



ALEIT[®] EVENTS

OUR PORTFOLIO

ABOUT US

The Aleit Group, trading as Aleit Events, established in 2002, is a fully-fledged turnkey solution events agency that:

- *Conceptualises
- *Plans
- *Executes high-level event projects, aligned to the client's deliverables

As leaders in the private and corporate event industries in South Africa, we pride ourselves in:

- *Our unsurpassed attention to detail, regardless of whether the event is traditional or virtual
- *Our immeasurable level of service
- *The "Aleit standard" we have become known for

Aleit Events takes care of all the planning and event management, ensuring each event is not only distinctive, but within budget.

The Aleit Events Team

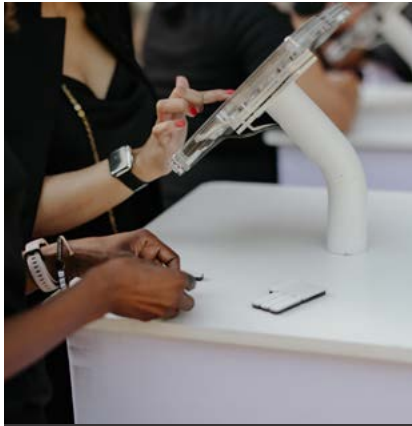


EVENTS WE DO

Aleit Events has an unmatched knack for turning run-of-the-mill events into unforgettable celebrations and experiences.



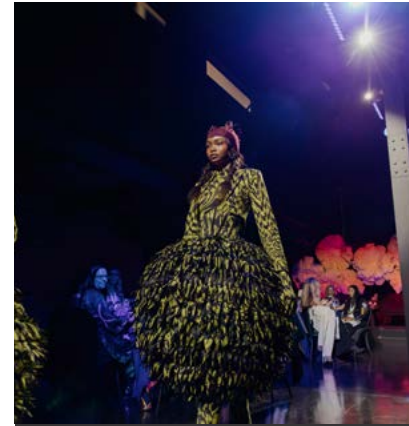
PRODUCT LAUNCHES



SEMINARS



TEAM BUILDING



THEMED
CELEBRATIONS



VIP EVENTS



AWARD
CEREMONIES



CORPORATE
CELEBRATIONS



DIGITAL
ACTIVATIONS



CORPORATE
CONFERENCES



PRIVATE EVENTS

EVENT PORTFOLIO



Annual event

ABSA CHAMPAGNE FESTIVAL

FORMAT/SEATING STYLE: Hospitality, Lounge & Cocktail Seating

PAX: 1500

THEME: Luxury at its best

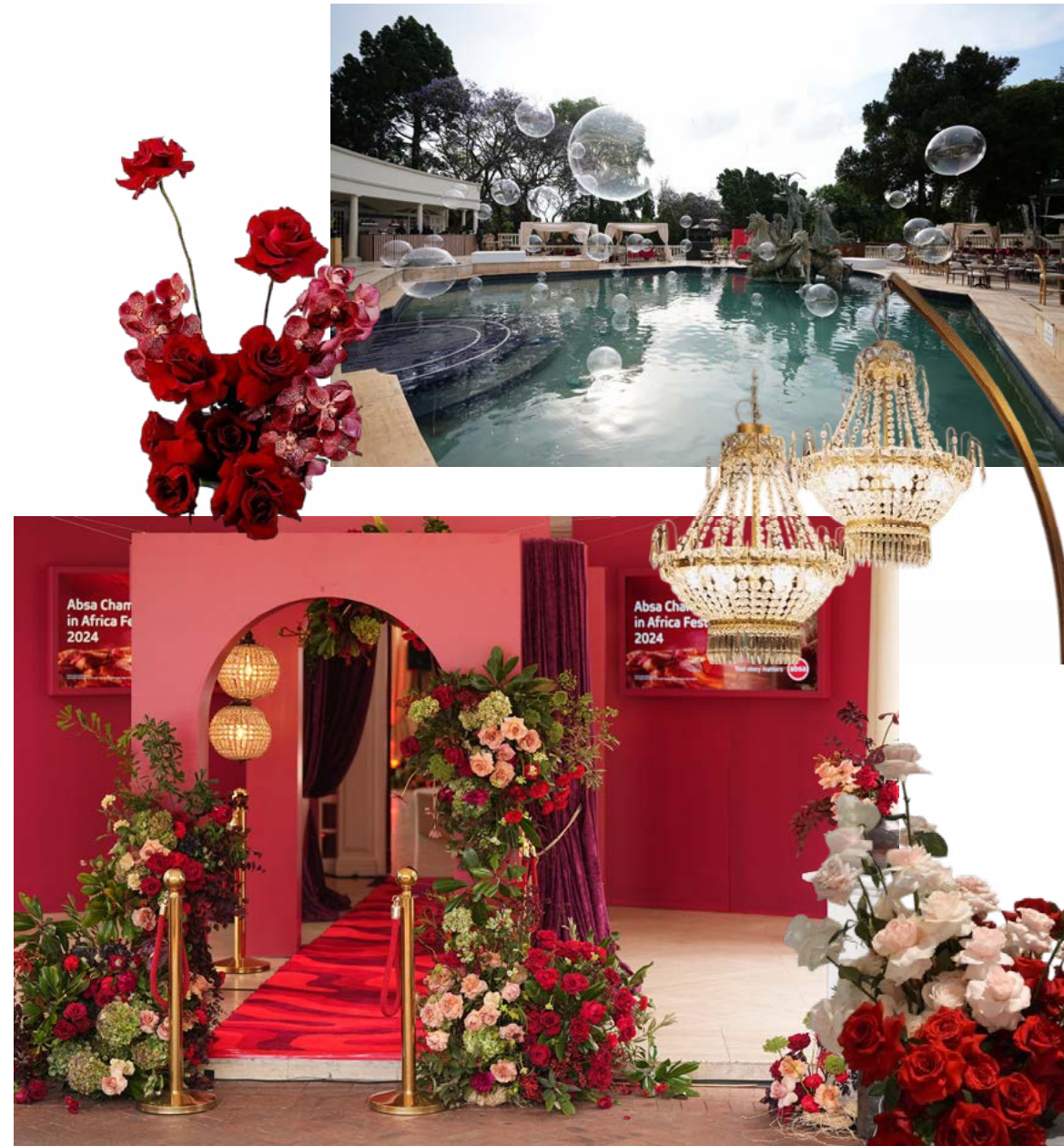
LOCATION: Summer Place, Johannesburg

The Absa Champagne Festival is one of the events that the entire events team always really looks forward to. This is the event where all your favourite things come together to create the perfect event; glamorous décor, stylish guests, impeccable cuisine and a lot of French Champagne.

