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LET'S USE OUR STADIUMS AND CONTINUE TO WIN



While we are still basking in the glory of a successful football World Cup, we need to take a very serious look at how we will continue to use the facilities created for the event, especially our beautiful stadiums.

I recently attended the Global Stadium Conference in New York and the main agenda item was loss of revenue flow due to poor planning. South Africa is not in a unique position. Operating costs are high and servicing loans on building costs are massive.

For some major stadiums in the United States, television rights and naming sponsorships make up the annual balance. Many US venues now also cater for multipurpose events ranging from banquets to greyhound racing. They are diversifying and the installation of extra facilities makes long-term financial sense.

I believe we need to learn from others' experiences and not become another nation that takes decades to pay off debt related to a major event. We received a 9 out of 10 score for hosting the World Cup and we need to sustain

this level of performance right to the end.

Fortunately it is the legacy left by major events that presents opportunities for the future. Our World Cup venues cannot rely on sports attendance alone to generate a return on their investment. They must look at bookings from the business sector and that is where our industry becomes part of the equation.

We must think innovatively. The mere fact that these beautiful stadiums hosted World Cup matches is a selling point, irrespective of the industry sector that is planning an event. We, at the Coca-Cola dome, have purposely diversified on the kind of events we host and we are reaping the rewards. I believe we all need to work along these lines, just on a far bigger scale than ever before.

Let's work towards the slow death of the term white elephant, in the interest of us all.

Carol Weaving

Managing Director:
Thebe Exhibitions & Projects Group

THEBE FORMS NEW SPONSORSHIP AND SPECIALIST BRAND CONSULTING DIVISION

The Thebe Exhibitions and Projects Group (TEPG) has announced the formation of a new division – Think TEPG – sponsorship and specialist brand consulting division. Essentially a 'thinking agency' for creative marketing solutions for any type of event or exhibition.

Headed up by Lloyd Cornwall, Think TEPG ensures that sponsorship becomes an integral part of clients' communication and marketing strategies.

Think TEPG has hit the ground running by licensing the incredible X-Games for South Africa which is scheduled to take place at the Coca-Cola dome in 2011.

The X Games is a commercial annual sports event, controlled and arranged by US sports broadcaster ESPN, which focuses on extreme action sports. Participants compete to win bronze, silver, and gold medals as well as prize money. The competition often features new tricks such as Tony Hawk's 900 in skateboarding

and Anthony Napolitan with the first double front flip on a bicycle.

The Coca-Cola dome will be utilized to stage this first of its kind entertainment extravaganza – with over 70 exhibitors as well as action packed demonstrations and interactive displays featuring extreme sports legends from the various disciplines within X-Games global footprint. Concurrent with competition is the "X Fest" sports and music festival, which offers live music, athlete autograph sessions and interactive elements. The main arena will host a massive concert on 3 nights!

Think...TEPG are also planning a huge weekend music festival for Kaya FM entitled "Afropolitan".



This event is being billed as the only eco sensitive music event in SA, with solar and wind powered stages, human powered coffee machines and a myriad of other exciting green initiatives! A huge international line up is planned for the 4 stages covering many genres within the Kaya FM playlists.

Cornwall quotes "sponsorship in arts is a hard business, but creating an environmentally friendly project of this nature, we have seen great interest from the commercial sector to be associated with this exciting property".

NIC INSPIRES, MOTIVATES AND PROMOTES INNOVATIVE THINKING



5 August 2010 proved to be an exciting day for Thebe's Special Projects, Conferences & Events Division as they successfully executed the National Innovation Competition (NIC) Exhibition and Awards Ceremony at the Moses Mabhida Stadium in Durban.

Arranging this prestigious event – a collaborative effort between the Technology Innovation Agency (TIA) and the Department of Science and Technology – was by no means an easy feat as exhibition space, accommodation and transport needed to be arranged for 57 teams of young entrepreneurs from 19 tertiary institutions from around the country.

