

Media Release

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NEW PLATFORM TO ENABLE NETWORKING FOR ENTREPRENEURS

The **Golf4Fun** Entrepreneur Exhibition Platform (GEEP)

The Golf4Fun Entrepreneur Exhibition Platform (GEEP) is a programme for small, medium and micro enterprises (SMMEs) to showcase their businesses to audiences that attend Golf4Fun events enhancing their opportunity for business networking, brand profiling and sales.

The purpose of this platform is to ensure exposure for SMMEs to potential clients, partners, suppliers, customers and consumers. This gives businesses that may not always have significant marketing investment (due to limited resource) an opportunity to showcase their businesses to a captive audience.

Because Golf4Fun is primarily a business networking platform, most of the people who attend the event come with the mentality to seek opportunities in business, making this platform a super opportunity for small businesses to interact productively with the potential of economic gain.

GEEP is currently free to all entrepreneurs who qualify. The qualification criteria is as follows:

- Majority black owned (>51%)
- Small i.e with an annual turnover below USD\$1,000,000
- Aligned with industry sector requirements for the event

Businesses interested in participating in the GEEP must register via the Golf4Fun events team and submit an application to participate. Once this is reviewed, and they are accepted they are invited to showcase their businesses.

The platform comprises a typical expo style stall for each business in a dedicated area during the event. Entrepreneurs have opportunity to set up shop and interact with guests attending the event as well as sell their products if they wish. Each entrepreneur then also has the opportunity to showcase their business on the event programme via a short interview and presentation. Guests also vote for their favourite business on the day and the entrepreneur wins a free video interview profiling them and their business for use on social media.

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About Golf4Fun:

Golf4Fun is a social golf network for business people and professionals interested in networking, socialising and travel. The platform is suitable for anyone wanting to learn golf, improve their game or just socialise and travel, even if they have never played golf before or have no equipment yet. Launched in December 2013, Golf4Fun is one of the fastest growing platforms in South Africa enabling people from different business backgrounds to socialise and network whilst learning and playing golf. The main offerings are;

1. Social Golf Days that include a networking event and live entertainment,
2. Golf4Fun Getaways; a weekend travel experience that combines golf, networking and tourism,
3. Private and Corporate events suitable for both golfers and non-golfers.

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