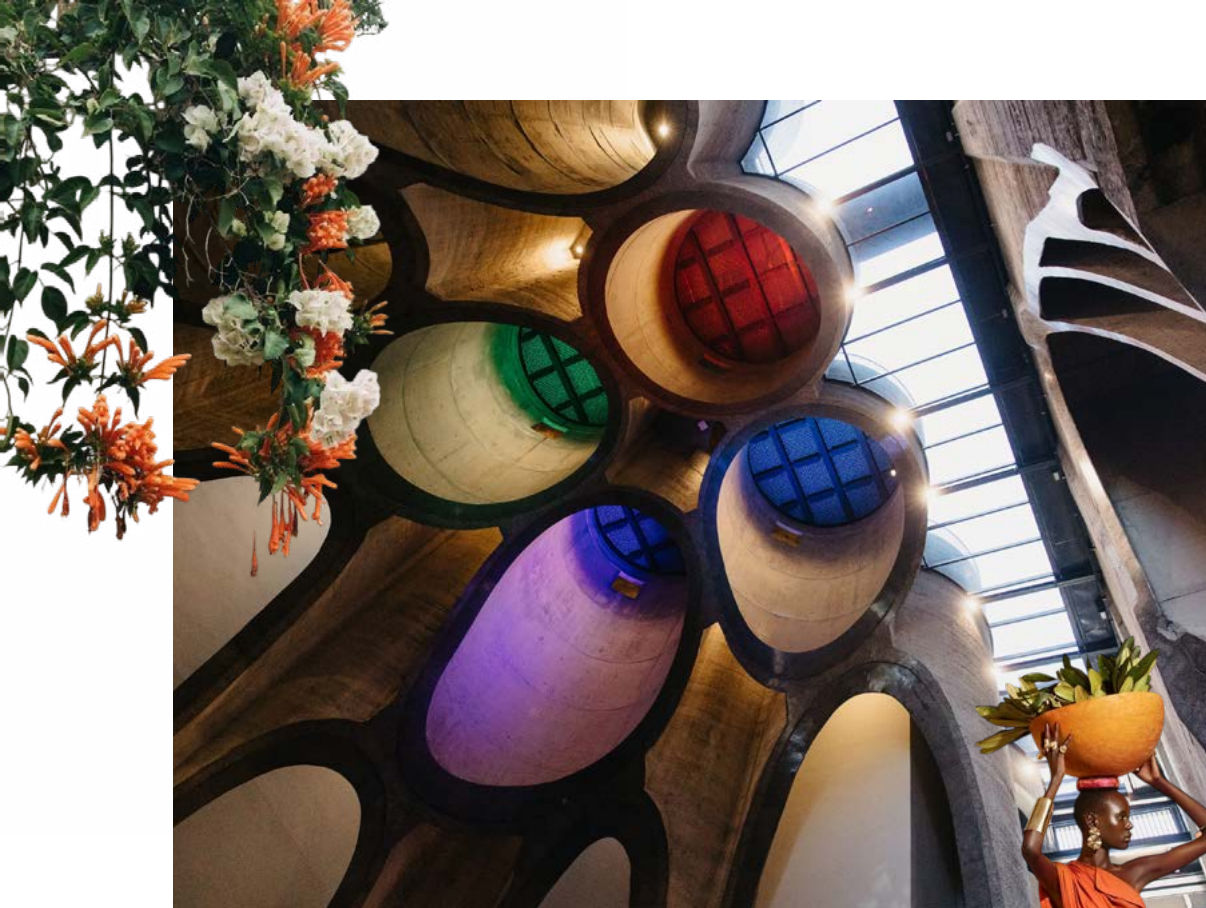
The Absa Champagne Festival has been fully established as the singular 'Champagne-only' Festival in the country. As such, the latest concept for Champagne Festival ensured that guests fully immersed themselves in the world of Champagne by fully invigorating all five of their senses in a luxury lifestyle experience filled with a touch of art, high fashion, the finest cuisine, and, of course, a plethora of Champagne!

All the different areas of our venue was monochromatic, following the colours in the Absa colour palette with the use of furniture, décor and other styling elements such as decorative ceiling installations.

We also incorporated each element of nature throughout the event venue. These areas included water, air, fire and earth each illustrated with different colours, elements and installations. Luxury entertainment such as ballerinas and pianists also complimented the event's look and feel perfectly.







Gala Dinner

ZEITZ MOCAA GALA DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 170

THEME: Artistic colourful

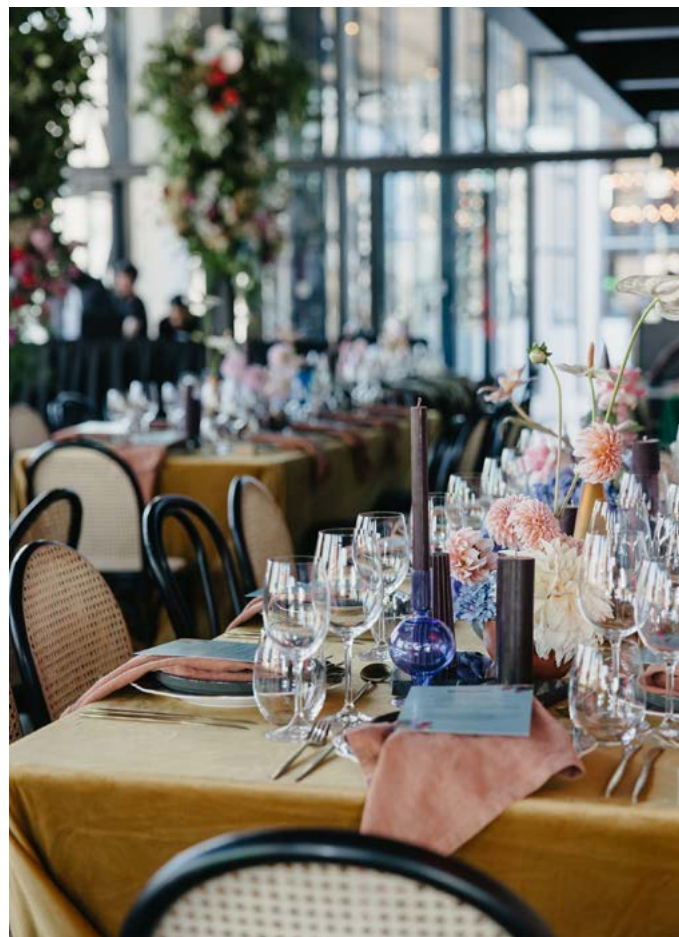
LOCATION: Zeitz MOCAA, Cape Town

The annual gala dinner at Zeitz MOCAA was a remarkable celebration of art and culture, drawing esteemed clients and art lovers to an unforgettable evening.

