



LIVE EVENT TECHNICAL & PRODUCTION  
CONFERENCE

2019  
A SARA Initiative

16 - 18 May 2019  
Johannesburg

# PROGRAMME



arts & culture

Department:  
Arts and Culture  
REPUBLIC OF SOUTH AFRICA



BUILDING A BETTER  
**AFRICA**  
AND A BETTER  
**WORLD**

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# Message from the Department of Arts and Culture



**2019**  
A SARA Initiative



**Vusumuzi Mkhize**  
Director General:  
Department of Arts and Culture (DAC)

Congratulations and Happy 5th Anniversary!! to the Live Events Technical Productions Conference (LETPC). It is highly commendable, the level of consistency and professionalism with which this event has been sustained for the past 5 years since its inception in 2015. The Department of Arts and Culture (DAC) is exceptionally proud of the success that has been achieved through the relationship with the LETPC.

On the 27th April 2019, South Africa celebrated its 25th Year of Democracy which is an ongoing theme for 2019. In this regard, it is a befitting coincidence for the LETPC to be marking its own significant mile stone particularly because the conference has been reflecting on critical issues such; transformation; youth empowerment; skills development and training; entrepreneurship; job creation and economic growth, just to name a few. The latter are some of the key focus areas that Government has been and continues to engage in since the inauguration of a Democratic dispensation in 1994, with the assertion to build a better South Africa.

The Department continues to have an interest in the LETPC and the broader sector of the

arts & cultural events because these play a critical role in the promotion arts, culture and heritage; social cohesion and nation building. The South African nation is that which has an appetite to celebrate through the live performance of music, dance theatre, poetry and many more. The latter events require a strong and well-functioning live events and technical production services sector. When these are properly developed and synergised it is then that we can begin to see a transformed sector, responsive to skills requirements with endless opportunities for youth empowerment, new jobs created and stabilisation of small businesses in order to realise successful entrepreneurial initiatives.

The Department is also proud to see that the programme has an inclusive outline of participant's speakers; presenters, moderators and panellists comprising of a mixture of youth, senior stakeholders from various parts of South Africa, urban and rural such as Gauteng, Limpopo, North West as well as the growing number of those coming from other parts of the African continent and overseas such as; Kenya, Nigeria, Denmark, Netherlands, Germany and USA.

The vision of the department is to see a transformed and inclusive sector with a broader economic diversification and participation in particular of youth, women, people with disabilities and previously disadvantaged in the mainstreams of the value chain, in order to add to the growth of the country's GDP. Further to that, the rapidly changing environment influenced by the rise of the 4th industrial revolution, Artificial Intelligence, robotics and digital economy calls for urgent interventions in particular in the area of skills development and training. In view of the aforementioned, and for the Live events technical production sector to be sustainable with adequate skills and response mechanisms, we would like to see a technical academy being developed to serve as a catalyst for skills training and development not only in South Africa but also in Africa, to provide a spring board for skills revolution.

Once again, congratulations to the LETPC and the South African Roadies Association (SARA) for an exceptional job.



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**BUILDING A BETTER  
AFRICA  
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Celebrating 25 Years of Democracy

**BUILDING A BETTER**

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**AND A BETTER**

**WORLD**



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**Vusumuzi Mkhize**  
Department of Arts and Culture

Mr. Vusumuzi Mkhize is the Director General of Arts and Culture was appointed in September 2017. He has over 28 years overall experience in the public service in general. He spent 9 years as Deputy Director General at the Department of Home Affairs in South Africa where he spearheaded the development and management of the operations in the Department through Stakeholders'

Forums by providing strategic direction and positioning of the branch within the department. In executing his responsibilities, Mr. Mkhize has always been led by his sense of innovative value chain management.

Mr. Mkhize strongly believes in African values and in international cooperation to build the future and show to

the world the country's heritage and preserve the same for the posterity of the future generations. Since his appointment as the Director General of Arts and Culture he will also be making sure that he focuses on culture and creativity to cement not only the hearts and souls, but the entire society.



