



Essence of chic

Trendy events for the urban in-crowd are his speciality.

Allison Cooper talks to young up-and-comer Tebello Motsoane about creating spectacular brand-builders.

A GLITZY EVENT THAT'S COOL, sophisticated and has the 'happening crowd' clamouring for invitations may leave guests battling the morning-after blues. But the buzz created by a gathering of like-minded individuals will live on long after dry mouths have disappeared and fuzzy heads have cleared.

That's the beauty of a well-put-together event, believes 27-year-old Tebello Motsoane, the owner of Johannesburg-based Showlove Event Management. "They create wonderful memories which are then long associated with the brand involved. An amazing vibe, sponsored by a specific brand, will earn continued and positive mileage simply through word of mouth," he says.

In 2007, tired of complaining about the less-than-satisfying offerings on the social scene and disheartened by the cheap image of hip-hop and the urban lifestyle, Motsoane started Showlove. "My plan was to provide a platform for talent, brands and consumers to merge through events and activation," he says.

While targeting the urban youth market for its own events, Showlove also taps into specific audiences for its clients' activities. "We have an extensive database that we tap into to ensure the correct target market aligns with a particular brand's event. It's about demographics, but also consumers' values and needs," explains the man described in a recent consumer magazine as: being "at the cutting edge of SA's PR and entertainment industry".

The client brief

The audience to be garnered depends on the client brief. "I need to know what the client has tried before, what they are willing to do in terms of out-of-the-box solutions, how creative we are allowed to be, what the budget is and what the deadlines are," he explains. Whilst some clients provide a strategy that he merely executes, others allow free rein. Budgets can range from almost zero to R1.2-million.