Hosted by the acclaimed Jo-Ann Strauss, the night featured exclusive musical performances by South African singer-songwriter Simphiwe Dana and the Nobuhle Ashtani Trio, setting an elegant tone for the evening. Guests enjoyed welcome drinks in the museum's breathtaking atrium, which showcased vibrant artworks and echoed with the sounds of a four-piece band.

The highlight was an exclusive art auction, expertly facilitated by Strauss & Co, with works donated by internationally recognised artists such as William Kentridge, Senzeni Marasela, and Zandile Tshabalala, among others. As guests savored a luxurious three-course dinner, honorary awards and inspiring speeches celebrated contributions to the arts community.

The art auction brought exhilarating energy, with spirited bidding on coveted pieces that added to the excitement. The gala was a dazzling fusion of elegance, artistry, and passion, making it a truly unforgettable evening at Zeitz MOCAA.





Conference

STANDARD BANK BCB MAURITIUS LAUNCH

FORMAT/SEATING STYLE: Conference Seating

PAX: 150

THEME: Conference & Cocktail

LOCATION: Nasdak, Cape Town

The Standard Bank BCB Mauritius Launch Conference at NASDAK was a masterclass in sophistication, seamlessly blending elegance with efficiency.

The event unfolded in a stunning white and blue colour scheme, reflecting the brand's polished identity while creating a sleek, modern atmosphere.

Guests experienced a seamless registration process, setting the tone for an effortlessly organised evening. As they mingled, they were treated to an exquisite selection of cocktail-style food and expertly crafted drinks, ensuring a refined yet relaxed networking experience. The event epitomised class, offering an elevated setting for meaningful connections and a flawless brand introduction.





Award Ceremony

RAIL INDUSTRY AWARDS

FORMAT/SEATING STYLE: Formal Seating

PAX: 300

THEME: Elegant, Sophisticated Glam

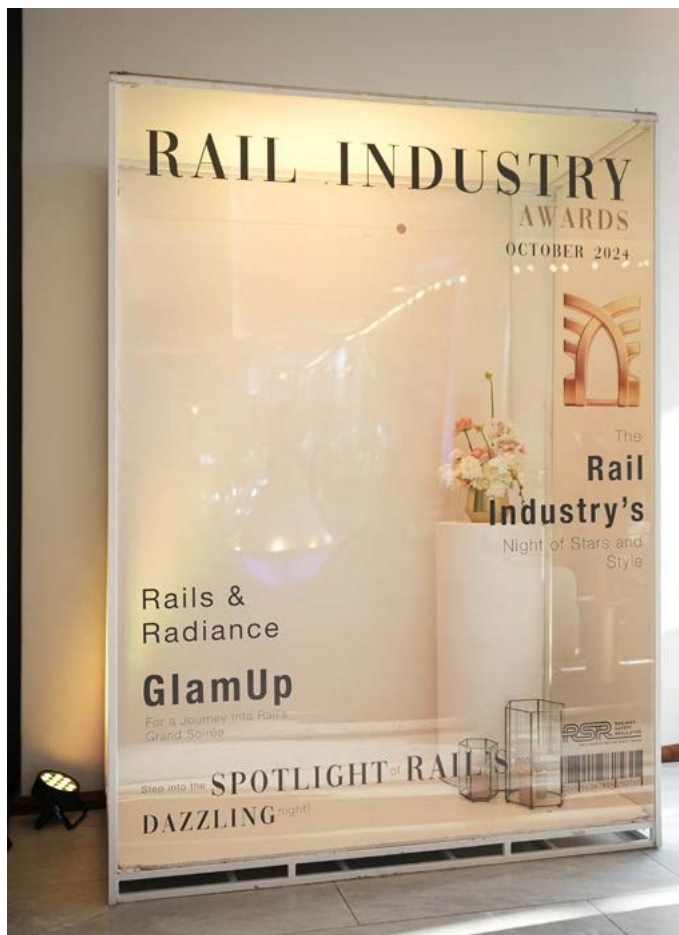
LOCATION: The Houghton Hotel, Johannesburg

The Standard Bank Joy of Jazz is the oldest jazz festival in the South Africa, which brings together all nations of people who want to immerse themselves in the finest music found all in one place, by the best in local and international blues and jazz artists.

This year, the VIP Hospitality Suite was designed to engage exclusively invited guests who are passionate about jazz in a relaxed environment. Throughout the three days of Joy of Jazz, VIP's were entertained in the hospitality suite.

A sophisticated and elegant atmosphere was created with moody shades of yellow, gold and green décor elements, complimented by textures such as wood, rattan and leather to create a jazzy aesthetic. Delectable culinary delights by the catering team were served throughout the evening.







Global Conference

B20 SOUTH AFRICA LAUNCH

FORMAT/SEATING STYLE: Multi-day event

PAX: 600

THEME: Conference & Cocktail

LOCATION: Century City Conference Centre, Cape Town

Day 2 of the B20 South Africa Launch was a masterclass in insight, inspiration, and immersive experiences. The conference featured thought-provoking speakers and dynamic panel discussions, tackling key topics on inclusive growth and prosperity. With the charismatic Nozipho Tshabalala as MC, the event flowed seamlessly, balancing serious dialogue with moments of high-energy engagement. Hip-hop and gumboot dancers took center stage as energizers, injecting vibrant South African rhythm into the day and keeping the momentum alive.

