



Festival of Eventing

CENTURY CITY CONFERENCE CENTRE

CAPE TOWN
8 - 9 AUGUST 2025



THE PINNACLE OF EXPERIENCES

AFRICA'S ONLY DEDICATED EVENT
EXECUTION FESTIVAL

POST EVENT REPORT

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THE FESTIVAL OF EVENTING 2025: STEPPING INTO THE FUTURE OF EVENTING IN AFRICA

FOUNDERS' LETTER

When we first dreamt of the Festival of Eventing, we imagined a space where Africa's event professionals could gather to learn, connect, and push the boundaries of what's possible. In August 2025, that dream became a reality.

The Festival of Eventing 2025 was more than a conference — it was a movement. Together, we created a launchpad for changemakers, innovators, and storytellers who are redefining the eventing experience across our continent. Over two unforgettable days at the Century City Conference Centre, we celebrated excellence, explored transformative ideas, and built connections that will shape the future of our industry.

From inclusive design and immersive experiences, to sustainability, AI, and the evolving economic impact of the MICE sector, we witnessed the heart and brilliance of our community on full display.

From the bottom of our hearts, thank you to every delegate, partner, exhibitor, speaker, and supporter who believed in this inaugural journey. Your trust, energy, and presence turned a vision into something far greater than we could have ever imagined.

This is just the beginning. The Festival of Eventing is not simply about events — it's about building a movement that empowers our industry and uplifts Africa's place on the global stage. We are humbled, inspired, and excited to continue this journey with you.

With deepest gratitude,

Betty, Devi, Keshni

The Founders of the Festival of Eventing

“ We celebrated excellence, explored transformative ideas, and built connections that will shape the future of our industry. ”



THANKS TO OUR PARTNERS AND SPONSORS:

Host City: 	Venue Partner: 	Technology: 	Technology: 	Technology: 	Infrastructure:
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Strategic Partners: 			Wine Partner: 	AV Partner:
			Prize Sponsor: 	Preferred Transport Partner:

Creative Impact: 	Luncheon Partner: 	Printing: 	Networking: 	Sustainability: 	Health & Safety:
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Official Media: 	Speakers: 	Inclusive Voice Partner: 	Motivational & Performance: 	Innovative Speaker: 	Staffing Partner:
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Official Entertainment: 	Gift sponsors: 	App Partner: 	Official Swag Bag: 	Creative Agency:
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Execution & Exhibition:

Associations:

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Media:

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FESTIVAL OF EVENTING 2025 – BY THE NUMBERS



ATTENDEES:

350+

Eventurers stepped into the Future of Eventing.



SPEAKERS:

85

Thought leaders, visionaries & industry disruptors shared the stage.

GLOBAL REACH:

Eventurers from 10 countries across 4 continents, including:



AUSTRALIA



BOTSWANA



INDIA



KENYA



NIGERIA



SOUTH AFRICA



UGANDA



UAE



USA



ZIMBABWE

DECISION-MAKER POWER:

50%

Senior Leadership

(Directors, CEOs, Founders, GMs, HODs)

38%

Middle Management

(Brand, Event, Project, Marketing, Sales, Ops)



INDUSTRY REPRESENTATION:

45%

Event Organisers

30%

Suppliers

8%

Entertainment

8%

Corporate

9%

Media, Associations,
PR/Marketing,
Travel/Tourism

THE FESTIVAL FACTOR:

100% COMMITMENT

to showcasing event technology, sustainable solutions & creative brilliance.

PROGRAMME OVERVIEW

Africa's only event dedicated to event execution, built by Event Pros, for Event Pros

The **Festival of Eventing 2025** delivered a world-class programme designed to inspire, challenge, and equip Africa's event professionals for the future. Over two dynamic days, delegates engaged with visionary keynotes, specialised masterclass circles, and powerful fireside conversations led by some of the industry's most influential voices. From international thought leaders to homegrown trailblazers, the speaker line-up delivered fresh perspectives on innovation, leadership, and the future of eventing.



EXPERIENTIAL MARKETING & COMMERCIAL GROWTH

- Integrated Experiential & Personalisation Strategies
- Coordinating Cross-Channel Success
- Immersive Storytelling Design
- Media & PR Secrets

OPERATIONS & EVENT MANAGEMENT

- Enhancing Efficiency in Event Execution
- Event Permitting & Protocol Management
- MC & Speaker Management

PEOPLE, DIVERSITY & LEADERSHIP

- Championing Diversity & Inclusion
- Diverse Voices on Stage
- Advanced People Management

SPECIALISED MASTERCLASS CIRCLES

The specialised masterclass circles offered deep dives into core themes of people, technology, marketing, sustainability, wellness, and operations, while fireside chats created space for intimate, thought-provoking dialogue on the evolving role of human connection and innovation in event design. Together, these highlights reflect the festival's commitment to shaping the future of eventing in Africa and beyond.

