

PRISM Awards add sensual entertainment, top MCs

The PRISM Awards, taking place on Sunday, 7 April 2013, at the Hilton Hotel in Sandton will indulge all five senses in its guests - from menu for taste, spa treatments for touch, smoking cocktails for smell, décor for sight and African dance and music for hearing.



"The awards honour excellence and are a benchmark for best practice," says Bridget van Holdt, convenor of the PRISM Awards. "This year we are bringing spirited entertainment and lively MCs for an evening of celebration and sophistication."

Radio personality, Bailey Schneider and Simba Mhere, the youngest and newest member of the Top Billing TV show family, will co-host the event.

"Schneider is very passionate about the PR industry and she has the gift of the gab," says von Holdt. "We are looking forward to her personality glitzing up the PRISM Awards."

Bringing personality

Mhere is looking forward to working with his co-host. "I just want to go with things. I'm not bringing a script, I am bringing my personality. I think what the PRISM Awards offer is impressive. It's a wonderful platform for up and coming people such as myself and incredibly beneficial for those in PR and communication."

Daveyton-based entertainment organisation Thelane Theatre Productions will be providing the entertainment for the event. "For us this is a big deal and we are eager to meet leaders in the PR and communication industry," says owner, Neo Maje. "Guests can look forward to a performance of African contemporary dance, with our unique twist of traditional African wear."

Creative Faces, a company specialising in henna art and airbrushing tattoos is adding a new sense of flair to the awards with its 'adventure of colour'. "Guests will have the opportunity to choose from a range of tattoos," explains Surina Botha, owner and main artist for Creative Faces.

Robert Laverge, operations and sales manager at Flair Bar, says, "Our smoking cocktails are a trade secret but what I can tell you that they are like the cosmopolitan drink - but with smoke! We are truly looking forward to meeting fun, wacky people, such as ourselves, in the communication industry."

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