

Port Elizabeth and East London to host BASA Education Programme, supported by Etana Insurance

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The first Port Elizabeth series of workshops in the 2013 BASA Education Programme, supported by Etana Insurance, will take place on 24 April at the Athenaeum, c/o Castle Hill and Belmont Terrace followed by the BASA Basics workshops on 25 April held in partnership with University of Fort Hare Music Department at the Miriam Makeba Centre for Performing Arts in East London and are free to pre-registered participants.

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Businesses will also be able to take part in the focused activities on April 24th by attending a business breakfast at the Ron Belling Art Gallery.

The business breakfast will include national and regional Business and Arts South Africa representatives and will give insight into a number of initiatives aimed at business. These include the first-of-its-kind BASA Arts Sponsorship Management Toolkit, which gives South African businesses a tool to navigating the sponsorship cycle and, ultimately, the ability to measure the effectiveness of arts sponsorship as a strategic part of any business.

"BASA's Eastern Cape roadshow provides a local networking platform for artists and business people in the province, by providing much needed professional development opportunities, and also integral information regarding resources available through BASA" explains Business and Arts South Africa representative in the region - Germaine Gamiet.

The Port Elizabeth BASA Education Programme workshops, supported by Etana Insurance, are divided into two sessions and will cover project management and social media.

24 April, Port Elizabeth (Athenaeum) project management and social media project management: Evert Knoesen - project management lecturer 10:30-11:30 Evert Knoesen is the Vice-President of the Nelson Mandela Metropolitan University Alumni Association and has extensive engagement in the public and NGO sector. He will be giving a project management overview.

Social media: Jason Mark - CEO and founder of floeo 12pm-2pm.

Jason Mark is the CEO and founder of the East London based social media strategy agency, floeo. Jason will navigate the basic tools available on social media platforms as well as share a case study of their work with YouTube sensation and drummer, Cobus Potgieter, and how they used social media to form The YouTube Band.

April 25, East London (Miriam Makeba Centre of Performing Arts) engaging print and social media

Print media: Cheri-Ann James, Daily Dispatch - managing editor 10am - 11am.

Cheri- Ann James is the managing editor of the Daily Dispatch and will guide participants through a session on how to engage print media. From preparing press releases, to persuasive writing techniques, image selection amongst other facets.

Social media: Jason Mark - CEO and founder of floeo 11:30am - 12:30pm.

Jason Mark is the CEO and founder of the East London based social media strategy agency, floeo. Jason will navigate the basic tools available on social media platforms as well as share a case study of their work with YouTube sensation and drummer, Cobus Potgieter, and how they used social media to form The YouTube Band.

BASA Basics - Developing a simple business plan 1pm-2pm.

The BASA Education Programme, supported by Etana Insurance, has seen workshops already held in Johannesburg, Cape Town and Durban.

To be part of the BASA Education Programme, supported by Etana Insurance, and attend these important, insightful and stimulating workshops contact: Jessica Dennison at [or 011 447 2295](tel:0114472295).

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- **14 SA creatives join Cultural Producers Programme** 12 Mar 2024
- **Cultural Producers called to become the creative leaders of tomorrow** 22 Jan 2024
- **Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs** 27 Oct 2023

Business and Arts South Africa



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