



3-DAY EVENT INDUSTRY CONFERENCE
28 - 30 JANUARY 2020

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THE NEED FOR AN EVENT INDUSTRY CONFERENCE



Total spending for events worldwide has reached an average of \$650 billion annually.

The Nigerian hospitality market is set to overtake the rest of Africa as the fastest-growing over the next five years, with a projected compound annual gain in room revenue of 10.5 percent.

The events industry revenue worldwide amounts to 30.3 billion U.S. Dollars. In Nigeria, the events industry happens to be one of the dynamic and fast-growing sub-sectors within the hospitality value chain contributing conservatively over N100billion to the Gross Domestic Product (GDP) of Nigeria annually and potentially has about N1trillion in turnover.

The industry provides jobs for over one million Nigerians within allied-businesses such as event planning, cakes and confectioneries, event photography and video coverage, food and beverage, event styling , decoration, make up artistry and many more service. The surge in the event industry in recent times has attracted many young people to pursue more unconventional career paths.

Undoubtedly, the events industry is one that requires a lot of attention.



WHY THE EVENT XPERIENCE AFRICA?

SUPPORTING STARTUPS

An opportunity to help startups understand and put in place the right structures required to thrive in the events industry as well as help already existing brands create new frontiers.



SHARING KNOWLEDGE

An opportunity to share our knowledge and secrets of the event planning trade as well as business, career building and entrepreneurship.

PROPAGATING NEW TECHNOLOGY

An opportunity to propagate innovations and new technologies that can drive the industry forward.

OUR TARGET AUDIENCE



1

Event startups who want to learn the 'tricks' of their trade required to thrive and remain relevant for long.

2

Already established brands that need to create new frontiers.

3

Event practitioners who want to break away from the norm and do things differently, bigger and better.

4

Anyone that wants to experience the same level of excellence in the biggest and best conferences hosted outside Africa.



The logo features a vertical white bar on the left side. To its right, there are four colored symbols: a magenta plus sign, three red horizontal bars, an orange asterisk, and an orange downward-pointing arrow. To the right of these symbols, the text 'THE EVENT XPERIENCE AFRICA 2019' is written in a bold, sans-serif font. 'THE' is in white, 'EVENT' is in white, 'XPERIENCE' is in white, 'AFRICA' is in white, and '2019' is in orange.

**THE
EVENT
XPERIENCE
AFRICA 2019**

BE MORE, DO MORE, INSPIRING NEW FRONTIERS

The maiden edition of The Event Xperience Africa (TEXA) conference was hosted in Lagos, Nigeria from the 15th – 17th of January 2019 at the Landmark Conference Center. It was themed **“Be More, Do More, Inspiring New Frontiers”**.

The conference had in attendance over 600 participants from Ghana, Sierra-Leone, Ivory Coast, Kenya and other parts of Africa as well as Ibadan, Akure, Abuja, Warri and other states in Nigeria and also the UK.

The conference created a huge buzz as it was the first of its kind in the Nigerian Events Industry with experiential elements, curated discussions cutting across Branding, Finance and Tax, Human Resource, Business Growth, Industry specific trends and innovation amongst others from seasoned speakers such as Mrs. Ibukun Awosika, Chairman First Bank Nigeria; Ziad Raphael Nassar, Founder Once, Lebanon; Mrs. Yewande Zaccheaus, CEO Eventful Nigeria; Kola Oyeneyin, Founder& CEO Venia Group, Mr. Amaechi Okobi, Group Head of Corporate Communications, Access Bank and a host of others.





I had an awesome time yesterday at Texa2019. Thanks to Funke Bucknor and her team for putting up such a wonderful event.

TOSAN JEMIDE, CEO Cakes by Tosan

We are definitely excited about 2019 what a wonderful way to start the year with the TEXA Conference. It was a lot of learning, unlearning and relearning. We are looking beyond all limitations. Doing more and being more. Thank you to the Event Experience Africa & Zapphaire events team for an incredible conference.

AYOMIKUN FALADE, CEO Lala's Management

Wooooooooosh!!! The Event Xperience Africa put together by Zapphaire Events' Funke Bucknor was power packed and an eye opener from learning about the business of events with Triciabiz, Charles O'tudor, Steve Babaeko and many more panelists, to the keynote speech by Ibukun Awosika who spoke about the capacity to do more, the courage to dare new things, character, integrity, checking your circle of encouragers.

