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TIME TO APPLY WHAT WE'VE LEARNT

So much has happened in South Africa over the past few months that it leaves one quite breathless!

The political uncertainty ended with the elections in April, but on the negative side we eventually entered a recession, like so many others.

Meanwhile we successfully hosted the IPL cricket tournament, the Lions rugby tour and the Confederations Cup, resulting in massive international exposure for South Africa and the events industry in particular.

And indications are that we might just have passed the lowest point of the economic curve.

Quite a journey for such a short space of time!

Some of us may still feel a little 'hung over' from all the excitement, especially since most of these signals are truly encouraging, but now is the time to be calculated, to look at the lessons learnt and to adapt one's approach where needed.

I believe the interdependence of events tourism and leisure tourism has never been as apparent in this country as in recent months. This greater understanding of the macro environment will definitely stand us in good stead in the future, as will the recent establishment of a single Ministry for tourism.

The interdependence of different sectors in the tourism supply chain has also been illustrated more clearly than ever and where there are gaps, we need to fill them now. The World Cup is just over six months away!

Many of us are already working on post-2010 events and projects. Let's apply what we've learnt – in terms of planning, logistics, procurement, marketing and partnerships.

Our window of opportunity is now wide open. It is up to us to keep it open as long as possible.

Carol Weaving

Managing Director: Thebe Exhibitions & Projects

SECURE YOUR FUTURE WITH NEW BUSINESS OPPORTUNITIES AT BFOE 2009

Although the world has gone through massive economic change, this change presents a positive opportunity for new business, particularly within the entrepreneurial scope and specifically based on existing business models that deliver solid returns on investment.

This is according to Brian Walsh, CEO of entrepreneur.co.za, who will be participating in the 16th annual Business & Franchise Opportunities Expo (BFOE), taking place from 11 – 13 September 2009 at the Gallagher Convention Centre, Midrand.

BFOE presents a range of opportunities to aspiring entrepreneurs, from new business ideas to networking opportunities and franchise operations that will put you on the path to successful self-employment.

According to Wendy Graham, BFOE project manager of Thebe Exhibitions and Projects, BFOE is the perfect forum to engage the experts, seek advice and find the right business opportunity that suits your needs and budget.

"This dynamic exhibition has become a signature event for new business opportunities and franchise industries and is a must for people looking to create their own financial wellness.", Graham explains.

Whether you're an existing entrepreneur or business owner, or someone looking for a new business opportunity for future success, you'll find it at the Business & Franchise Opportunities Expo.

For further information visit www.bfoe.co.za or contact Thebe Exhibitions and Projects on (011) 549 8300.



CAROL WEAVING SCOOPS BUSINESSWOMAN OF THE YEAR AWARD IN THE ENTREPRENEUR CATEGORY



Carol Weaving, Managing Director, TEPG

Carol Weaving, Managing Director of Thebe Exhibitions & Projects Group was named Businesswoman of the Year in the entrepreneur category at the annual Businesswomen's Association (BWA) award ceremony on 6 August at the Sandton Convention Centre. Venete Klein, executive director of Retail Banking at ABSA, received the award in the corporate category.

"It is such an honour to win this prestigious award! The empowerment of women is even more critical in today's business world. Thank you to my team who continue to inspire me and support me", says Weaving.

The Businesswoman of the Year Award, an

initiative of the BWA, celebrates its 30th year of recognising excellence and has evolved into one of South Africa's business calendars most recognised awards events. With the full backing of Nedbank, the award raises the profile of women who, despite the odds against them, are making headway in the business world.

A hands-on strategic operator, Carol enthuses her team and empowers people to deliver, whatever it takes.

Carol was also nominated as one of five finalists for the National Businesswoman of the Year Award in the 2009 TopCo Media National Business Awards which was held on 30 July.