As the sun set, the evening transformed into a sophisticated cocktail event, where the soulful Msaki delivered an unforgettable performance, her voice weaving magic into the atmosphere. Guests also indulged in an exclusive Babylonstoren wine tasting activation, a true nod to South Africa's rich winemaking heritage. The day was a powerful blend of intellect, culture, and celebration, cementing South Africa's place as a leader in shaping the global economic future.





International event

STANDARD BANK AFRICA UNLOCKED

FORMAT/SEATING STYLE: Multi-day event

PAX: 200

THEME: African

LOCATION Zeitz MOCAA & Norval Foundation, Cape Town

Standard Bank's Africa Unlocked brought together over 200 attendees from multiple countries, including international ministers, for an immersive multi-day experience celebrating the power and potential of the African continent.

Hosted across two of Cape Town's most iconic venues—Zeitz MOCAA Ocular Lounge and the Norval Foundation—the event featured a dynamic programme of welcome cocktails, conferencing sessions, curated lunches, elegant dinners, and captivating activations.

Each element was beautifully complemented by African-inspired décor and design, creating a sophisticated atmosphere that paid tribute to the continent's rich culture, artistry, and innovation.





Annual event

STANDARD BANK JOY OF JAZZ

FORMAT/SEATING STYLE: Lounge, Cocktail & Formal Seating

PAX: 1800

THEME: Congo Jungle Box

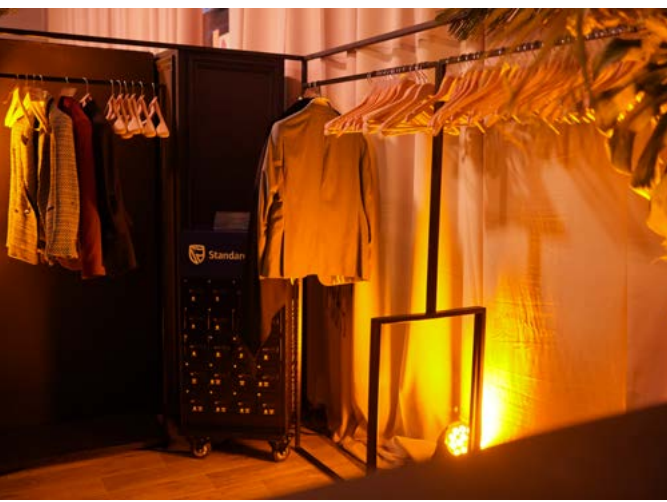
LOCATION: The Pavilion, Johannesburg

The Standard Bank Joy of Jazz is the oldest jazz festival in the South Africa, which brings together all nations of people who want to immerse themselves in the finest music found all in one place, by the best in local and international blues and jazz artists.

This year, the VIP Hospitality Suite was designed to engage exclusively invited guests who are passionate about jazz in a relaxed environment. Throughout the three days of Joy of Jazz, VIP's were entertained in the hospitality suite.

A sophisticated and elegant atmosphere was created with moody shades of yellow, gold and green décor elements, complimented by textures such as wood, rattan and leather to create a jazzy aesthetic. Delectable culinary delights by the catering team were served throughout the evening.





Annual event

ABSA AFRICA REGIONAL OPERATIONS JASIRI AWARDS

FORMAT/SEATING STYLE: Multi-day event

PAX: 200

THEME: Touch of Africa

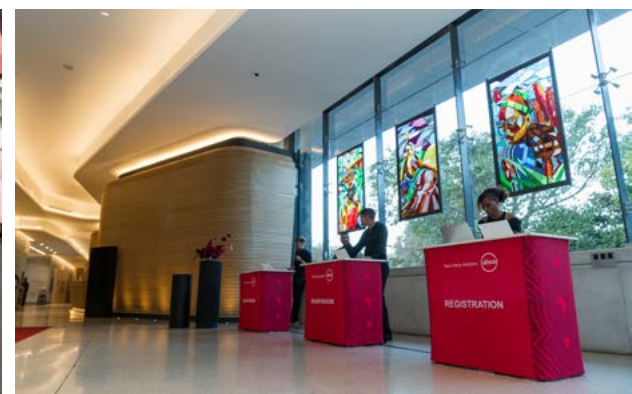
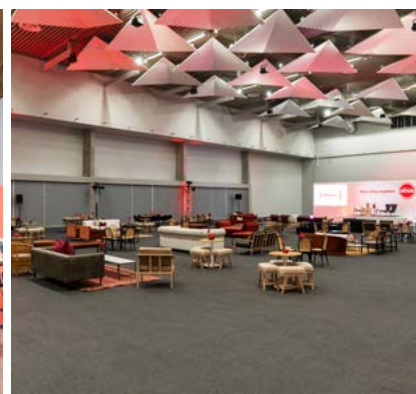
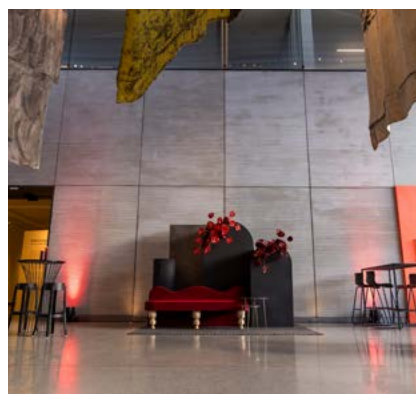
LOCATION: Zeitz MOCAA, Norval Foundation, CTICC, Cape Town

The ABSA Jasiri Awards, a prestigious three-day celebration of entrepreneurial excellence across Africa, once again showcased the spirit of innovation and resilience that defines the continent's brightest business minds.

Hosting 200 delegates, including business owners and Jasiri winners from across Africa, the event offered a seamless blend of networking, inspiration, and celebration. Guests were welcomed with a cocktail evening at Zeitz MOCAA, followed by an action-packed team-building session at the CTICC, a scenic lunch and excursion at Suikerbossie, and a spectacular gala dinner at the Norval Foundation.

The experience concluded with an uplifting closing ceremony at the CTICC, while delegates were accommodated at the Southern Sun Cullinan, ensuring comfort and convenience throughout this memorable, pan-African gathering.





Corporate event

ABSA PRIVATE BONDS & LOANS DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 200

THEME: Bespoke Dinner

LOCATION: Cavalli, Cape Town

The ABSA Private Bonds & Loans Dinner 2019 was a sophisticated affair held at the stunning Cavalli Estate in Stellenbosch, where breathtaking views set the stage for an evening of refined elegance.

