



MEDIA RELEASE

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Knysna Oyster Festival and Knysna Municipality shares excitement on emerging events Incubator Program

Knysna Municipality and the Pick 'n Pay Knysna Oyster festival embarked on an Event Incubator initiative, which encourages emerging event coordinators/owners to improve their existing skill set and become successful event coordinators. The Pick 'n Pay Knysna Oyster Festival is an ideal platform to launch a program of this nature.

Glendyrr Fick, the Festival Manager says, "the festival received criticism over the fact that the event is not inclusive enough. One of the key objectives of the festival, is to create economic benefits for Knysna through various events. This inspired the concept of the Knysna Event Incubator Program."

Adverts were placed in local publications and on social media to make potential participants aware of the opportunity. We received 11 applications of which 9 were viable, each candidate was interviewed, and 5 candidates were selected from the group. The successful candidates are Oliver Mabukane, Vuvu Ralushe, Anel De Bruyn, Theodore Oelf and Bulelani Memani.

Knysna Executive Mayor Eleanore Bouw-Spies says, "it is great to meet these event co-ordinators who will hopefully develop their skills and companies to take the Pick 'n Pay Knysna Oyster Festival and many other local events into the future ensuring an Inclusive, Innovative & Inspired Knysna. We are excited and can't wait to see the impact of this programme on the 2018 Pick 'n Pay Knysna Oyster Festival."

The program will include accredited Events Management Training, Mentoring support, as well as Marketing and Financial Management training.

The training component will commence in January 2018, and all the candidates look forward to being participants in this initiative.

ENDS

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