SUSTAINABILITY & WELLNESS

- Zero-Waste Event Planning
- Crisis Management & Preparedness
- Wellbeing Sessions

TECH & INNOVATION

- The Future is Phygital
- Game-Changing Event Software
- Securing & Innovating: Future of Event Tech

DISCOVER THE FUTURE OF EVENTING: THOUGHT LEADERSHIP & MASTERCLASS CIRCLES

We've curated an inspiring programme featuring top industry speakers and dynamic masterclass circles designed to elevate your expertise.

Keynote Speakers and MCs Include:



Alan Committie,
MC, Entertainer
South Africa



Iain Morrison,
Co-founder & CEO,
The Imagination
Collaborative,
Australia



Lorne Sulcas,
The Big Cat Guy,
International Speaker,
South Africa



Adam Parry,
Co-founder & Editor,
Event Industry News,
United Kingdom



Nicky Verd,
Digital disruption champion
and author of "Disrupt Yourself
Or Be Disrupted"
South Africa



Dr Vumi Mswel,
Founder
Hesed Africa Foundation
South Africa



Carina Bruwer,
Extreme Marathon Swimmer
Award-Winning Musician
Inspirational Speaker
Creative Entrepreneur
South Africa



Diana McCaskill CMP
Founder & CEO
Fruition Consulting
United States

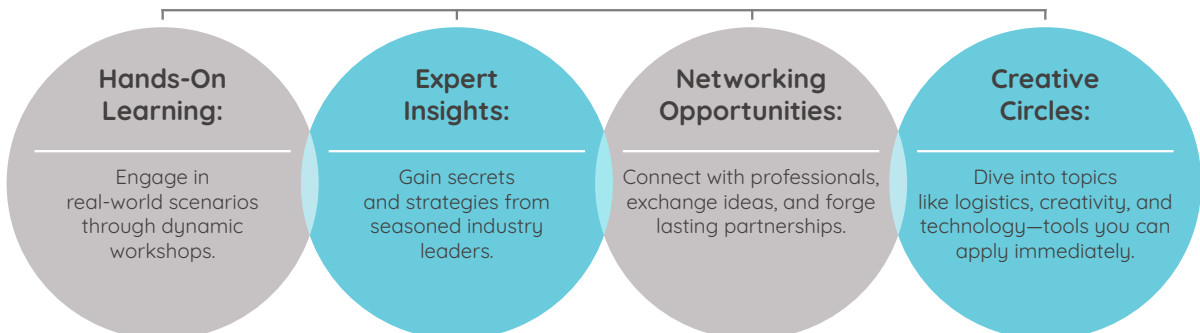


SPECIALISED MASTERCLASS CIRCLES

Welcome to the heart of innovation – our Specialised Masterclass Circles!

These interactive sessions are where the magic of eventing comes alive. Led by expert Circle Hosts, each circle features discussions with specialists focused on the full turnkey event team and vital support functions. Whether you're honing current skills or exploring new roles, these workshops are crafted to expand your knowledge and elevate your game.

What to Expect?



MEET THE PINNACLE COLLECTIVE ADVISORY BOARD

Curated by the industry,
for the industry

The Festival of Eventing is proudly guided by the Pinnacle Collective — an esteemed advisory board of industry leaders whose insights shape our programme and ensure relevance, excellence, and future focus.

These strategic minds represent the very best of the MICE and eventing sector, and their collective experience helps us drive meaningful progress for African events.

ADVISORY BOARD MEMBERS:



Andrew Karanja
Co-Founder &
Director
CIO Africa by DX5
Kenya



Chloe Richardson
Event Advocate &
Head of Content
ELX
United Kingdom



Glenton De Kock
CEO
SAACI
South Africa



Harry Hare
Co-Founder &
Chairman
CIO Africa by
DX5
Kenya



Thoko Modise
GM:
Communications,
Brand South Africa
South Africa



Tshifhiwa Tshivhengwa
CEO
TBCSA
South Africa



Zandri Swartz
Senior Sales
Manager
Century City
Conference Centre
South Africa



Keitumetse Madisha,
Head of Events,
Primedia
Broadcasting
South Africa



**Festival
of Eventing**

MEET OUR SPEAKERS



Yinka Olaito
Executive Director
Centre for Disability
and Inclusion Africa
Nigeria



