



Events & Communications

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Media Release

We can't all play for SA, but we can be cheerleaders – Kadoro

Business people might have little chance of playing for Bafana Bafana in the World Cup, but they can score 'goals' for South Africa by becoming unofficial cheerleaders for the nation, team and event.

That's the positive perspective of one business owner-cum-cheerleader who's been at it for months – Amanda Rogaly, who leads the team at Kadoro Events & Communications, one of the country's top event management companies.

"You get something out of the World Cup by putting something in," says Amanda. "Some of us kicked off as 'cheerleaders' months ago, but it's never too late to start.

"Embrace the event and the aspirations of the nation and the pay-off in terms of goodwill and staff motivation will be huge.

"I see myself and my company as an extension of South Africa's marketing arm. It's great for morale and your company's sense of mission."

Kadoro has won business as an organiser of client events linked to screenings of the final. However, the World Cup commitment pre-dates contract gains by several months and staff buy-in extends way beyond work on World Cup business.

Every Friday is soccer-shirt Friday at Kadoro. The company hangs South African flags from its balconies and all staff members do the Diski Diski dance.

"We are so lucky to have this opportunity in South Africa," says Amanda. "I constantly communicate this mind-set and optimism to staff, clients, suppliers and the general public.

"This is not only an opportunity to show off South Africa, but to show off South African hospitality and the vibe of its people.

"There is too much negativity around this event. I'm the eternal optimist, a cheerleader for South Africa. Wear a smile today and you get a chance to smile for years to come

because if we win the hearts of our visitors and visiting media, the long-term gains in leisure and business tourism will play out for the rest of decade.”
Ends

About Kadoro Events and Communications:

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues.

Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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