4TH WORLD SUMMIT ON ARTS AND CULTURE

Thebe Special Projects Division was awarded the Events Management Contract for the 4th World Summit on Arts and Culture early this year.

The Summit is being held in South Africa for first time, from 22 to 25 September 2009.

The World Summits on Arts & Culture are triennial events intended to provide national arts councils, ministries of culture and other agencies with an opportunity to discuss key issues affecting public support for the arts and creativity.

The Special Projects team is ready to go and is excited to offer the 75% international delegates a true South African experience and a warm

welcome as they start arriving for the Summit in the next few weeks.

The Summit will be held at Museum Africa, in the heart of Joburg's culture hotspot and will incorporate South Africa's Heritage Day on 24 September. Throughout the week delegates will have the opportunity to attend performances at Arts Alive – Joburg's annual art and culture festival.

A once in a life to opportunity to network and discuss topics arising from the Summit Theme: Creating Meaning through the Arts, with the who's who in the International Arts and Culture industry.

ALL EYES ON AFRICA AND GREEN LIVING AT DECOREX JOBURG

Sponsored by Plascon with DStv as media partner, Decorex Joburg celebrated its sixteenth exhibition at Gallagher Convention Centre with a sell-out show and highly satisfied exhibitors. The South African Handmade Collection, the trade craft expo organised by the dti, once again co-located with Decorex Joburg.



Says Melanie Robinson, director Decorex SA: "Not even a flattened economy could dampen the enthusiasm of our exhibitors and visitors. It is clear that our strategy to combine excellent value with innovation was right on the money. Visitors expected something special, cost-saving and trend-driven, which our exhibitors delivered in true form."

She added that in times of an economic downswing consumers shop around a lot more significantly and are also a lot more discerning when making purchasing decisions.

Robinson also pointed out that the greening of the exhibition was a major draw card, tapping in on the immense consumer need for guidance towards more conscious living. "New attractions such as the Pick n Pay Living Green Pavilion and

the experience-driven Pathway to Sustainability also proved to be hugely popular, setting a new benchmark in green-minded decor exhibitions."

It is most encouraging that a new generation of designers and decor brands featured at the show are driven as much by ethics as by aesthetics," she added. "This is in step with their new responsibility to analyze the life cycle of their designs and the items they use: how a product is made, how it will be used and where it will go at the end of its functioning life."

Working closely with Gallagher Convention Centre, Decorex SA is aimed at hosting zero waste events, from reducing packaging and re-use of materials such as banners to eco-friendly printing and re-imagined green breathing spaces throughout the exhibition. With the new

measures instituted at this year's event, Decorex SA managed to save 35% on unneeded power. In addition to the greening trend and recession-inspired styles, the new design direction on everybody's lips is the way the African continent has become a major source of inspiration for the design world. The African influence was most evident in the new Plascon 2010 Colour Forecast unveiled at the show.

With close on 52 000 visitors flocking through its doors - an astounding 25% more than the previous year - Decorex Joburg confirmed that the South African decor and design industry is alive and well, walking with a new-found swagger, showing pride in its own abilities and confidence in the future.

CHOOSE A LIFE OF ADVENTURE AND EXCITEMENT – WORK IN TOURISM. CELEBRATE DIVERSITY

The National Tourism Careers Expo is an ideal platform for learners, students and unemployed youth to learn how to pursue a career in tourism.

The expo is presented by the Department of Tourism, the KwaZulu-Natal Department of Economic Development and Tourism, and the Tourism, Hospitality, Sport Education and Training Authority and will be held at the

Durban Exhibition Centre from September 17 to 19.

The exhibition will focus on critical career skills in tourism and will give visitors to the show the opportunity to meet employers and key role players in the tourism industry.

The expo is a one-stop shop for tourism information. It has a recruitment clinic, an

interactive demonstration arena and special areas for eco tourism, adventure tourism, viticulture and wine and outdoor sports.

Exhibitors include potential employers, tourism associations, learning institutions, public institutions in tourism, private tourism companies, and franchise companies.

