

DAY 1 - 26th September 2018

DAY/TIME	TOPICS	PRESENTERS/SPEAKERS	KEY TAKE OUT	INDUSTRY/SUB SECTOR
09h00	NETWORKING			
10h00 - 10h45	<p>The New Film and Television Incentive Amendments The Department of Trade and Industry (the dti) is making an exclusive presentation with regards to the Film and Television incentive program. The guidelines have been amended as one of the key policy levers to enable transformation, growth and job creation in the sector. This is critical to any filmmaker, producer, entrepreneur and administrators within the sector.</p>	<ul style="list-style-type: none"> • Dimakatso Kgomo (Deputy Director - Film & TV Incentives, at The Department of Trade and Industry (the dti)) 	<ul style="list-style-type: none"> • Business strategy • Finance 	<ul style="list-style-type: none"> • TV • Film • Video
11h00 - 11h30	NETWORKING BREAK			
12h00 - 12h45	<p>Funding for Local Entertainment Projects - brought to you by Joburg Theatre With various new and old funding models out there, which one of them are viable today for entertainment industries' entrepreneurs and business? Learn from seasoned creatives and entrepreneurs when they engage with administrators from funding agencies and institutions on how and why looking at funding differently is a viable solution.</p>	<p>Panel Discussion</p> <ul style="list-style-type: none"> • Marcus Desando (CEO: ACT) • Makhaola Ndebele (Joburg City Theatres) • Happy Poee (Rand Merchant Bank) • Greg Maqoma (Vuyani Dance Company) 	<ul style="list-style-type: none"> • Financial Management & Strategy 	<ul style="list-style-type: none"> • Music • Film • Theatre • Dance • Radio • TV
12h45 - 13h30	LUNCH BREAK			
13h30 - 14h15	<p>How Blockchain is Changing the Industry Internationally, blockchain is already a solution to business challenges across industries. What is blockchain technology and what is it already doing for the entertainment industry? Stay ahead and learn about the offerings of the new technology that includes, transparency, security, authentication and cost reduction among other benefits.</p>	<p>Presentation</p> <ul style="list-style-type: none"> • Rohan Isaacs (Norton Rose) 	<ul style="list-style-type: none"> • New Technology • Global Environment 	<ul style="list-style-type: none"> • Music • Film • Theatre • Radio • TV
14h15 - 15h00	<p>Connecting Industry & Corporate Business The ED Ticket Club, in partnership with SAICA ED, is a groundbreaking program that allows small entertainment related businesses the unique opportunity of obtaining support, training and most of all job opportunities. Benefits to the club are plenty and these are unpacked for the first time to the industry and potential funders.</p>	<p>Presentation</p> <ul style="list-style-type: none"> • Sibusiso Nkosi (Saica ED) 	<ul style="list-style-type: none"> • Business Development • Networking • Training • Strategy 	<ul style="list-style-type: none"> • Procurement departments (across industry) • Music • Video • Events • Talent or Artist Management • Production
BREAK	NETWORKING BREAK			
15h30 - 16h15	<p>Deconstructing the African Music Business With a new business approach to their record label Soulistic Music and now Flightmode Digital this young and creative team is reinventing the way business is conducted in the music space. Have they cracked the code? Be the first to learn from global trendsetters, as the talk includes a SEAFRICA exclusive presentation of the much-anticipated GongBox music-streaming app invented by the legendary Black Coffee.</p>	<p>Multimedia Presentation</p> <ul style="list-style-type: none"> • Simukayi Mukuna (Flightmode Digital) • featuring Black Coffee on Video 	<ul style="list-style-type: none"> • Digital App (GongBox) • New Music Business Model • New Strategy 	<ul style="list-style-type: none"> • Music
16h30 - 17h00	Day 1 Conference Closes			
18h30	<p>The Future Of Entertainment</p>	<ul style="list-style-type: none"> • Bjorn Hufkie (South African Tourism) • Neo Makhele (Ogilvy South Africa) • Charles Stuart (PwC Africa – South market) 		

