

Kadoro kicks off new ventures

World Cup year is ideal for kicking off entrepreneurial initiatives whether linked to the FIFA tournament or not, according to fast-growing Kadoro Events & Communications.

The proactive event industry leader has announced a high-profile ventures with strong audience appeal – the Pxl_shft Photoshop series of workshops targeted at the creative community followed by Soccer Mania, a fitting finale to the Big Soccer Tournament in South Africa

Kadoro owner Amanda Rogaly says: “Economic recovery and the World Cup-effect have combined to create opportunities that would excite any entrepreneur. It’s a receptive environment and we have had great response to both our Soccer celebration and the Pxl_shft Photoshop series.

“Our policy was to be proactive and make things happen rather than wait for recovery to come to us. The strategy is working beautifully.”

Kadoro has partnered with my main mojo to launch Pxl_shft, an independent high-end Photoshop conference that builds on the excitement created among design professionals by the recent launch of Adobe CS5 and opportunities for incorporating CS5 and older versions of CS.

The scene was set for Pxl_shft by the hugely successful photographer’s festival in Bethlehem in March. The first Pxl_shft conference takes place in Johannesburg on May 8, followed by the Cape Town conference on May 14 and a Durban event on May 21.

Soccer Mania is corporate celebration, party and chance to view the last Soccer game all rolled into one. An upmarket ambience has been created, though prices are way down on those faced by corporate groups that attend the final on Sunday July 11 at Johannesburg’s Soccer City Stadium.

Kadoro offers a dazzling alternative in a unique setting , complete with theme cocktails, hostesses, a dance-and-party area, informal business networking zone, big screen viewing and after-game celebrations with music from South Africa’s hottest party band.

The supply of food and beverages is constant; so is security.

Says Amanda: “This is an affordable corporate option in a spectacular setting. The views over the Johannesburg skyline are stunning. There is enough

distance between our central location and Soccer City to avoid traffic problems and crowds.

“Yet corporate guests are still part of the vibe and close to an historic event. Soccer Mania is a high-profile, no-hassle alternative to the congestion of Stadiums – and will be a fitting climax to South Africa’s month-long soccer extravaganza.”

- **Soccer Mania tickets are available from Kadoro. For information on Pxl_shft ticket pricing, speaking opportunities and portfolio showings visit www.creativeweek.pro.**