

# New accounts for Havas Sports & Entertainment

Havas Sports & Entertainment conceptualised and managed and implemented the DStv BoxOffice launch to media and key stakeholders.

Motivational speaker Bob Proctor (of "The Secret" fame) will be in South Africa end October into November. Havas Sports & Entertainment has been appointed by the rights owners to manage and implement the gala dinner for 1500 guests and seminar for 2500 delegates.

Havas Sports & Entertainment's sister company Euro RSCG has been appointed by Peermont Global business. Havas Sports & Entertainment has rolled out the first off-complex activation for Emperors Palace in their Epic Challenge Promotion.

Recently Havas Sports & Entertainment managed the PR and event operations for the Volvo Fashion Finale at Urban Tree which saw the grand reveal of accessories and couture items designed by three of South Africa's top designers, Nkhensani Nkhosi, David Tlale and Gert-Johan Coetzee. Havas Sports & Entertainment has also been appointed by Volvo to manage their stand at the Joburg International Motor Show where Volvo will be launching their new brand strategy "Designed Around You" to the South African market.

For more, visit: <https://www.bizcommunity.com>