**arts & culture**

Department:  
Arts and Culture  
**REPUBLIC OF SOUTH AFRICA**



# WELCOME TO AFRICA MONTH

Building a Better Africa and a Better World



## AU ANTHEM

Let us all unite and celebrate together  
The victories won for our liberation  
Let us dedicate ourselves to rise together  
To defend our liberty and unity

O Sons and Daughters of Africa  
Flesh of the Sun and Flesh of the Sky  
Let us make Africa the Tree of Life

Let us all unite and sing together  
To uphold the bonds that frame our destiny  
Let us dedicate ourselves to fight together  
For lasting peace and justice on earth

O Sons and Daughters of Africa  
Flesh of the Sun and Flesh of the Sky  
Let us make Africa the Tree of Life

Let us all unite and toil together  
To give the best we have to Africa  
The cradle of mankind and fount of culture  
Our pride and hope at break of dawn

O Sons and Daughters of Africa  
Flesh of the Sun and Flesh of the Sky  
Let us make Africa the Tree of Life



## SOUTH AFRICAN ANTHEM

Nkosi sikelel' iAfrika  
Maluphakanyisw' uphondo lwayo,  
Yizwa imithandazo yethu,  
Nkosi sikelela, thina lusapho lwayo.

Morena boloka setjhaba sa heso,  
O fedise dintwa le matshwenyeho,  
O se boloke, O se boloke setjhaba sa heso,  
Setjhaba sa South Afrika - South Afrika.

Uit die blou van onse hemel,  
Uit die diepte van ons see,  
Oor ons ewige gebergtes,  
Waar die kranse antwoord gee,

Sounds the call to come together,  
And united we shall stand,  
Let us live and strive for freedom,  
In South Africa our land.



# South African Roadies Association



# Message from South African Roadies Association



SARA is thrilled about LETPC 2019, the 5th annual LETPC, for many reasons with most of all being your attendance. Thank you for attending the LETPC 2019.

The LETPC 2019 is brim-full of knowledge and exceptionally useful information from some of the best live event technical production and education professionals nationally, across Africa and from as far afield as Los Angeles, Denmark, Germany and the UK. This year's program is packed, addressing a wide variety of live event technical production aspects and issues; and attending you will also find a very interesting network of South African live event technical production professionals to interact with.

The annual LETPC series occurs with great thanks to the steadfast financial support of the Department of Arts and Culture who stepped up 5 years ago and have played a critical support role seeing the LETPC series to where it is today, built to last not built to break. SARA wishes you a productive, informative, interactive and inspiring LETPC 2019 and looks forward to your attendance for decades to come.

The live event technical production sector is future faced, hosting and propagating a wide array of needed skills of the future, skills where employment in the future whether independently or for others, will be in high demand. SARA

encourages all learners, interns and scholars to investigate the sector and to embrace the opportunities the future has in store. SARA thanks and acknowledges all those who share their sector knowledge and skills whether in formal education or informally with the youth and whoever wishes to learn - Respect.

