

WORLDSPORT produces a Larger than Life J&B Met

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Glamorous outfits have been designed, horses are ready for breakaway and the excitement is electric in Cape Town as WORLDSPORT finalises the details for the event that will go beyond expectations - the 2011 J&B Met.



Creativity has been flowing with new concepts and ideas that are set to make this year's J&B Met the best yet. WORLDSPORT has been contracted by Gold Circle as the event managers of the J&B Met for the last 14 years. In the past few years they have also

become the commercial agents of the event, promoters of the Hospitality opportunities and the Official After party and executive producers of the event Television production.

In 2011 WORLDSPORT took over the hospitality rights, and due to the current changes in hospitality trends, they introduced further options to expand on the historical traditional corporate offerings. The new concept hospitality village includes more options for individuals to experience hospitality in multi-user Bedouin marquees with bars, food and entertainment.



WORLDSPORT, with a 15-year track record in event management, has developed all the event, safety and traffic management plans on behalf of Gold Circle. In addition, this week over 500 people are working on site, erecting marquees, arranging décor, signage, sound, lighting and TV equipment to ensure that the nine main hospitality areas, picnic sites and general areas are set to host over 50 000 guests in style. Event day will see over 3000 staff ensuring it is run with precision and flair.



With the events bold and daring activations that will prove to be truly "Larger than Life" and an International DJ, Fedde Le Grand, ready to mix it up at the Official J&B Met After party, WORLDSPORT is ready to present Cape Town with the best J&B Met ever.



WORLDSPORT are also responsible for bringing you other major events such as the 2010 Cape Town FIFA Fan Fest, The Volvo Ocean Race Cape Town Stopover, The Windhoek Berg River Canoe Marathon, The Pick n Pay Knysna Oyster Festival and the Vodacom Durban July.



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