DAY 2 - 27th September 2018

DAY/TIME	TOPICS	PRESENTERS/SPEAKERS	KEY TAKE OUT	INDUSTRY/SUB SECTOR
09h00	NETWORKING			
10h00 - 10h45	<p>The Role Of Cultural Investment In Stimulating Economic Growth In South African Cities South Africa as a country is plagued by an economic that is fast descending into recession. Could it be that our investments are misdirected and that not enough emphasis is placed on investment in the Creative Economy as a catalyst for wider economic impact. The presentation will reflect on both the successes and failures of Cities to position economic growth strategies in line with the growing trend of knowledge based economies driven by creative capital. The presentation will also reflect on critical role of partnerships and collaborations as enablers to the ultimate vision and identity of South African cities.</p>	<p>Keynote • Vuyisile Mshudulu (City of Joburg: Director of Arts, Culture & Heritage)</p>	<ul style="list-style-type: none"> • Business Development • Strategy 	<ul style="list-style-type: none"> • Music • Film • Theatre • Dance • Radio • TV
10h45-11h30	<p>Nurturing Pan African Talent Africa is growing in leaps and bounds with entertainment and inter continental relations have greatly improved and there are those entrepreneurs who have taken advantage of these growth patterns. Waka agency, headed by Rosie Motene is one such pioneering business that has perfected the art of tapping into these new markets by working with and nurturing pan-African talent.</p>	<p>Keynote presentation</p>	<ul style="list-style-type: none"> • New Markets • Management 	<ul style="list-style-type: none"> • TV • Radio • Film • Events
11h30 - 12h00	NETWORKING BREAK			
12h00-12h45	<p>Marketing and PR --Today! Today's marketing communication mix as we know it continues to be challenged and public relations has been somewhat reinvented in the 21st century. Creativity is not lost to the profession, but there is so much more to it than ever before. In this session we learn today's top marketing and PR challenges and, most importantly, how to overcome them from today's top PR experts (with experience in the entertainment industry) and multimedia specialists.</p>	<p>Interviews and Presentations • Marang Setshwaelo (Dreamcatcher) • Julio Garcia (Garcia Media) • Bokang Mabiletsa (Mind Interactive)</p>	<ul style="list-style-type: none"> • Public Relations • Augmented Reality • Virtual Reality • Lead Generation • Digital Marketing 	<ul style="list-style-type: none"> • Music • Film • Theatre • Dance • Radio • TV
LUNCH BREAK	LUNCH BREAK			
13h30-14h15	<p>SA's Independent Disruptive Music Business Models New international music businesses that offer various digital services are on the rise and entering our markets than ever before. What solutions do we have to offer to our own music industry business challenges? We reveal these solutions that need the right attention and the right support as AIRCO shares the stage with proudly South African music business innovators.</p>	<p>Symposium • Stanley Khoza (Airco) and guests</p>	<ul style="list-style-type: none"> • Innovation • Business Development 	<ul style="list-style-type: none"> • Music
14h30 - 15h00	<p>How organisers & promoters create an audience An audience is the lifeline of any event. It makes or breaks a show and subsequently has an impact on the bottom line of the business. With the advent of technology and social media how has the sales and marketing dynamics changed for those responsible for the success of a concert or festival and what are the new tools and best practises used to analyse and pack a house?</p>	<ul style="list-style-type: none"> • DARREN SANDRAS - Head: Marketing and PR at One-Eyed Jack 	<ul style="list-style-type: none"> • Audience engagement, digital tools and tactics, audience • analysis 	<ul style="list-style-type: none"> • Music • Events • Theatre • Festival • Dance
BREAK	NETWORKING BREAK			
15h30 - 16h15	<p>The Growth and Future of African Comedy Arguably the fastest growing sub sector in the continent and it is producing some of biggest international contributors. Some of the brains behind the up surge of the business of comedy share insights, knowledge and their dynamic experiences of the business of comedy.</p>	<p>Panel Discussion • David Kau (Kau Productions) • Donovan Goliath (Goliath & Goliath) • Nina Hastie (Trending SA TV Show) • Takunda Bimha (Johannesburg International Comedy Festival)</p>	<ul style="list-style-type: none"> • New Markets • Business Development 	<ul style="list-style-type: none"> • Comedy • Performing Arts