**FREDDIE NYATHELA**  
**President: South African Roadies Association**



# Conference Programme

## Sunnyside Park Hotel, The Ballroom

### DAY 1

Thursday, 16 May 2019 09H30 – 18h00

09h30 – 10h30 Registration: Arrival Tea. Coffee, Pastries			
	<b>Makalo Mofokeng</b> Master of Ceremony (MC)	<b>Welcome</b>	
10h30 – 10h55	<b>Professor Andries Oliphant</b> UNISA	The Inclusion of the Event, Technical & Production Sector in the White Paper	
10h55 – 11h20	<b>Willem Westermann</b> De Regelaar (Netherlands)	White Paper on Technical and Production Sector	
11h20 – 11h45	<b>Marco Sadik</b> Homeboyz Entertainment (Kenya)	The State of Technical and Production Skills and Services in Kenya	
11h45 – 12h30	<b>PANEL DISCUSSION</b> Education Panel	Educational Standard and Occupation  Moderator – Refiloe Lepere Panellist: Mrs Loreley Yeowart, Ms Nicolene Van Aarde, Dr. Dumisani Nkomo, Barry Masoga, Joanna Hartle & Falco Zanini	
12h30 – 12h55	<b>Carl Golembeski</b> Mirari Music (USA)	The challenges of real time vocal special effect delivery during live performance	
12h55 – 13h55 Lunch			
13h55 – 14h20	<b>Vusumuzi Mkhize</b> Director General - Department of Arts and Culture (DAC)	<b>Keynote Address</b>	
14h20 – 15h05	<b>PANEL DISCUSSION</b> Technical Production Companies Panel	Technical Production Business  Moderator – Sizwe Mokoena Panellist: Kagiso Moima (Blackmotion Productions), Hendrick Nemalili (Morangi Productions), Aubrey Ndaba (Muthiyane Trading) and Romeo Lekoba (Event AV Direct)	
15h05 – 16h00	<b>Molefi Mohlabi and Prof. Paul Singh</b> Health & Safety	The importance of Health & Safety	
16h00 – 16h20 Tea Break			
16h20 – 16h45	<b>Nii Armah Addy</b> (Ghana)	How the Event, Technical & Production Management can improve in Africa	
Wrap-up Day 1			

## DAY 2

Friday, 17 May 2019 09h30 – 18h00

09h30 – 10h30		Registration: Arrival Tea, Coffee, Pastries	
	<b>Makalo Mofokeng</b> Master of Ceremony (MC)	Welcome	
10h30 – 10h55	<b>Dr. Dumisani Nkomo</b> Tshwane TVET College (SA)	The TVET Sector as an Appropriate Bridge for Qualified & Trained Personnel in the Technical & Production Sectors and the Fourth Industrial Revolution (4IR)	
10h55 – 11h20	<b>Matthew Bate</b> Backstage Academy (UK)	Working with Industry to Develop the next generation of Live Events	
11h20 – 11h45	<b>Joanna Hartle</b> Hartle O'hare (UK)	The future of live event technical and production in the UK - what one looking for a career in the sector needs to consider	
11h45 – 12h10	<b>Morten Büchert</b> Roskilde Festival (Denmark)	Audio Production and Mindset of Roskilde Festival	
12h10 – 12h55	<b>PANEL DISCUSSION</b> Festival Panel	The challenges of buying and using Technical Event and Production Services in South Africa  Moderator - Rashid Lombard Panellist: Osmic Menoe (Ritual Media Group), Mantwa Chinoamadi (T-Musicman), Mr. Ambani and Brad Holmes (Bassline)	
12h55 – 13h55		Lunch	
13h55 – 14h20	<b>Falco Zanini</b> (Germany)	Creating Workable Concepts	
14h20 – 15h20	<b>PANEL DISCUSSION</b> Pan Africa Panel	2063 Africa Agenda - Youth Perspective  Moderator- Zama Qambi Panellist: Patson Malisa, Tando Songwevu, Akhona Nkenkana and Johnny Muteba	
15h20 – 16h05	<b>PANEL DISCUSSION</b> Artists Panel	Being relevant in the Entertainment industry  Moderator - Tebogo Sethathu Panellist: Hlengiwe Mhlaba, Wanda Baloyi, Kwesta and Stilo Magolide	
16h05 – 16h30	<b>Carl Golembeski</b> Mirari Music (USA)	The Technology of Love	
16h30 – 16h50		Tea Break	
16h50 – 17h35	<b>PANEL DISCUSSION</b> Theatre Panel	How Technology changed theatre  Moderator - Tshiamo Mokgadi Panellist: Melony Eksteen - Roodepoort Theatre & Nomsa Mazwai - Soweto Theatre, Thapelo Mokgosi - Market Theatre and Neo Jobeta	
Wrap-up day 2			





