

International Tourism Film Festival Africa

2024

Programme



Tuesday 11 June 2024

**Networking Event -17h00 – 20h00
Equinox Restaurant – 1st Floor**

Wednesday 12 June 2024

**Conference & Exhibition – 09h00 – 17h00
Auditorium 6th Floor**

BRAG Day – Social TV

Network & Screening 17h30 – 20h00

Thursday 13 June 2024

**Conference & Exhibition – 09h00 – 17h00
Film & Tourism
Network & Screening 17h30 – 20h00**

Friday 14th June 2024

**Tourism Excursion 08h30 – 17h00 Invite Only
Various – Hartebeespoort
Gala Awards Dinner 18h00 for 19h00 Invite only**



ITFFA / Social TV BRAG Event on 12 June 2024

08h00 -- 09h00 Registration, Teas & Coffees

09h00 -- 09h10 Welcome - Welcome by James Byrne, ITFFA Chairman

09h10 -- 09h15 Formal Welcome & House Rules - Ignatious Mambinge, GM of Hotel Sky

09h15 -- 09h20 MC Introduction -- Samm Marshall, Managing Editor of Social TV

09h20 -- 10h50 Presentations -- Session 1

- AI Host Introduction (30 sec)

- Hilton Theunissen, Managing Director South Africa and VP Global Partnerships, Growth Wheel

- AI Host Introduction (30 sec)

- Manie Van Schalkwyk, CEO of the Southern African Fraud Prevention Service

- AI Host Introduction (30 sec)

- Itumeleng Matlaila, Brand and Marketing Executive with Standard Bank heading the Youth, Mass and Middle

- AI Host Introduction (30 sec)

- Professor Zaheer Hamid, MANCOSA Director: Chief Academic Officer

- AI Host Introduction (30 sec)

- Steven Herbst, Sales & Marketing Director Value Logistics

- Q&A Session (20 minutes) hosted by Samm Marshall

10h50 -- 12h20 Presentations -- Session 2

- AI Host Introduction (30 sec) - Dr Robyn Whittaker, Co-Founder and Director of Africa Voices Dialogue; Collaboration Convener at Kaleidoscope Lights

- AI Host Introduction (30 sec) - Nicole Solomon, Group CSI Manager at AECI Limited

- AI Host Introduction (30 sec) - Gadibolae Dihlabi, Managing Director, LPGSA

- AI Host Introduction (30 sec) - Heidi Edson, CSI Manager, Sun International

- AI Host Introduction (30 sec) - Michaela Guzy, Founder of Oh The People You Meet

- Q&A Session (20 minutes) hosted by Samm Marshall

12h20 -- 12h35 Comfort Break

12h35 -- 14h05 Presentations -- Session 3

- AI Host Introduction (30 sec) - Leona Pienaar, CEO, Mould Empower Serve

- AI Host Introduction (30 sec) - Dr. Veronique Genniker, Director of Pearson Marang Education Trust - AI Host Introduction (30 sec) - Juanita Pardesi, Chief Executive Officer,

- Seriti Institute - AI Host Introduction (30 sec)

- Landi Manala, General Manager, Public Relations Institute of Southern Africa (PRISA)

- AI Host Introduction (30 sec) - Onyinye Nwaneri, Group CEO Afrika Tikkun

Q&A Session (20 minutes) hosted by Diane Naidoo

14h05 -- 14h50 Finger Snack Lunch

14h50 -- 16h15 Presentations -- Session 4

- AI Host Introduction (30 sec)

- Mmabatho Mongae, Data Analyst within the Governance Insights & Analyst Programme from GGA

- AI Host Introduction (30 sec)

- James Byrne, Co-founder ITFFA, International Tourism Film Festival Africa (ITFFA)

- AI Host Introduction (30 sec)

- Matthew Maclennan, Technical Director PANAVISION/PANALUX

- Q&A Session (20 minutes) hosted by Diane Naidoo

16h15 -- 16h25 Vote of Thanks

- Samm Marshall, Managing Editor of Social TV



Conference Overview – 13 June 2024

09h00 – 09h15 Welcome - Introduction and Recap of 12 June 2024

09h15 – 10h15 Session 1 Moderator – Prof Nellie Swart – UNISA

THE ECONOMIC IMPACT OF FILM AND TOURISM TO A REGION INCLUDING TOURISM SERVICES

Film Tourism is more than just a Passing Trend – It has the power to shape economies, create Jobs and Enhance the attraction of travel destinations GAUTENG TOURISM; KZN Tourism & Film - Sithembiso Gigaba; Gauteng Film Commission -Mak Makgoba; Rhino & Lion Park

10h15 to 11h15 Session 2 Moderator: Michaela Guzy – Oh the People you Meet

THE IMPACT OF FILM FOR DESTINATION MARKETING ORGANISATIONS

Timothy Charody; Get Lost Magazine Australia Film - Call K’Gari Home; South African Tourism; Damien Tat Chung; - Mauritian Agency; Esse Akwawa – Accelerate TV – My City, My view

COMFORT BREAK 11H15 TO 11H30



11H30 – 12H30 Session 3 Moderator: Neo Mokuene

LATEST, MOST APPROPRIATE TECHNOLOGY – Speaker: Puma Video & Panalux/Panavision
Zwo Farisini – Film:Casuals – Netflix

12h30 – 13h30 Lunch Break

13H30 – 14H20 Session 4 Moderator: Michaela Guzy – Oh the People you Meet

CREATING AN AWARD-WINNING TRAVEL ADVERTISEMENT –Lessons from Travel and Tourism Brands – Finding Success with Travel Videos

Panel Discussion: Neo Mokuene – Mystic Wolf; Sue Dickenson Demographica; Rhino & Lion Park - Shandor Larenty The Real Deal Campaign Kenya Tourism Board - Martin Munyua

14h30 – 15h25 Session 5 Moderator:Neo Mokuene

PITCH, PRODUCE AND POST A TRAVEL FILM or Wildlife Series – Speakers: Jeandre Strydom, Josh Crickmay, Michaela Guzy – OTPYM Stephan le Roux, People’s Weather Channel;

15h30 – 16h30 Session 6 Moderator: Neo Mokuene

FILMING WILDLIFE DOCUMENTARIES – Panel Discussion – Speakers Jana Muller painted Dog TV ; Nicola Gerrard – Love Africa Marketing; Mathieu Van Goethem – MatVanGeo Pty Ltd

16h30 Vote of Thanks Caroline Ungersbock & James Byrne