For more information visit www.tourismcareers.co.za

BEYOND BORDERS WITH WORLD HOLIDAY AND TRAVEL FAIR 2010



The much anticipated World Holiday and Travel Fair (WHTF), the only international outbound travel show hosted in South Africa is taking place from the 16th to the 18th of April 2010 and is set to spread the travel bug next year. With exciting offers and exhibitors, the fair will take you beyond all known borders.

April is generally the time of year when holiday decisions are made for travel during the major holiday periods of June and July, and with the FIFA World Cup around the corner in 2010, many a South African will be sure to make use of the extended holiday period to explore not just our country but also abroad.

Showcasing many new and exciting opportunities, the fair will introduce you to a world beyond our own. Offering the latest in travel and holiday, the Fair will reunite, or even introduce you to the many amazing outbound travel options that you and your whole family will enjoy. The World Holiday and Travel Fair is very proud to be associated with main sponsor, the International Banking division of Absa and

is also endorsed by ASATA, the Association of South African Travel Agents, and will partner up with The Star and the Saturday Star as the official media partners of the event.

When visiting the fair, thoughts of exotic islands, breath taking ski adventures, and adventurous hiking, will entice the consumers' minds with amazing offers on show by the exhibitors. Reaching all those holiday goers, the fair is sure to be a success.

The WHTF will also be hosting travel trade workshops that will take place on Friday, 16th April proudly brought to you by Travel News Weekly (TNW). Bringing you first hand knowledge and advice, the workshops are essential to diarize.

Make sure you don't miss all the action leading up to the workshops and the fair, by following up on the latest news and information posted on the official website, www.worldtravelfair.co.za, or by contacting Thebe Exhibitions and Projects on 011 549 8300.

TEPG ASSISTS LEARNERS IN GETTING QUALIFIED



Learners Graduation

This uplifting learnership programme was a success thanks to the dedication of the Thebe team. The team worked hard to implement the learnership process in the workplace, as well as establishing appropriate training mechanisms. Three staff members were trained as mentors and they assessed the learners' progress throughout the year. Thebe Exhibitions and Projects also assisted the learners with a stipend. We are delighted and proud to have been associated with and be a part of this educating and uplifting programme.

Thebe Exhibitions and Projects assisted three learners in obtaining their National Certificate in General Travel, Level 5 - 14911, working together with EnergyGuides as host employers to Learnership. The learners, Ponatshego Motswai, Mpho Mabote and Maureen Ntho, spent a year with Thebe Exhibitions and Projects, getting experience and practical, on-the-job training.

This uplifting learnership programme was a

THEBE VENUE MANAGEMENT NEWS

GOLDEN ARROW AWARD FOR THE COCA-COLA DOME



Taryn Moore, Marketing & Office Manager, the Coca-Cola dome

The Coca-Cola dome was recently awarded the 'Golden Arrow Award' at the annual PMR.africa JHB Business Leaders Award Breakfast.

PMR.africa conducted its annual, national survey on Event and Exhibition Venues in South Africa during May and June 2009 and interviewed a random national sample of event and exhibition organizers. The respondents were asked to rate venues across a range of attributes and based on this survey, the Coca-Cola dome received the highest rating and was positioned first overall, receiving the Golden Arrow Award.

Congratulations and well done to a great team!

UPCOMING EVENTS

MOMENT OF COMMUNITY LAUGHTER COMEDY SHOW | 26 September | RAGE EXPO | 2 - 4 October | LOOK & FEEL GOOD EXPO | 9 - 11 October | O'JAYS CONCERT | 14 October | JOHN LEGEND CONCERT | 18 October | RHEMA'S 30TH ANNIVERSARY | 23 - 24 October | THE GOOD FOOD & WINE SHOW | 29 October - 1 November

For more information on upcoming events visit www.coca-coladome.co.za