The décor was a striking balance of contrast and drama, with sleek black ghost chairs and black glassware complementing lush white floral arrangements, creating an atmosphere of modern luxury. The ambiance was further elevated by dramatic, colourful lighting, casting a mesmerising glow over the space.

As guests indulged in a world-class dining experience, the soulful melodies of a live pianist filled the air, adding an element of timeless charm to this unforgettable evening.



ALEIT® EVENTS



Fashion event

STANDARD BANK SUITE STANDARD EVENT

FORMAT/SEATING STYLE: Formal Seating

PAX: 150

THEME: Bespoke Female Dinner & Fashion Show

LOCATION: Zeitz MOCAA, Cape Town

Hosted at the Zeitz MOCAA Ocular Lounge & Events Space, the Women in Fashion event was a sophisticated celebration of creativity and empowerment, conceptualised and executed by Aleit Events. The evening combined a beautifully curated conference experience with a striking fashion show component, offering guests an inspiring blend of thought leadership and artistry.

A custom stage and seating layout were designed to complement the flow of the programme, ensuring an intimate yet impactful setting within the museum's architectural space. The fashion show brought the concept to life—showcasing elegance, individuality, and innovation through movement and design.

This event exemplified Aleit Events' ability to merge form and function seamlessly, transforming Zeitz MOCAA into a platform for both conversation and expression, and creating an unforgettable experience that celebrated women in style.







Birthday Celebrations

TIM CAMPBELL BIRTHDAY DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 40

THEME: African

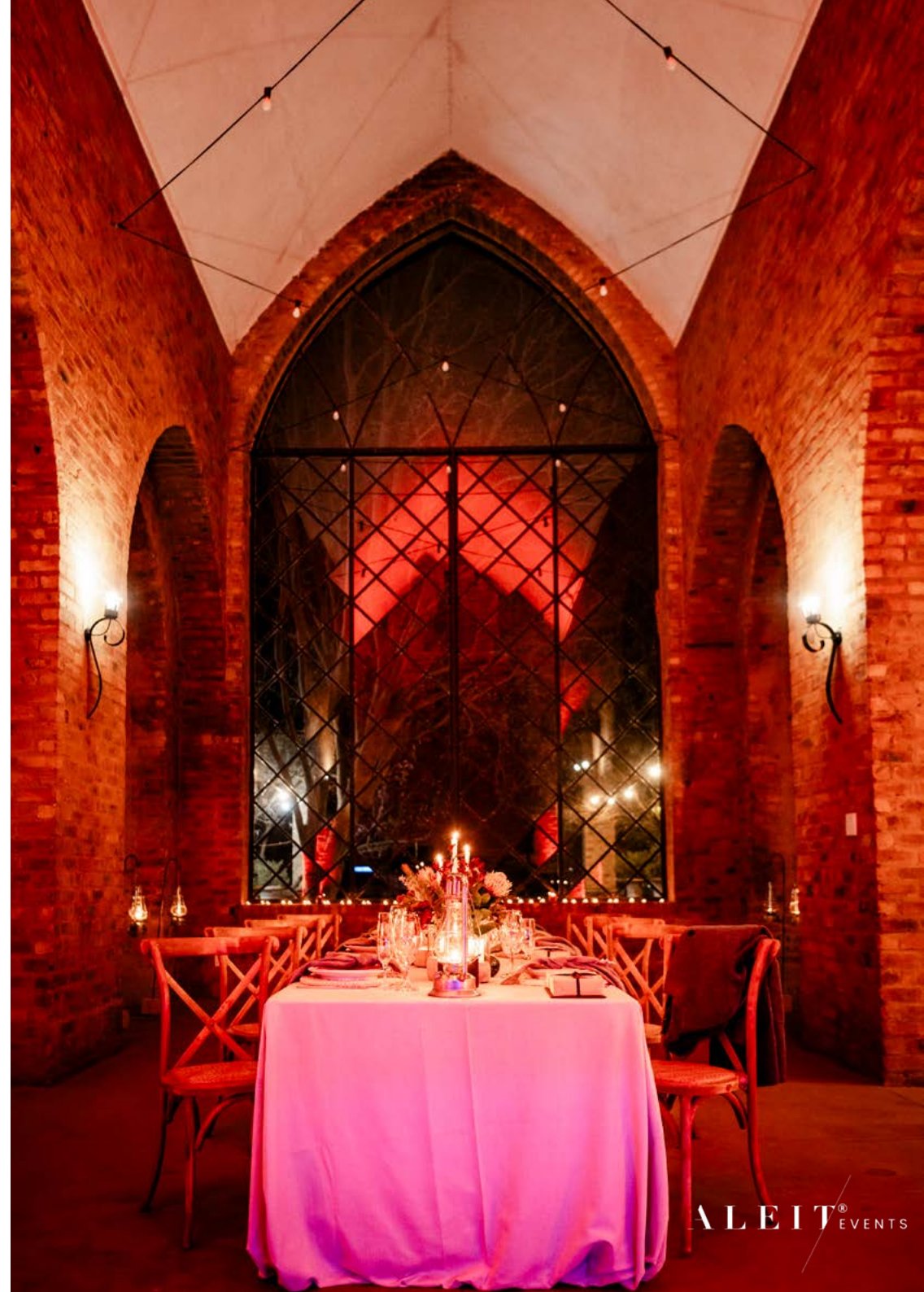
LOCATION: Riverside Castle, Pretoria

Tim Campbell's private birthday celebration was an intimate yet vibrant affair, featuring elegantly styled long tables adorned with proteas and the warm glow of candlelight, creating a setting of natural beauty and sophistication.

The event embraced rich African culture, with an African choir filling the air with soulful harmonies and a marimba band adding rhythmic energy, ensuring an unforgettable sensory experience.

The combination of refined décor and immersive entertainment made for a celebration that was both heartfelt and full of life.





