



MUSIC AND
LIFESTYLE
EXPO

Programme

DAY 1 | 10 NOVEMBER 2023 | MUSIC & LIFESTYLE EXPO PROGRAMME

FACILITATOR: BRENDA SISANE

TIME	FORMAT / TOPIC	DURATION
09:00 – 09:45	Official Opening Ceremony Showcasing MLE Background and Purpose: Theme ~ Music Industry in the 21st Century Opening Ceremony Multimedia Presentation	45 Minutes
10:00 – 11:00	Masterclass: A career in entertainment is a marathon, not a sprint – here's why!	60 Minutes
11:15 – 12:00	Panel Discussion: Generative AI and Copyright law	45 Minutes
12:15 – 13:00	Presentation: Funding in the Digital Era	45 Minutes
LUNCH TIME – WITH ACTIVATIONS		
13:00 – 14:00	Lunch Time Masterclass J'Something	1 Hour
AFTERNOON ACTIVITIES – 10 NOVEMBER 2023		
15:00 – 18:00	Showcase Time: Exhibitors & Sponsors Happy Hour Surprise Artists Appearances	3 Hours
SUNDOWNER LIVE PERFORMANCE – 10 NOVEMBER 2023		
18:00 – 18:15	MC/Host Opening: Somizi Mhlongo:	15 Minutes
19:15 – 20:00	Opening: Ami Faku	45 Minutes
20:30 – 21:30	Main: Zonke Dikana	45 Minutes

DAY 2 | 1 NOVEMBER 2023 | MUSIC & LIFESTYLE EXPO PROGRAMME

FACILITATOR: BRENDA SISANE

TIME	FORMAT / TOPIC	DURATION
10:00 – 10:45	Lifestyle Conversation: Responsible Lifestyle Mother and Daughter led Business Case	45 Minutes
11:15 – 12:00	In Conversation with the Chefs : In Conversation with the Chefs : Contemporary African Cuisine	45 Minutes
LUNCH TIME – WITH ACTIVATIONS		
12:30 – 13:30	Lunch Time Masterclass J'Something	1 Hour
13:45 – 14:30	Live Demo A twist of Africa (Live Culinary Demo)	45 Minutes
AFTERNOON ACTIVITIES – 11 NOVEMBER 2023		
14:30 – 15:15	Music and Lifestyle Expo Activation Hour	45 Minutes
15:15 – 17:00	Exhibition & Sponsors Showcase Time: Exhibitors, Sponsors and Partners Happy Hour	2 Hours
SUNDOWNER LIVE PERFORMANCE – 11 NOVEMBER 2023		
18:00 – 18:15	MC/Host Opening: Somizi Mhlongo:	15 Minutes
19:15 – 20:00	Opening: Mi Casa	45 Minutes
20:30 – 21:30	Main: Shekhinah	45 Minutes
22:00 – 00:00	Closing DJ Choice	45 Minutes