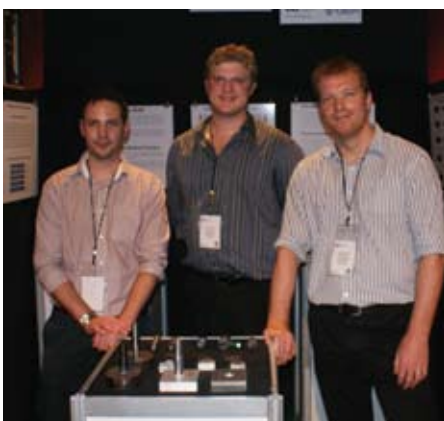
Xolile Mkhize, Senior Project Manager for the division, says, "The architectural brilliance of the Moses Mabhida stadium created the perfect backdrop for this innovative event. The quality of work produced by the exhibitors was truly world class. This sentiment was confirmed by the visitors and the positive response and coverage we received from the media."

Dr Phil Mjwara, Director-General from the Department of Science and Technology, and Dr Mamphele Ramphele, TIA Board Chairperson,

viewed all the exhibits and attended the awards ceremony in the evening. Dr Mjwara applauded all the participants for their hard work and original concepts.

Nelson Mandela Metropolitan University (NMMU) claimed the R300 000 grand prize for the invention, Weldcore, a process aimed at reducing the risk of unexpected catastrophic failure and production plant downtime, which could lead to substantial cost savings.

Mkhize concludes, "I am very proud to have played such a big role in the management of this event. Our involvement inspired and taught us that to make a success of a new business venture in any industry, takes dedication, innovative thinking and most of all hard work."



Grand prize winners for the invention, Weldcore.



GREEN DESIGN AND OPTIMISM FLOURISH AT DECOREX JOBURG



Decorex Joburg closed the curtain on its 17th exhibition to rave reviews from visitors and exhibitors alike.

Boasting a phenomenal 74% increase in visitor numbers from the trade sector, professionals in the field of interior design, architecture and lighting flocked to the show to experience the offerings of Southern Africa's largest and most influential interior decor and design exhibition. Sponsored by Plascon with DSTV as media partner and held at Gallagher Convention Centre from 5 to 9 August, just under 50 000 visitors experienced the magnificent products and services of more than 700 exhibitors, product launches and new show initiatives spread out over five halls.

Part of the show's allure for trade professionals was the highly successful Conversations



on Architecture conference – sponsored by CaesarStone – with a stellar cast of international and local gurus in the rapidly expanding architectural and design fields of digital fabrication and lighting; as well as Interior Design Dialogue, a one-day ifi seminar sponsored by Plascon, featuring four international speakers. Another first for Decorex Joburg was the Lighting in Design trade-focused exhibition hosted in partnership with Crown Publications.

Themed 'Breath of Fresh Air', new initiatives flourished to intrigue, entertain and woo the thousands of consumers visiting the show for a great day out, decor inspiration and good deals, with positive comments on the slickness, elegance and organisational excellence pouring in. As fashion-conscious trendspotters and home-owners scouted the new decor directions,



it was confirmed that Green is the new black ... together with Plascon's 32 other new love-inspired colours launched at the show. An all-green housescape sprouting a whole new genre of eco-caring products, planet-saving inventiveness and thrift-chic style took top honours at the show.

After an enlightening journey through The Plascon Living Green House, supplied by Hotelstuff.co.za/Greestuff.co.za – judged the 'Best Stand on Show' – visitors were spotting green issues alongside the proverbial 'new black'.

According to Cairey Slater, Decorex SA general manager, Decorex Joburg continues to set the example with green exhibition practices, using the event as a role model towards greener living. Exhibition management is also aimed at making Decorex SA a zero waste event through various initiatives.

SOME INSPIRING WORDS...

"I would like to share a very sincere THANK YOU for ALL the huge effort you went to for our products to have a chance to be a little part of the 2010 selling opportunity facilitated by Thebe Exhibitions in Johannesburg!!

MORE THAN ANYTHING though I appreciate the special life-time TREASURE to be one small, tiny little part of the sensory overload of 2010 and watching Africa show the world "Senako!!" ... we can!! and we WILL and we ARE sharing with all our brothers and sisters in the world what we mean by "UBUNTU"!!

I know none of us are perfect, but when we stand together we are amazing and so much bigger than the sum of our parts/past/politics/present challenges and have the gift of a spirit so enormous that can, and has, and is changing the world, wow!!

And yes, while we may not have won the soccer, South Africa and Africa, have won the hearts and souls of the world, "Ayoba!!". I am so deeply, joyfully proud to be an African, yippeeee and ululations!!!!!!