Global event

YPO PRESIDENT'S DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 1900

THEME: Life of Re_

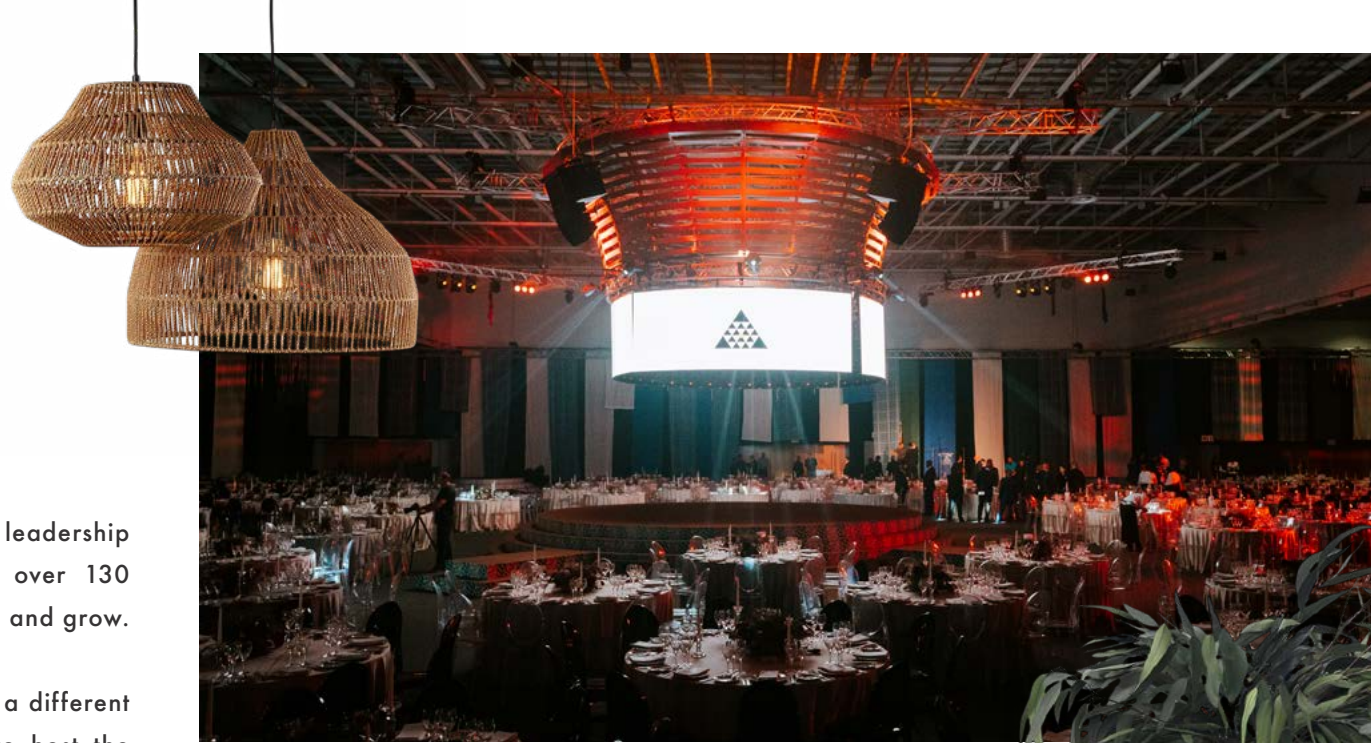
LOCATION: CTICC, Cape Town

YPO (Young President's Organisation) is the premier global leadership organization for more than 27,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow.

Each year the YPO GLC and EDGE conference is hosted in a different country. In 2019 Cape Town, South Africa was chosen to host the conference for 2400 YPO members.

This semi-formal sit-down gala dinner, was served as the start of the YPO EDGE conference, featuring a mix of inspiration and entertainment to build energy and prepare attendees for the YPO EDGE content to follow. This social event's main focus was on networking and entertainment. Entertainment consisted of over 150 entertainers including Grammy Award Winners Soweto Gospel Choir, Cape Town Philharmonic Orchestra, Zolani Mahola, Jeremy Olivier, Cape Town Minstrels and African inspired acrobats, puppets, musicians and dancers.

His Excellency, MC Ramaphosa: President of the Republic of South Africa, His Excellency President Kagame of Rwanda, The Minister of Economic Opportunities Mrs Beverley Schafer, Minister of Economic Safety Mr. Alan Winde, the US Consul General Virginia Blaser and United States Ambassador to South Africa Charge De Affairs Jessye Lapenn attended the event.





Sporting event

RMA GOLF DAY

FORMAT/SEATING STYLE: 1-Day Sporting Tournament

PAX: 200

THEME: (Par)fect

LOCATION: The Houghton Golf Club, Johannesburg

A day filled with friendly competition and humour was waiting for the players, who arrived bright and early to register and obtain their golfing kit. The player journey began with the players arriving at Houghton golf course.

Each person completed registration and received personalised lockers, where golfers found essential such as shirts, hats, lip balm, tissues, sport towels, etc.

After a day of golf, guests were treated to a laid-back dinner consisting of three courses, during which they were surprised with prizes and entertained with light entertainment.





Conference

ABSA MACRO CONFERENCE

FORMAT/SEATING STYLE: Conference, Lounge & Cocktail Seating

PAX: 120

THEME: Conference & Cocktail

LOCATION: The Forum Hyde Park, Johannesburg

The Absa Macro Conference, hosted at The Forum, Hyde Park, brought together leading voices in finance, policy, and business for a day of impactful insights and discussion.

The event combined expert speakers, engaging sessions, and refined hospitality in a beautifully styled setting that reflected Absa's commitment to excellence. Thoughtfully executed with trusted partners across décor, technology, and guest experience, the conference offered a seamless, world-class experience for all attendees.







Luxury Brand Showroom Launch

ROLLS-ROYCE SHOWROOM LAUNCH

FORMAT/SEATING STYLE: Formal & Cocktail Seating

PAX: 100

THEME: Project Launch

LOCATION: Rolls-Royce Johannesburg Showroom, Johannesburg

The Rolls-Royce Showroom Launch was the epitome of luxury and celebration, where sophistication met electrifying energy.

Guests were immersed in an atmosphere of refined opulence, surrounded by beautifully curated lounge pockets and sleek cocktail seating, perfect for mingling and admiring the exquisite Rolls-Royce fleet on display.

As the evening unfolded, the legendary Black Coffee took to the decks, delivering an unforgettable performance that had the crowd dancing in pure exhilaration. With MCC flowing and an air of exclusivity, the event was a seamless fusion of prestige, music, and automotive excellence, marking a spectacular unveiling of the stunning new showroom.