Dolly Nqonji
Former VP DEI at
Massmart
MD at Lunniko
Consulting
South Africa



Lebo Madiba
Business Influencer
& MD
PR Powerhouse
South Africa



Alderman JP Smith
Mayoral Committee
Member: Safety
Security & Events
City of Cape Town
South Africa



Kunal Malhotra
Regional Sales
Manager
Cvent
India



Kevan Jones,
Exec Director
SACIA & Chair
SABS Technical
Committee
South Africa



Mic Mann,
Founder
Mann Made Media
& Africa's First
Metaverse
South Africa



Shayne Mann,
Founder
Mann Made Media
& Africa's First
Metaverse
South Africa



Ryan Wallace,
MD & Co-founder
We are Africa Do
Not Disturb
South Africa



Peter Kagwa
President
IFEA Africa
Uganda



Dale Hefer
CEO
Nedbank IMC
Conference
South Africa



Bradly Howland
CEO
Alkemi Collective &
President
Public Relations Institute
of Southern Africa (PRISA)



Daniel Silke
Leading Political
Economy Analyst
South Africa



Pamela Xaba
Founder
Nonkosi Creatives
South Africa



Charlotte Kemp
Futurist &
Co-Owner
Red Jacket
Speaker Bureau
South Africa



Tracy Harley
CEO
Espresso Meet Up
South Africa



Londi Khumalo
Managing Director
Niche Partners
& SAACI Board
Member
South Africa



Debbie Tagg
CEO
Smart Procurement
South Africa



Nicky Abdinor
Clinical
Psychologist
Diversity &
Inclusion
South Africa



Wendy Monkley
She'EO
DC Lab Pty Limited
South Africa



Steven Hall
Producer &
Director
Brand Avatar
South Africa



Brooke Greenhill
Managing Director
Elegant
Experience
South Africa



Pieter Geldenhuys
Innovation Expert
Strategist &
Futurist
South Africa



Natalie Naude,
Super Communicator
African Development
Bank Southern Africa
South Africa



Nonnie Kubeka
Head: Gauteng
Conventions &
Events
Gauteng Tourism
Authority
South Africa



Larna Jackson
Managing Director
Event Options
South Africa



Tebatso Kgakge
Executive PR &
Events Producer
Botswana



Dr Morne Mostert
International Keynote
& Advisor on Strategic
Foresight
South Africa



Farirai Mabodza
Founder
Institute of Events
Professionals
Zimbabwe
Zimbabwe



Mo Magic
MC & Entertainer
South Africa



Tamlynne Wilton-Gurney
CEO & Chief Ideas
Officer
IDNA Africa
South Africa



Rudi van der Vyver
Chief Executive Officer
at We Are Events &
We Are Virtual
Board Member: SACIA

The X-Factor:

Entertainment Beyond Expectations

Entertainment at the Festival of Eventing 2025 was more than just a backdrop – it was an immersive experience in its own right. Designed to surprise, delight, and engage the senses, every performance and activation challenged traditional notions of what an “event experience” can be.

From the moment delegates stepped into the festival, there was never a dull moment. The atmosphere came alive with street artists, stage performers, and musicians, each bringing a unique energy that kept audiences buzzing between sessions. Delegates could pause for a massage lounge moment of relaxation, only to be swept back into the action by the unexpected appearance of surprise singing waiters or the wonder of live magic unfolding right before their eyes.

The festival soundscape was just as diverse, offering music for every taste – from soulful melodies to high-energy beats that kept the vibe fresh and inclusive. This continuous rhythm of entertainment transformed transitions and breaks into memorable experiences rather than downtime.

What made this X-factor entertainment truly powerful was not just its variety, but its ability to provoke thought about audience engagement. It reminded us all that event design extends far beyond the stage and programme – it lives in the moments in between. By integrating sensory, emotional, and unexpected elements, the Festival demonstrated how entertainment can elevate connection, create lasting memories, and challenge us as event professionals to reimagine our own approaches to audience experience.

The result? A festival that wasn't simply attended, but felt – every moment infused with surprise, joy, and inspiration.



FESTIVAL OF EVENTING 2025 IN ACTION:

From the very first badge scan to the final toast, The Festival of Eventing 2025 was nothing short of spectacular.