Thank you for your kindness, commitment and professionalism in all you did in Jhb, wow, I hope I get a chance to meet you and say thank you in person one day!! In the meantime, Ayoba!!!!!!!!!!" – Sharene, EleDreams Designs.

WHAT MAKES ENTREPRENEURS SUCCESSFUL



This year's Business Opportunities and Franchise Expo (BOFE), jointly presented by the Thebe Exhibitions and Projects Group (TEPG) and the Eskom Foundation, 16 to 19 September at the Coca-Cola dome, invites visitors to "have conversations with successful entrepreneurs" at the Conversations with Entrepreneurs lounge.

The networking lounge will be hosted by Brian Walsh, founder and creator of Entrepreneur.co.za and a leading expert in the field of entrepreneurship and peak performance. Walsh advocates going into the business for the right reasons as the number one key to success.

Glynis Anderson, General Manager of Thebe Exhibitions and Projects adds, "this expo is an ideal opportunity for budding entrepreneurs to engage with successful entrepreneurs, to find out what has motivated their decisions and ultimately their success."

A multitude of business opportunities will be presented – from work-from-home businesses to large franchise operations – across a number of sectors including agriculture, retail, services,

food, DIY, décor, fashion and jewellery, IT, electronics, renewable energy and more.

"Visitors can explore a range of business ideas and franchise opportunities under one roof – to discover what inspires them and what feels right for them," adds Anderson.

BOFE plays a vital role in connecting SMME owners and business opportunities with investors. It equips visitors with the knowledge and contacts they need to start up an inspired business of their own, or to increase their business and investment portfolio.

Discover what inspires your passion at this year's Business Opportunities and Franchise Expo. Pre register now for complimentary access via www.bofe.co.za

WHAT'S HAPPENING AT TEPG?

Thebe Special Projects, Conferences & Events are extremely proud to be involved in the Event Management of various Discovery events during 2010 and beyond.

Some Discovery events currently within Thebe's portfolio include the Health Product Update in September 2010, a nationwide road show encompassing 10 sessions across 9 regions for a total of 7 100 delegates; the Employers Launch in October 2010, which has 4 sessions in 4 regions over a period of 4 days; and the Insure Launch in February 2011 with 11 sessions spread over 10 regions which take place on the same day.

It is with pleasure that we announce the appointment of Natalie van Dinteren as Account Manager for the Discovery portfolio effective from 01 September 2010.

Natalie joined the Thebe Exhibitions & Projects Group in June 2010 and together with her team: Fiona Storie, Project Manager & Bheka Khumalo, Events Coordinator will be charged with ensuring that all events for Discovery are executed to the highest world class standards, which Thebe is synonymous for delivering.

Xolile Mkhize joined the Thebe Team in September 2009 as a Senior Project Manager under Thebe's Special Projects, Conferences & Events Division. She was the driving force behind the successfully executed National Innovation Competition (NIC) Exhibition and Awards Ceremony held recently at the Moses Mabhida Stadium.

Xolile is also managing an exciting new addition to the TEPG exhibition portfolio, Black Glamour. It is the continent's first ever exhibition that celebrates pure African beauty. Manufacturers of everything beauty related, from make-up to hair extensions and anti-ageing, will showcase their products and services to this very diverse, yet integrated market. The expo will be taking place in October 2011.

More exciting news is the Sports Tourism & Events Exchange exhibition & conference which is a partnership between TEPG and South African Tourism. Creating a platform to address: bidding and hosting of major international events; promotion of home-grown events; promotion of events tourism and South Africa as a destination for social participants in sport to name a few.

WELL DONE TO THE TEAM!

"I just wanted to thank you all from the bottom of my heart. I know you gave this event your all and our guest expectations were definitely exceeded. We appreciate all your hard work and dedication to making this project work.

Please pass on my thanks to your partners, suppliers and all that were involved in making Platinum Prestige 2010 an amazing success. We have had great feedback from our guests and we are forever grateful.

Our teamwork had a major part to play in this event – it all contributed to making the event the success that it was."

- **Christophe Jouet, Event Manager**
Discovery

"A very big thank you to you all for the delivery of a highly successful Prestige event in Zimbali. Our guests had a wonderful experience and were most definitely "wowed"! Which means we can all sit back knowing we achieved our objective.

Thanks you for your spirit of collaboration and teamwork."

- **Suzanne, Discovery Events**
TeamDiscovery