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# Speakers & Moderators

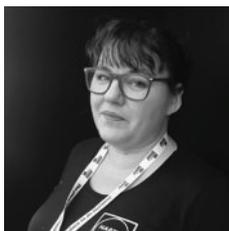
# Speakers



**Carl Golembeski**  
Mirari Music

Carl is a sound artist, vocal fx engineer and music producer in various sonic territories. Most of his career has been in the form of live sound. He has toured globally with artists such as Bruno Mars, Carlinhos Brown, Mary J Blige and has served organizations like Ram Dass' LSR Foundation and Joseph Campbells audio archives. For the past 4 years he has worked as Beyonce's Vocal FX engineer developing a system to take her studio fx seamlessly into a live sound environment for real time control. His passion lies in the discovery of sound itself which has

led him on a universal sonic journey in pursuit of the intersection of harmony, love and truth. Carl's approach to music currently is what he calls "creativity as service" placing the art form and its expression as the priority over the industry standards like deadlines, budgets and marketing. His recent collaboration with Brazilian artist RAAE was blossomed from this approach. Carl is also a partner at Brave Earth, a living laboratory in service to regeneration and co-evolution with nature in Costa Rica.



**Joanna Hartle**  
Hartle O'Hare

Jo Hartle started working in the Live Events industry at the tender age of 16 learning to do lights at a venue in Essex, UK. Her work as a lighting designer led to regular touring as LD for the up and coming bands of the then new indie scene and grunge bands from Seattle.

She was the youngest person in the world and the first woman to train on the LSD IKON, Varilite:-19 and worked across the world designing and operating lights and eventually all aspects of production for the first six years of her career.

In 2001, after the birth of her

first child she returned to Live Events Industry and began to reconnect with Lighting and Set Design. Her background in project management and resilient attitude meant she was asked to Crew Chief some large shows, and the invitation to be the resident LD at the sadly now closed Ocean venue in Hackney.

Following this she was asked by the Beta Band to Production Design their shows and remained with them until she left the Live Music Industry again to have her second child in 2004. Joanna has designed and managed multiple corporate

events, as an event designer, stylist, floral designer and producer. Since 2008 she has partnered this with production managing and producing large scale outdoor events and festivals.

Joanna has written and developed courses in concept design and Live event planning and production as well as next step and employability with a particular Live Event Industry Focus.



**Marco Sadik**  
Homeboyz Entertainment

Marco Sadik is a Technical Director at HomeBoy Entertainment Ltd. A Kenyan founded events company, which is now one of East Africa's leading Audio-visual, Lighting, Staging, Power and Events Management companies.

Originally from Malawi, Marco started out his career as a chart-topping musician in his home country, which saw him perform twice at the internationally renowned Lake of Stars Music Festival. Driven by a mission to produce and deliver music with a quality sound deep frustration was felt when faced with serious technical audio and skills weaknesses within the sector in Malawi. Seeking his own solution

Marco undertook a course in Audio Engineering through SAE Amsterdam and was awarded a First Class Bachelor of Arts Honors Degree in 2014. Recognising the shortage of training opportunities in East Africa, Marco is a keen mentor to novice engineers and is keen to lead on the improved knowledge and application of state of the art equipment within Africa.

With over 10 years of experience working within the music sector, with a particular focus on Afro-beat infused sounds, Marco is a dedicated audio engineer, recording and performing artist. He is passionate about facilitating the production of high quality music, concerts

and event management utilising his skills to ensure artists and event organisers achieve the best production, both within the studio and during live events at the likes of Sziget festival (Budapest), Bееkѕtejn Pop festival (The Netherlands) and Koroga festival (Kenya). He has worked with acclaimed arts and bands such as, Morgan Heritage, Chronnix, Tarrus Riley, Nayo, Sauti Sol, Bobby Valentino, Keri Hilson, ASA and Richie Spice and Coke Studio Africa Season 5. Other conference clients include The Economist, Magical Kenya Expo, The Financial Times, Facebook and Qatar Airways.