Welcome with a Smile: Registration & Mingle



Day One began with a morning registration that buzzed with anticipation. Early risers put the lightning-fast facial recognition check-in to the test before moving on to the Mingle & Munch Mixer. With coffee in hand, conversations flowed easily as peers reconnected and new connections were made.

FESTIVAL OF EVENTING 2025 IN ACTION:

The Big Reveal: Official Opening Ceremony



Hosted with flair and effortless humour by Alan Committie, alongside the AI co-host Nia, the stage came alive with a powerful performance by Danielle Bitton and the Ithemba Youth Choir. This was followed by the mind-bending illusions of Mo Magic, leaving the audience gasping in awe and grinning with delight in equal measure.

Conversations That Matter: Plenary Sessions & Masterclass



Across the two days, attendees dove into Masterclass Circles, explored bold ideas in plenary sessions, and exchanged insight over networking breaks. Our partners brought the expo floor to life with activations – from the unforgettable Barmotion coffee mugshots to prize giveaways and live demos.

FESTIVAL OF EVENTING 2025 IN ACTION:

Breaking Bread: Old Mutual Sponsored Luncheon



Throughout the day, high-level business matchmaking unfolded seamlessly, creating valuable opportunities for collaboration and growth. Delegates were treated to dazzling on-floor performances that kept the atmosphere vibrant, while carefully curated meals added to the overall experience. A special highlight was the Day One luncheon, proudly sponsored by Old Mutual, where conversations over delicious plates laid the groundwork for partnerships and collaborations yet to come.

Evening Energy: Eventurers Soirée



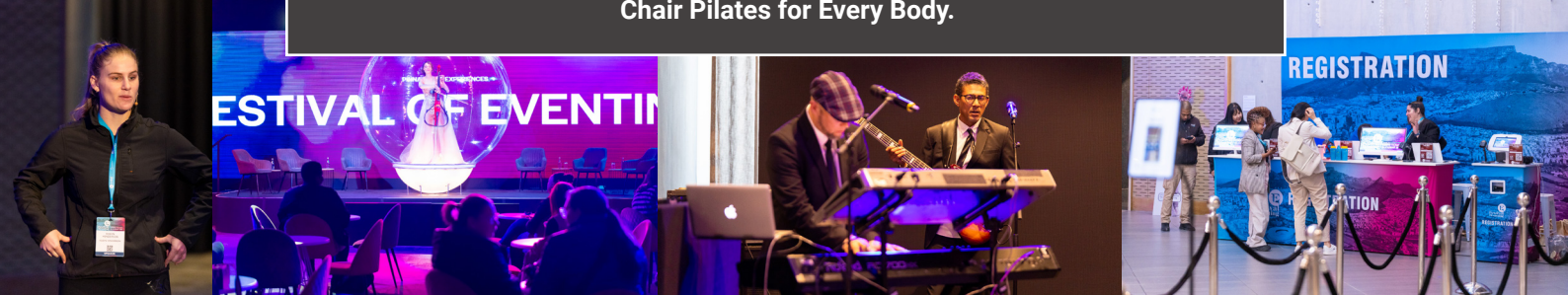
We closed the first day with the Eventurers Soirée, where the atmosphere was electric — a mix of clinking glasses, laughter, and future plans being made under Cape Town's evening sky.

FESTIVAL OF EVENTING 2025 IN ACTION:

A Fresh Start: Wellness on Day 2



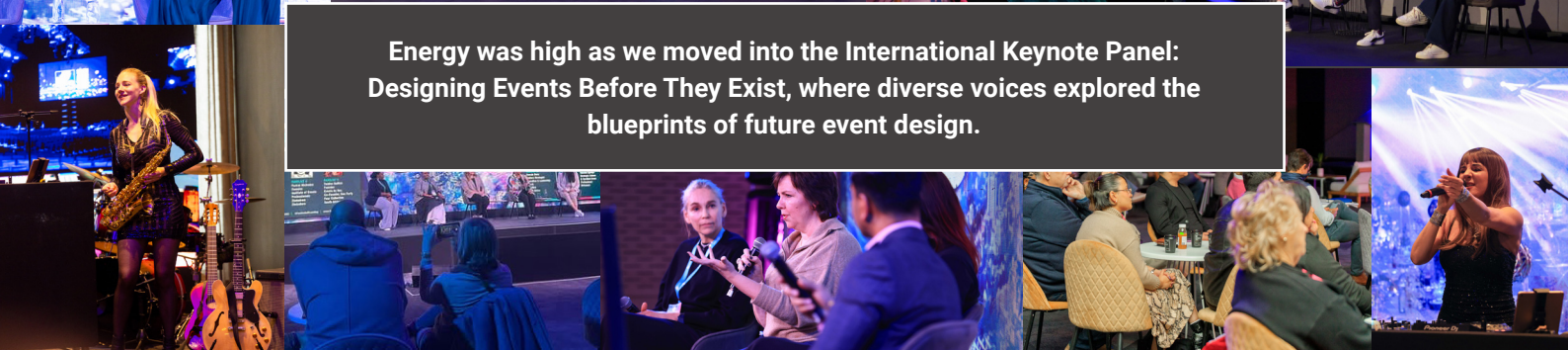
Day 2 began with a breath of fresh air – literally – as attendees joined the Sunrise of Strength & Serenity wellbeing workshop and Chair Pilates for Every Body.



