

## TOURISM KWAZULU-NATAL

# HOW TO STAY IN BUSINESS DURING COVID-19

Date 5 AUGUST | Time 14:00 – 15:00

### TOPICS TO BE COVERED BY SPEAKERS:

- Making sound decisions for your business in distress
- How can African tourism SMEs better adapt in a digital world

Seeza Tourism SME Network is partnering with TKZN to present #StayinBusiness – business insights sessions. The webinar is aimed at tourism entrepreneurs and SMEs.

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### MODERATOR

**Septi M Bukula** – Founder of Seeza Tourism SME Network

Septi M. Bukula is a nationally recognised specialist in entrepreneurship and SME development policy in South Africa. He has undertaken numerous SME policy and programme advisory assignments in South Africa and other African countries. He regularly hosts prominent international conferences focusing on a broad range of SME development issues. In 2017 he established Seeza Tourism SME Network to promote the interests of tourism SMEs, with particular focus on facilitating domestic and international market access. In 2014 his company, Osiba Management, received South African Tourism's coveted Lilizela Tourism Award.



### PRESENTER 1

**Christoff Oosthuysen**  
Founding CEO of Entrepreneurial Planning Institute

Christoff is a leading entrepreneurial coach, facilitator and Certified Business Advisor with 24 years of experience in working with start-up entrepreneurs, small business owners, social entrepreneurs and the practitioners supporting them. He launched, grew and sold his own businesses, mainly in the media industry, which allows him to apply his practical experience as a business owner to support other entrepreneurs and practitioners. As Founding CEO of the Entrepreneurial Planning Institute, he is active in the shaping of a conducive entrepreneurial ecosystem in South Africa. He also serves as trustee of The H-Web Foundation and on the executive committee of Friends of Vista Nova.

**TOPIC:** "HOW TO #STAY\_IN\_BUSINESS - MAKING SOUND DECISIONS FOR YOUR BUSINESS IN DISTRESS"

**Description:** Some decisions are hard and painful, especially when it is forced on you by external circumstances out of your control such as the COVID-19 pandemic. But you can learn how you may make sound decisions to respond to the distress your business is experiencing due to lockdown and changed customer behaviour. You will be introduced to a proven decision-making framework to give you, as the owner of a distressed firm, the best chance of recreating a feasible and profitable business – either by reinventing your existing business, or by starting a new business ready for a new future.



### PRESENTER 2

**Maggie Mutangiri**  
Founder and Director of Travel Africa Network

Travel Africa Network is a leisure, travel & tourism company and a 24 hour satellite television channel dedicated to promoting tourism and hospitality in Africa. In early 2020, Travel Africa Network contracted with Eutelsat to become the first African travel channel to broadcast dedicated high-quality digital TV content to 135 million homes in Western Europe, Eastern Europe, Middle East and North Africa on HOTBIRD 13° East which forms one of the largest satellite broadcasting footprints in EMEA

**TOPIC:** HOW CAN AFRICAN TOURISM SMEs BETTER ADAPT IN A DIGITAL WORLD.

**Description:** With COVID-19 continuing to remain a major challenge in our daily lives and in particular for the tourism industry across Africa, a sector that contributes greatly to the continent's GDP and a creator of jobs, we believe the time to get creative is now. The tourism industry needs to shift marketing strategies in order to stay afloat and be ready for the next phase or be it the "New Normal". As the tourism industry works hard to recover from the impact of the current pandemic, how can tourism SMEs better adapt in a digital world to ensure their brands remain competitive, increase visibility and attain growth.