GBEMISOLA OMOBOLAJI, CEO Cornucopia Events

The Event Xperience Africa Conference... I learnt so much from the curative classes and the interactive sessions.

HAUWA HASSAN HADEIJA, CEO Wishes Events

**THE
EVENT
XPERIENCE
AFRICA 2020**



35 DAYS OF LEARNING, ENGAGING, & NETWORKING

with the aim of empowering seasoned event professionals and beginners alike empowering to be more and do more at the same time providing them the opportunity to learn, unlearn and relearn.

DAY1

OPENING COCKTAIL

A networking event for attendees, sponsors, and speakers to relax and network.

DAY2

CONFERENCE DAY 1

Keynote sessions, Panel sessions and master classes.

DAY3

CONFERENCE DAY 2 / AFTER PARTY

More sessions and Party afterwards to unwind.

TEXAS OFFERING

AUDIENCE REACH

We are providing a platform
for your brand to engage the
event industry at the point
of leisure and development

Pan-African viewership with over 10 Million Viewers across the Continent. With media partnerships with Radio, Print Media, Cable and Terrestrial TV (DSTv, AIT and Channels Tv, NTA)



500 - 1000
Expected Attendees



500,000
Expected Digital Audience

BRAND ASSOCIATION

**Put your brand in front
row alongside major local
and international brands
at the top of the minds of
prospects**



Associate with the Spirit of Learning and Collaboration that abound during Conferences of this calibre



Positioning your company at the pivotal moment for the Events Industry, where Newbies are about to begin, Intermediates are stepping up a notch and Ol'Gees are handing over and paving the way.



Associate with the Spirit of Learning and Collaboration that abound during Conferences of this calibre

BRANDING & MERCHANDISE



EVENT SPONSORSHIP

SPONSORSHIP PACKAGE

PLATINUM SPONSOR

- Prominent placement of company name and logo on conference communication materials.
- Sponsorship acknowledgement in TEXA advert communications on various platforms.
- Direct Mails and Social Media publicity during the Conference.
- Premium position during the B2B sessions in the Conference.
- Placement of Logo on Step and Repeat Banner.
- Logo display on multimedia screens.
- Branding of one curated session on Day 1 of the Conference.
- Inclusion of Logo on the conference website.
- Access to disseminate information to TEXA database.
- Branding of Conference interior and exterior.
- Full-page advertorial in Conference brochure.
- Inclusion of sponsor-branded souvenirs in TEXA delegate's bags.
- Interview session with TEXA media partners.
- Logo placement in TEXA attendee e-thank you note.

S P O N S O R S H I P P A C K A G E

DIAMOND SPONSOR

- Prominent placement of company name and logo on conference communication materials.
- Sponsorship acknowledgement in TEXA advert communications on various platforms.
- Direct Mails and Social Media publicity during the Conference.
- Premium position during the B2B sessions in the Conference.
- Placement of Logo on Step and Repeat Banner.
- Logo display on multimedia screens.
- Co-branding of one curated session on Day 1 of the Conference.
- Access to disseminate information to TEXA database.
- Branding of Conference interior and exterior.
- Inclusion of Logo on the conference website.
- Half-page advertorial in Conference brochure.
- Inclusion of sponsor-branded souvenirs in TEXA delegate's bags.
- Interview session with TEXA media partners
- Logo placement in TEXA attendee e-thank you note

SPONSORSHIP PACKAGE

GOLD SPONSOR

- Placement of company name and logo on conference communication materials.
- Sponsorship acknowledgement in TEXA advert communications on various platforms.
- Direct Mails and Social Media publicity during the Conference.
- Strategic positioning during the B2B sessions in the Conference.
- Placement of Logo on Step and Repeat Banner.
- Logo display on multimedia screens.
- Co-branding of one curated session on Day 1 of the Conference.
- Inclusion of Logo on the conference website.
- Branding of Conference interior and exterior.
- Access to disseminate information to TEXA database.
- Quarter-page advertorial in Conference brochure.
- Inclusion of sponsor-branded souvenirs in TEXA delegate's bags.
- Logo placement in TEXA attendee e-thank you note.