Global Perspectives: International Keynote Panel



Energy was high as we moved into the International Keynote Panel: Designing Events Before They Exist, where diverse voices explored the blueprints of future event design.



FESTIVAL OF EVENTING 2025 IN ACTION:

Wild Wisdom: Lorne Sulcas – The Big Cat Guy



The excitement only grew when Lorne Sulcas took the stage, captivating the audience with lessons from the wild on strategy, resilience, and leadership.

Closing the Circle: Fireside Chat & Send-Off



The Festival closed with a fireside chat exploring the human-tech balance in events, before our Eventurers' Send-Off & Toast brought everyone together one last time to celebrate an unforgettable two days.

FESTIVAL OF EVENTING 2025 – YOUR FEEDBACK

What an absolute pleasure it has been working with you and of course the wider team, on this fabulous and mammoth project. It has been such a blast and an adventure and I'm not sure we will know what to do with ourselves when work starts - I think we will all be a little bit different and then in such a good and enriched way! I cannot wait for what's next.

Paul, Elegant Experiences

Thank you so much for inviting me as speaker to the Festival, I learned so much and connected to so many like minded people which was quite inspiring and empowering

Thoko Modise, Brand South Africa

Was such a great event!! Loved being a delegate for once, conference and entertainment was amazing! Super well done to you guys - it exceeded expectations for us and we are so excited to be part of the journey and the outcomes!

Tracy Harley, Espresso Meet Up

Well done to the whole team for putting this together!! Thank you for seeing what we so badly needed and taking the leap to bring it to life!!

Tamsin Gallick, Event Specialist

We're here at the #FestivalofEventing! 2 days. Cape Town. Serious event industry firepower. If you're in the game, you need to be there

Angelique Smith, Oner at Event Synthesis

Thank you so much for including me in such a standout event. The energy, the people, and the purpose behind Festival of Eventing 2025 made it an absolute pleasure to be part of. A huge credit to you and your phenomenal team! I would be honoured to be part of the story in the future. Festival of Eventing is going to be the event everyone adds to their calendar going forward!

Larna Jackson, MD of Event Options, Conference Registration Solutions

Well done to you and team for a great event. I am getting very positive feedback from all industry peers that were in attendance

Ishmael Atanasi, CEO, GL Events South Africa

The list is endless, you ignited my soul. Amanda and Keshnie thank you for your consistent communication and hospitality. I do not have any negative feedback, and I would be happy to collaborate with you in the future events if the opportunity arises!

Keitumetse Madisha, Primedia Broadcasting

A huge thank you to the Festival of Eventing show team for pulling off such a memorable event. You set the bar sky-high!

Jason Harley, Operations Director at Firehouse Technologies

Grateful to have connected with fellow changemakers, storytellers, and pioneers who are shaping the future of our industry. The energy was electric, the insights were real, and the vision was clear: we're building something bigger than events—we're building movements. Here's to elevating the standard, together.

Jacques Groenewald, ONE39 Central





**Festival
of Eventing**

THE PINNACLE OF EXPERIENCES

AFRICA'S ONLY DEDICATED EVENT
EXECUTION FESTIVAL

SEE YOU IN CAPE TOWN 2026!

To every speaker, partner, and attendee – thank you for stepping into the future of eventing with us.

FOE 2026 will take the future even further – more innovation, more inspiration, more connection.

This was just the beginning...

Partner, Sponsor - Reserve Your Speaking Slot Now!

SPONSORSHIP & PARTNERSHIP ENQUIRIES:

Keshni Reddy
keshni.reddy@festivalofeventing.com

SPEAKER ENQUIRIES:

Devi Paulsen-Abbott
devi.paulsen@festivalofeventing.com

Cape Town, 2026 – where ideas become action, and the future of eventing lives.

www.festivalofeventing.com