

The world needs your help – join “We Make Events

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The South African Live Events Industry is invited to stand with industry players across the globe, most of whom are still unable to work during this time, as they raise awareness at the #WeMakeEvents campaign – please join them on 30 September at 8pm local time.

While you may want to get straight back to work, or quite possibly, need a new wind in your sails in regards to motivation, please consider playing, even a small role, in #WeMakeEvents campaign.

“We know the South African industry stood together for #LightSAred and #Flightcasemovement, and we thank you for that,” said Sharif Baker, Chairperson of the TPSA and spokesperson for #LightSAred. “Now your contribution to standing with the world could be as simple as lighting

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your office or home in red, with a single white light pointing up to the sky. It could also be a team effort between a technical supplier and a venue, to make a contribution that will reach across our shores.”

Kagiso Moima Wa Masimini, is the owner of rental company Blackmotion, founder of #Flightcasemovement and co-founder of #FeedourCrew. Working to raise funds for freelancers who were unable to generate an income during the Covid-19 lockdown, Kagiso knows how important it is for people to be able to work. “When the governments from each country realize that events can be hosted safely, it will build both the economy and give their citizens a positive state of mind,” said Kagiso. “When the world returns to carefully hosting events, the positive effects will even reach us here in South Africa. We all need this in the long run.”

#WeMakeEvents campaign is being run by a large and growing industry collective of trade bodies, businesses and freelancers, as well as an increasing number of countries who are affected by the shutdown, all working together. It spans online and social messaging, video, case studies and legal outdoor events to gain media attention, with specific creative actions and activities hosted internationally.

On Wednesday 30th September, the [#WeMakeEvents](#) campaign goes global! Around the world at 8pm local time, thousands of buildings, venues and structures will [#LightItInRed](#) alongside unique projections, art installations and outreach to government to raise awareness of the live events sector.

This is just one of many creative activations to be announced, so be sure to [#StandAsOne](#) with your event industry colleagues in your local city, to ensure your government hears your call for urgent support – together we will make an impact.

Here’s how you can get involved...- Register your venue to [#LightItInRed](#): shorturl.at/cwGOS
- Visit the website for further information: www.wemakeevents.com
- Follow the hashtag [#WeMakeEvents](#) and share our posts. If you would like to get in touch with the team please email info@wemakeevents.com