S P O N S O R S H I P P A C K A G E

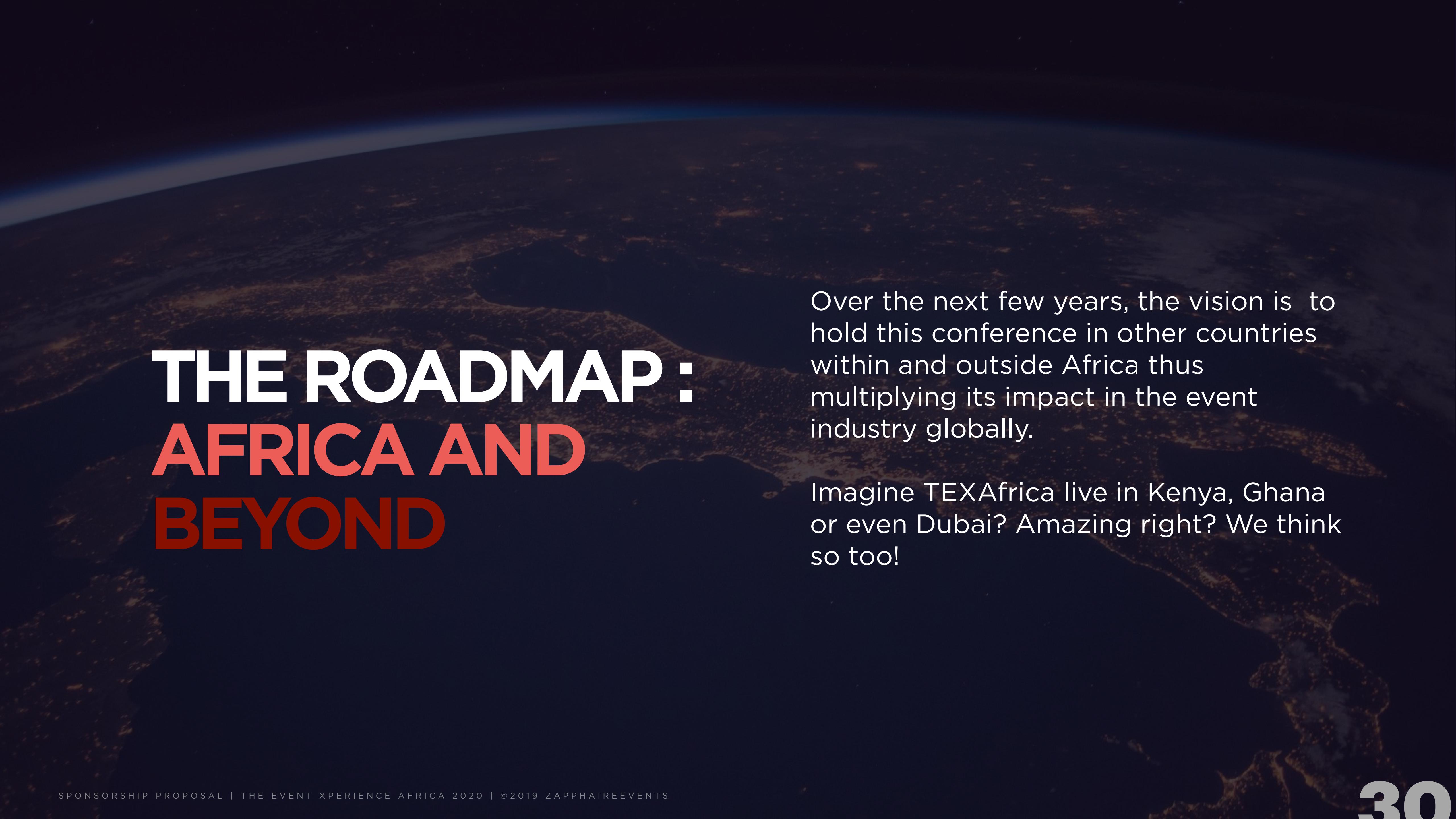
SILVER SPONSOR

- Placement of company name and logo on conference communication materials.
- Social Media publicity during the Conference.
- Slot Allocation during the B2B sessions in the Conference.
- Placement of Logo on Step and Repeat Banner.
- Logo display on multimedia screens.
- Inclusion of Logo on the conference website.
- Branding of Conference interior and exterior.
- Quarter-page advertorial in Conference brochure.
- Inclusion of sponsor-branded souvenirs in TEXA delegate bags.
- Logo placement in TEXA attendee e-thank you note