# Speakers



**Morten Büchert**  
Roskilde Festival

Morten has been fortunate to work with Music and in Music Production over the last +20 years in a variety of formats ranging from running his own, professional studio, consultant work, lectures, censoring, producing, engineering, writing, live concert sound and production, composing, teaching and to developing curriculum.

Morten has toured and recorded with Benny Andersen(DK), Bentzon Brotherhood(DK), Bob Mintzer(US), Caroline Hendersen(DK), Brazz Brothers (N), Chris Minh

Doky (DK), Lars Møller, Marcos Valle(BR), Mike Stern(US), Curtis Stigers(US), D'Arcy James Argue(CAN), Kenny Werner (US), Puff Daddy (US), The Rainfall Years(DK), Povl Dissing(DK), Jim McNeely (US), Toots Thielemans (B), Eivør Pálsdóttir(FO), Copenhagen Phil (DK), David Sanborn (US), Stephen Milling (DK), Swan Lee (DK), Tom Harrell(US), Sinne Eeg(DK), David Murray(US), Solomon Burke (US), Copenhagen Phil(DK), Kitty Wu (DK), DR Big Band (DK), Jomi Massage(DK), Rick Trevino(US), Hanne Boel(DK), John Scofield (US), Mads

Mathias(DK), Stavanger Symphony Orchestra(NO) and many others...

Morten holds the following current positions:  
Associate Professor at Rhythmic Music Conservatory, Copenhagen, Head of Programme - Music Production.

Project Manager, at Roskilde Festival, Denmark, RF Sound.

Producer/Sound Engineer at Danish National Broadcasting Corporation - DR, Danish Radio Big Band



**Falco Zanini**  
VPLT

Born in 1962, Falco Zanini has worked in the Entertainment Industry since 1980. Starting as a stagehand in his hometown Hannover in Germany, he continued his career working as a truss construction technician, rigger and crew chief. After some years on the road with Trucking Service Cologne, Falco founded a crew-staffing company focussing on implementing proper safety measures for the crew.

Certified as a „Meister für Veranstaltungstechnik“ (Master of Entertainment Technology), Falco deals

daily with event safety and premises licensing application. Always interested in workplace health and safety, Falco finished the official German OSHA/Health and Safety Executive courses to become Fire Safety Adviser, Health and Safety Advisor and CDM-Coordinator.

Presently Falco works as a health and safety consultant for the entertainment industry. His customers range from small garage-size rental companies up to internationally well-known suppliers. Falco

also regularly speaks at conferences and holds training courses on business-related topics. Another part of his work is conducting premises licensing for concerts and open-air festivals as well as coordinating H+S in respect to CDM-Regulations.

For Falco, interacting with colleagues and transferring knowledge and expertise is very important. Therefore, he is an active member in three trade associations and writes for several magazines including the VPLT-Magazine and Event-Partner.



**Willem Westermann**  
VVM

Mr. BW (Willem) Westermann studied law in Utrecht. Already in his student days, he was preoccupied with organizing and supervising events. Immediately after graduation he went to work for Flashlight Rental BV, a company that specializes in lighting for shows, TV, fairs and events. The interest in everything involved in the event world became wider, resulting in work at Mojo Concerts BV, the country's largest concert organizer. As Head of Production, he was partly responsible for the actual organization of events with tens of thousands of visitors.

Since 2000, Westermann has his own consulting firm. He works for the VVM, the Association of Event Makers. He is chairman of the association PMSE (Dutch association for wireless links for Programme Making and Special Events). In SKEN (the Foundation for the Quality of Events) he promotes the development of quality labels and documents in the event world. He is a member of numerous working groups, steering committees, focus groups and field meetings. Westermann writes legal opinions and standards for the entertainment industry. Many parts of his work have

to do with security, both for workers and the public. As OHS advisor and security coordinator, he has a lot to do with translating the rules into practice in the workplace. He is the author of the Dutch Event Safety Guide.

