendar.

It is no secret that the festival brings in millions of Rand into the city’s economy and the Masterclass will unpack the investment strategies made by all the tourism stakeholders to generate these big pay-offs and at the same time using major events to promote a premier destination to benefit the region’s broader economy.

The key Masterclass’ themes will focus on the potential partnership opportunities that exist for municipalities and provinces during major events and how they could create win-win strategies to extract optimum value from out-of-town visitors.

Strategic international partnerships using travel packages, are also a key strategy to assist with the growth of major events and the resultant benefits to a destination and its attractions.

The lessons of these sustainable strategies would be shared and unpacked at the Masterclass with delegates being able to further entrenched their knowledge on what it takes to increase visitor numbers during major events.

The up-coming **Destination Africa Summit and African Festival Awards** will also be launched at the Masterclass.

### **Key Masterclass Themes based on National Tourism Event Indicators**

The Masterclass will also focus on the *Event Indicators* under the **Event Measurement Framework** as stipulated by the **National Tourism Department** as the basis for approving applications to assess the events’ impact, in line with these indicators.

The objective of these Indicators will be outlined and unpacked in the Masterclass to guide municipalities on how to measure their support for event applications in line with its own tourism destination objectives.

**For more information contact us on the details below the Booking Form.**

# Event Tourism Masterclass 27-28 September 2019

<b>Masterclass Booking Form and Rates:</b>			
1. <b>Option A:</b> R3990.00 per person. Inclusive of a one-day complimentary pass to the JOJ Festival: <input type="checkbox"/>			
2. <b>Option B:</b> R4990.00 per person. Inclusive of a complimentary weekend-pass to the JOJ Festival: <input type="checkbox"/>			
<b>Personal Details:</b>			
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:	
<b>NB: Terms and Conditions. Please Note:</b>			
<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 Workshop. The date of your invoice has no effect on your booking.</b> <b>2.</b> 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. <b>3.</b> Cancellations made less than 7 days (as of 00h01 on day 7) prior to the date of the Workshop will be levied with a 50% cancellation fee. <b>4. Cancellations</b> made within 3 days (as of 00h01 on day 3) of the Workshop will be levied with 100% of the fees. <b>5.</b> If you do not show up for the Workshop, <b>NO REFUNDS</b> will be issued. <b>6.</b> If you do not show up for the Workshop and have not paid and neither has sent us a cancellation note, you will still be liable for the full fees. <b>7.</b> Substitutes are allowed on condition it's done at least 48-hours before the Workshop. <b>8.</b> All arrangements inclusive of the date/s, time/s, venue, content and speakers are Subject to Change and <b>no refunds</b> will be afforded with a credit extended for the next date to those who've booked for such postponed workshops. <b>9. NB* By signing this form, you agree to the above terms and conditions. Please Note: This Workshop will take the Format of Presentations.</b> <b>10. The complimentary Joy of Jazz Festival Passes are subject to availability and will only be purchased once your payment has been cleared by your bank.</b> Please Note: No cash payments exchanges will be made in whatsoever form. <b>Please Note: if you require a letter from our bank to verify our account credentials, kindly note that we are being charged a R120.00 handling fee by our bank, which will be added to the amount of this invoice. By signing this form, you agree to the above terms and conditions.</b></p>			

**Booking Enquiries: Call Gerrit on Cell. 082 496 1657 E-mail. [info@taranisadvisory.co.za](mailto:info@taranisadvisory.co.za)  
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