Year End

SHIPSHAPE YEAR-END

FORMAT/SEATING STYLE: Cocktail & Formal Seating

PAX: 60

THEME: Year End Celebration

LOCATION: Linksfeld North, Johannesburg

The Shipshape Year-End Function was a vibrant and joyful celebration, bringing together a striking orange and blue décor and floral palette that perfectly captured the energy of the occasion.

Guests were treated to an evening of live entertainment, setting the tone for a night of laughter, music, and appreciation for the year's successes.

With bubbly flowing and an exquisite selection of delicious food, the atmosphere was filled with warmth and festivity, creating the perfect send-off to a remarkable year.





Anniversary

TOYOTA FINANCIAL SERVICES 25TH YEAR ANNIVERSARY GALA DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 220

THEME: 25 Year Anniversary Celebration

LOCATION: Indaba Hotel, Johannesburg

The Toyota Financial Services 25th Year Anniversary Gala Dinner, hosted at the Indaba Hotel, Conference Centre & Spa, was a memorable celebration marking 25 years of excellence and innovation.

The evening featured elegant dining, inspiring tributes, and exceptional live entertainment, followed by a vibrant after-party that captured the spirit of the milestone.

With its refined atmosphere, dynamic performances, and seamless execution, the event paid tribute to Toyota Financial Services' journey of growth and its unwavering commitment to people and progress.





Virtual Event

ANNUAL FAMILY DAY

FORMAT: Virtual

PAX: 200 families

THEME: Out of this World

LOCATION: Streamed from the Multi-Media Studios, Johannesburg

A family day whereby relationship managers could interact with their clients and families has been on the social calendar for our client for over a decade. Usually an in-person event, this day is filled with all things fun for all ages.

In mid-2020, a virtual event was our only option. Ultimately, the success of this first virtual family day proved that a virtual event can be just as engaging, interactive and stimulating as an in-person event and therefore there was a second version.

We decided that instead of doing a live-streamed event, we would package an event in a delivered box to feature all the goodies that guests would normally have experienced at the event and also include a pre-recorded video to feature entertainment and speakers.

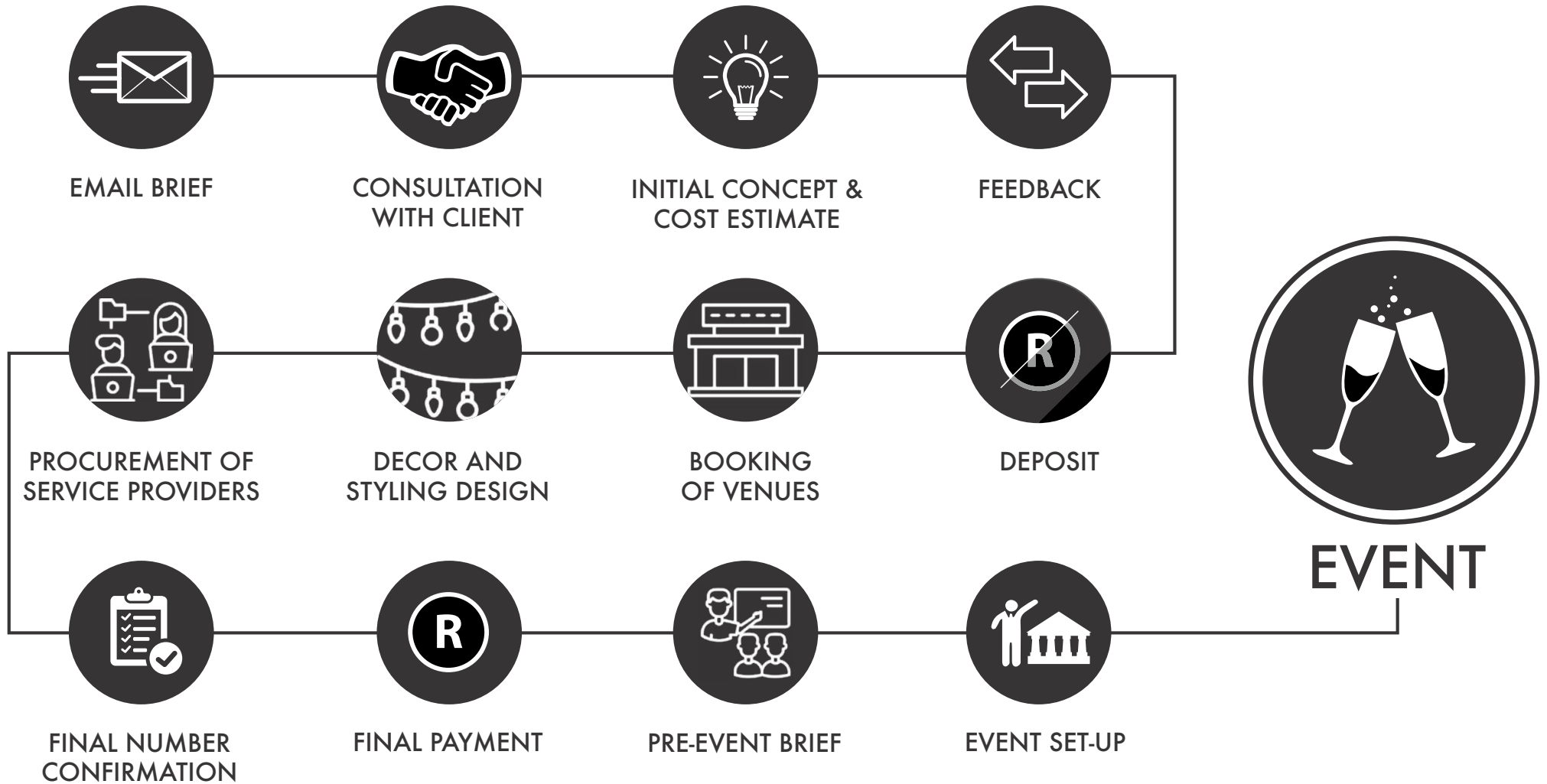
The theme for this virtual event was Out of this world where the idea is to take the attendees on a galactic experience, right in the comfort of their own home. This theme will do well to appeal to everyone's sense of exploration and wonder, as well as bring out the inner child.

The delivered hampers featured a branded USB with entertainment by Stormtrooper hip-hop dancers, Ms Cosmo, DJ Arch Junior and Joey Rasdien. It truly was well received and an "event" to remember!