As a safety coordinator he works for cultural events and the EDM Industry.

# Speakers



**Nii Addy**  
Institute of Leadership &  
Management in Education

NII ARMAH ADDY is a Chartered Management Consultant (CMC), Chartered Professional Administrator (ChPA) and an Educationist. He is the Founder of the Institute of Professional Event Management (iPEM) and the Institute of Leadership and Management in Education (InLaME). His management practice has a unique strategy tailored to improve clients' capability and profitability.

He has over 20 years of industrial experience with a portfolio of high level engagements in public and private sector works. He holds BA (Hons.), two Masters Degrees, and an LLB. He is a doctoral student.

He was a lecturer at the Academic City College (Ghana) from 2009 to 2018, where he also served as a member of the Governing Council, Academic Board, Research Committee and Head of Training, Placement and Alumni Relations. He has facilitated numerous corporate training programmes.

He is published in academic journals and has presented papers at international conferences. He is a co-author of "Leadership Framework for Project Management" (2016) a book published by Lambert Academic Publishing, Germany. He has also authored four (4) other books.

His best seller "Making the Best out of Trade Shows: a definitive guide to marketing trade shows strategies" has received rave reviews of how it has impacted many users. Nii taught Event Management at the Ghana Institute of Journalism (GIJ) and Sikkim Manipal University (SMU Ghana) short courses programme. He also taught Event Management and Reporting at the master's degree level at the Sikkim Manipal University (Ghana).



**Molefi Mohlabi**  
PAMO AND TEAM

PAMO AND TEAM is a 100% Black owned and managed risk management corporation that provides integrated risk management strategies and solutions to the South African Government, business corporations, sports bodies and other organisations that strive to become locally and globally competitive in an environment that demands service quality and excellence.

Our products and services, which are in the form of integrated risk management, professional safety and security, occupational

health and safety training workshops/ road shows, and risk management literature production, are structured to deal with the serious and urgent demands for mitigating losses in the 21st Century business environment. We have a proud and distinguished panel of experts and professionals, who are up to speed with the latest internationally recognised risk management trends, strategies, and resources to develop our services and design them specifically for the South African business environment as well as the African continent.



**Prof. Paul Singh**  
PAMO AND TEAM



**Lucky Thobela**  
SawubonaMusicJam

Lucky Thobela freelanced with various artists and musicians such as Sankomota, Mirriam Makeba, Caphius Semenya, Sipho Mabuse, Jimmy Dluđu, Max Mntambo, Kaya Mhlangu, Splash, Brenda, Moses Khumalo and Moses Moleleka among others. He also directed South Africa's prominent theatre productions such as Umoja (Spear of the nation) and the internationally acclaimed Gumboots.

He travelled the world through his passion and love

for the arts. He shared stage with international musicians such as Avishai Cohen, Marvin Smit Smith, Ludacris and the legendary American drummer Lenny White.

He is the founder of an unplugged music band called 6Mabone that is made out of 2 piece marimba set, Drum kit, Accordion, traditional acoustic guitar and a saxophone.



**Dumisani Nkomo**  
Tshwane North Technical  
Vocational Education and  
Training College Observatory

Dumisani Nkomo is the Chief Executive Officer of Cutting Edge Consultants (Pty) Ltd, an entity he co-founded in 1995. His qualifications include a Bachelor of Science Degree (B.Sc) at the University of Botswana, a Master of Business Administration (MBA) from the University of Witwatersrand and a Doctorate in Business Sciences (Public Management) from the Durban University of Technology. Dumisani has served on several National and Provincial Boards and Councils, these include: Estate Agency Affairs Board (Chairman); South African Property Charter (Council and Board Member); South African Council of

Valuers Profession (Council Member); Gauteng and Limpopo Immigration Boards (Chairman); and Gauteng Development Tribunal (Member and Presiding officer).