S P O N S O R S H I P P A C K A G E

BRONZE SPONSOR

- Placement of company name and logo on conference communication materials.
- Social Media publicity during the Conference.
- Slot Allocation during the B2B sessions in the Conference.
- Placement of Logo on Step and Repeat Banner.
- Logo display on multimedia screens.
- Inclusion of Logo on the conference website.
- Logo placement in TEXA attendee e-thank you note



THE ROADMAP: AFRICA AND BEYOND

Over the next few years, the vision is to hold this conference in other countries within and outside Africa thus multiplying its impact in the event industry globally.

Imagine TEXAfrica live in Kenya, Ghana or even Dubai? Amazing right? We think so too!



Funke Bucknor-Obruthe CONVENER

Funke Bucknor-Obruthe is the Chief Creative Director of the Zapphaire Events Group (comprising of Zapphaire Events Limited and the Zapphaire Events Training School) and the current CEO of Zapphaire Events Limited. Funke is a seasoned event planner with over 15 years experience in the event industry.

She has been featured in several local and international media platforms including Forbes Woman Africa, BBC Inspirational Women in the World (2016), and she was also featured on CNN Inside Africa Weddings in Nigeria amongst many others.

Funke is a highly regarded speaker who seeks to impact and influence the lives of people. She has spoken at various seminars, workshops and conferences within Africa and globally. Her dynamic personality in the events industry has given her recognition on the continent and globally. She is a seasoned author who has published 'The Essential Bridal Handbook', a first-of-its-kind book for the African market with emphasis on Nigeria.

Funke has a YouTube series, 'Funke Says' which teaches every aspect of the events planning process, challenges they face, and the critical decisions they make. She was selected as one of the top 10 wedding planners from across the continent, and was hosted by the King of Dubai in 2016. She holds an LLB Degree in Law from the University of Lagos and a BL from the Abuja Law School.

She is regarded as one of the top 3 wedding planners from across Africa, and was recently made a member of the Advisory Board for Destination Wedding Planners Congress (DWP). She has won several awards such as:

- Excellence and Leadership Award for professionalism and dedication to the event community in Africa.
- APPOEM 2017 recognition and continuous support Award to the Nigeria Events Industry.
- The Future Awards for Entrepreneur of the Year.
- The Wedding Planner Magazine Award for Wedding Planner of the Year.
- Awards for Outstanding Contribution to the Events Industry.
- She is also a founding member of APPOEM (Association of Professional Party Organizers and Events Managers of Nigeria)
- An associate member of Wimbiz (Women in Management and Business).
- An alumnus of Enterprise Development Centre of the Pan African University.
- Alumnus of the Future Awards Africa.

Funke loves to read, write, and travel. She has a huge passion for event planning and loves to create memorable experiences for her clients.

ZAPPHAIRE

E V E N T S

10+ years

1,000+ interns

2,000+ trainees



Zapphaire Events is the pioneer events planning company in Africa and for many years has continued to set the trend for event architecture and design in Nigeria.

For over a decade, we have groomed and mentored about 1,000 young people through our robust and targeted internship program. many of them have now become giants in the industry as well as employers of labour. Over the last nine years we have also trained over 2,000 people, many of whom are thriving in the industry.

This is also why we published our Bridal Handbook, started the #FunkeSays vlogs, and put together a Zapphaire Connect Series to share our knowledge and secrets of the event planning trade as well as business, career building and entrepreneurship in general.

Doing all these brings us joy and helps fulfil one of our promises to create an enabling environment and build an ecosystem while impacting lives and laying down a legacy.

And now, with a sense of excitement, we are launching 'The Event Experience Africa - a 3-Day Conference - that will unveil secrets in the Events industry, build new value-chains and as a whole drive its activities forward.

Get in Touch today

Funké Bucknor-Obruthe
CONVENER

+234 802 412 7725
+234 805 219 9654

info@zapphaireevents.com

26, Daniyan Natalie Road, off
Adebisi Ogunniyi, Lekki Phase 1,
Lagos.

371, Borno Way, off Spencer Street,
Yaba, Lagos.



@theeventxperienceafrica

www.texafrica.com