



REGIONAL WORKSHOP ON EVENT MANAGEMENT FOR THE TOURISM SECTOR

11 – 13 JUNE 2003
DURBAN, SOUTH AFRICA

PROGRAMME

*THIS WORKSHOP IS MADE POSSIBLE THROUGH THE
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Day One

Wednesday, 11 June

09:00-09:15	<u>Opening</u>
09:15-09:30	<u>Introduction</u> - Workshop Overview Mr. Arvind Mayaram, Training Expert, WAIPA
09:30-10:15	<u>The Investment Environment</u> - Global and African FDI Trends Mr. Arvind Mayaram, Training Expert, WAIPA
10:15-10:30	- <i>Coffee break</i> -
10:30-11:30	<u>Principles of Investment Promotion</u> - Objectives in Investment Promotion - Tools for Investment Promotion and Targeting - Effectiveness of IPAs in attracting FDI Mr. Arvind Mayaram, Training Expert, WAIPA
11:30-13:00	<u>Events as a Tool for Investment Promotion</u> - Conceptualising Events - Events and Encompassing Activities Ms. Veenu Gupta, Training Expert, WAIPA
13:00-14:00	- <i>Lunch</i> -
14:00-15:00	<u>Experience Sharing by Participating IPAs</u> 5 minute Presentations by each participant on his/her IPA experiences in the Organization of an Investors Forum Discussion
15:00-16:30	<u>The Elements of Event Management I</u> - Identifying Sectors and Stakeholders - Structuring the Event - Financial Resources Ms. Veenu Gupta, Training Expert, WAIPA
16:30-16:45	- <i>Afternoon tea</i> -
16:45-17:00	<u>Day One Wrap-Up</u>
17:00	- <i>Close</i> -

Day Two

Thursday, 12 June

09:00 -10:30	<u>The Elements of Event Management II</u> - Identifying Partners - Partnership Management Ms. Veenu Gupta, Training Expert, WAIPA
10:30 -10:45	- <i>Coffee break</i> -
10:45 -12:00	<u>The Elements of Event Management II</u> - Event Marketing - Infrastructure and Organizational Set-Up Ms. Veenu Gupta, Training Expert, WAIPA
12:00 -13:00	<u>Exercises and Discussion</u> Mr. Arvind Mayaram & Ms. Veenu Gupta, Training Experts, WAIPA
13:00 -14:00	- <i>Lunch</i> -
14:00 -15:00	<u>Round Table, Foreign Investors in South Africa: Lessons from Investment Events</u> - Mr Mark Taylor, The E-Lan Group - Property development - - Mr Yvo Corphouts, Country Lodge – Hotel - - Ms Sanya - Amakhosi Lodge – Hotel – - Presentations by workshop participants of an event project in front of a panel of foreign investors - Comments by the panel - Discussion. The objective is to define the needs of foreign investors when attending a promotional event.
15:00 -15:15	- <i>Afternoon tea</i> -
15:15 -16:30	<u>Event Follow-Up</u> - Principles of Effective Follow-Up - Key Elements - Advocacy by IPAs Ms. Veenu Gupta, Training Expert, WAIPA
16:30 -17:15	<u>IPAs Networking in Event Management</u> Mr. Arvind Mayaram, Training Expert, WAIPA
17:15 -17:30	<u>Day Two Wrap-Up</u>
17:30	- <i>Close</i> -

Day Three
Friday, 13 June

09:00-12:00	<u>Site Visit: Point Development Project</u>
12:00-13:00	- Luncheon -
13:00-14:30	<u>Events for the Tourism Sector</u> - Growth in the Tourism Sector - Destination: Marketing and Investment Products Ms. Veenu Gupta, Training Expert, WAIPA
14:30-14:45	- Coffee break -
14:45-16:30	<u>Exercises and Discussion</u> Mr. Arvind Mayaram & Ms. Veenu Gupta, Training Experts, WAIPA
16:30-17:15	<u>Wrap-Up Session</u>
18:00	<u>Closing Session with Awarding of Certificates</u>