Currently, he is the out-going Chairman of Tshwane North Technical Vocational Education and Training College (TNC TVET) whose term ended in April 2019. TNC TVET is one of 50 National public TVET colleges whose focus is on building the necessary skills and technical base for South Africa's economy.

Dumisani is also a part-time lecturer at University of Witwatersrand – School of Governance (WSG) &

Business School (WBS), an engagement or position he has held since 2008. At the WSG & WBS his areas of focus include: Strategy management and implementation (Municipal and Private); Supply Chain management; Stakeholder management and corporate governance; and Policy formulation and implementation.

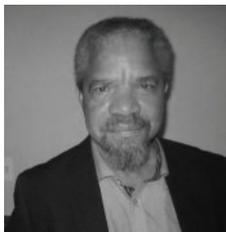
Areas of special focus which were researched and some of which became part of the Doctorate research are: Service delivery / implementation modalities; Monitoring and Evaluation (M&E); Solid Waste Management; and Energy generation from renewable sources.



**Matthew Bate**  
Backstage Academy

Matt joined Backstage Academy in September 2015 from the University of Exeter, where he was Vice-President of the Students' Guild. During his time there, he established areas in his remit as nationally sector leading. He is now oversees the day-to-day operation of all courses, and is responsible for maintaining a high quality student experience and support service. Backstage Academy is a higher education provider in Yorkshire, United Kingdom, which specialises in teaching degrees and short courses for the Live Events Sector.

Through its extensive industry partnerships, Backstage Academy ensures that students are taught on the latest equipment and software, and provides opportunities to work on international music tours, at festivals and in corporate events.



**Prof Andries Oliphant**  
UNISA

Prof Andries Walter Oliphant is a former Fulbright Scholar in Comparative Literature and an award-winning critic and writer on South African literature, art and photography. He is head of Theory of Literature at Unisa and chaired the Arts and Culture Task Group, co-writing the 1996 White Paper on Arts, Culture and Heritage. He was the founding chair of the Arts and Culture Trust (ACT), a Research Fellow at the Mapungubwe Institute for Strategic Reflection and served on the Board of the

International Comparative Literature Association. He wrote the National Strategy for Social Cohesion and Nation Building for DAC and the Diagnostic Report on Nation Building for the National Planning Commission. He chairs the Reference Panel for the Revision of the White Paper on Arts, Culture and Heritage. A former editor of Staffrider Magazine and COSAW Publishing, he is the current editor of the international Journal of Literary Studies and an editorial board member

of several local and international literary and art journals.

# Speakers



**Lumka Dlomo**  
Johannesburg Tourism

Lumka Dlomo is the Marketing Manager at Johannesburg Tourism. A Professional, committed and ambitious Marketer with more than 16 years of extensive and diverse experience within the Hospitality and Tourism Industry.

Ms. Dlomo started her journey with now Tsogo Sun Hotel Group in 2000, moving up the ranks in different departments from Front Office to the Marketing Department. In 2004, she joined Indaba Hotel as the

Sales Executive responsible for the Unions, Government business.

It was in 2007 when an opportunity to be part of newly formed Joburg Tourism Company came knocking. This was an opportunity she couldn't refuse. Ms Dlomo joined Joburg Tourism in March of 2007 as International Business Tourism Executive, in the Convention Bureau Unit. Her responsibilities included bidding for international conferences to be hosted in Joburg amongst others.

Ms Dlomo has built strong relationships with key stakeholders across the board- government and corporate, local, regional and international. She has the knowledge of the City of Johannesburg's Municipal Policies and Procedures.

# Moderators



**Refiloe Lepere**  
Education Panel



**Sizwe Mokoena**  
Technical Production  
Companies Panel



**Tebogo Sithathu**  
Artists Panel



**Rashid Lombard**  
Education Panel



**Tshiamo Mokgadi**  
Theatre Panel



**Zama Qambi**  
Pan Africa Panel

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# BIG or SMALL



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deserves to  
make a  
GREAT  
impression



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