HOW WE WORK



CLIENTS WHO PARTNER WITH US

FINANCIAL SECTOR



ENERGY SECTOR



TECHNOLOGY SECTOR



INSURANCE SECTOR



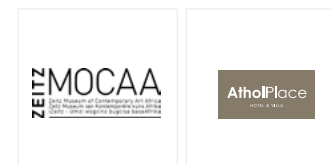
GOVERNMENT SECTOR



ALCOHOL SECTOR



VENUE SECTOR



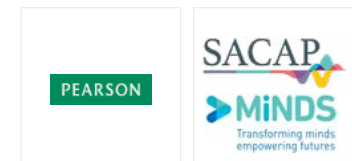
CREATIVE SECTOR



BEAUTY & LUXURY BRANDS SECTOR



EDUCATION SECTOR



TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US

"On behalf of Young Talent, I would like to recognise and appreciate you for the exceptional job you have done in helping us deliver an outstanding conference this year! Your commitment to excellence, your expertise and of course your sheer passion has made all the difference to our experience in planning and executing this conference. You are a role model of our values. We could not have asked for a better partner! Thank you for bringing the WOW factor into this project. We look forward to collaborating with you in future!"

"Just a formal note to say thank you so much for helping make ArtAngels such a huge success. We have had such positive feedback from guests and of course we exceeded expectations on the fundraising side. Andéle, Ellerman House can't stop raving about you."

"I would like to take this opportunity to thank you and your team's organization for Mining Indaba. We have received positive feedback from hosts and clients and we couldn't have done it without the outstanding staff members of Aleit Events. It was an absolute pleasure working with Fanie as well, he is simply brilliant!"

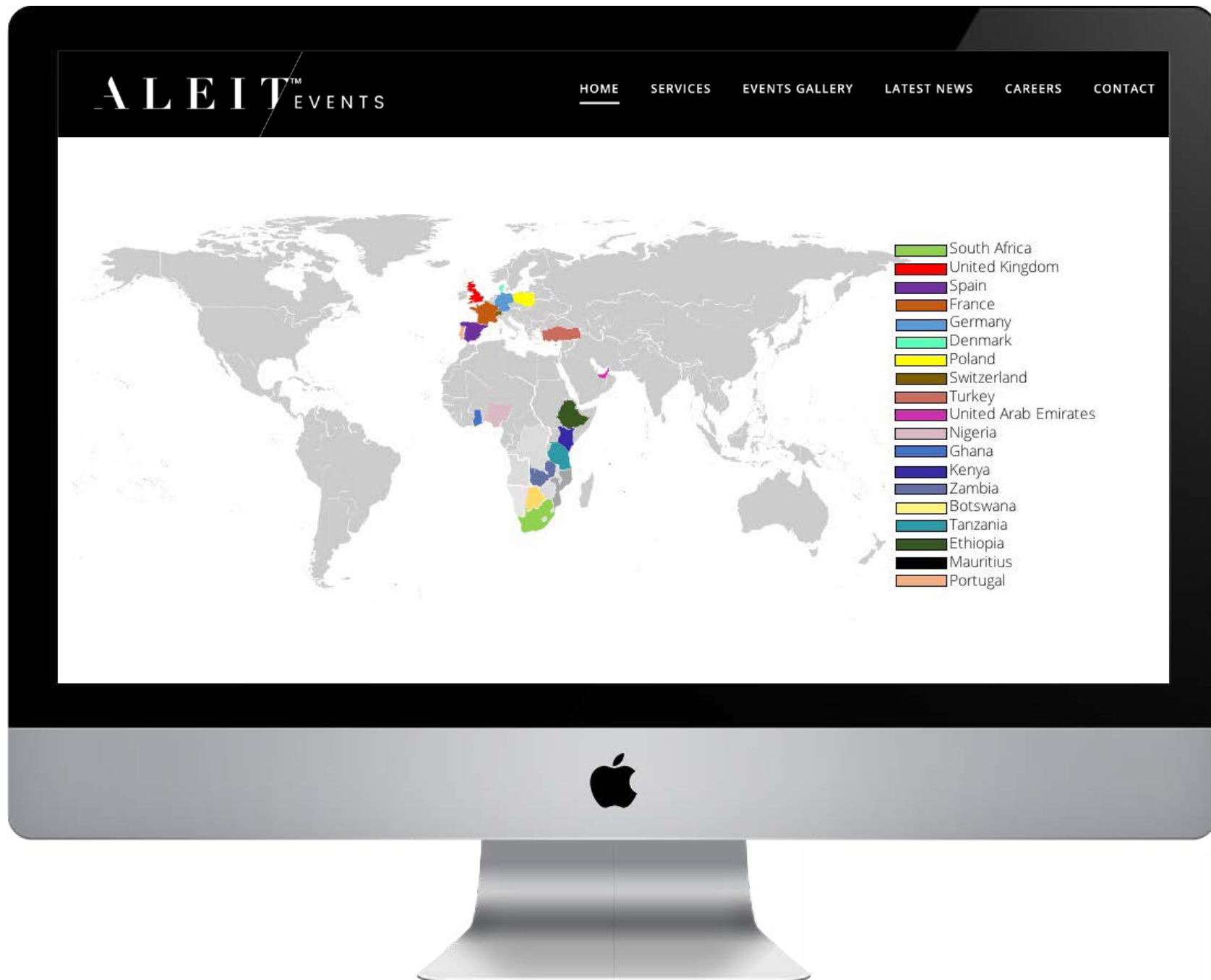
"I would also like to thank you for the hard work you put into this event. It was a truly testing one and you handled us and event elements so well. We lost our cool at times and you held it together and forged on. Everything ran smoothly and looked great!"

"I would like to take this opportunity to congratulate you and the team on one of the best, if not THE BEST, football and volleyball tournament that we have had in the last 25 years of this tournament's history. We have only had the best reviews from our colleagues and bosses who were blown away at the production we in Africa were able to produce."

"Over the three day event, everything ran seamlessly. Anything we asked for or needed was exactly where we needed it when we needed it. After the event we received several comments from many of the attendees on how well the event was organised and executed, with several people commenting that it was one of the best ran events they have ever attended in their time at the company. Thanks again for the fantastic support and professionalism."



EVENT EXECUTION FOOTPRINT



ALEIT GROUP COLLECTION



MEET THE TEAM



THABO MATLHAKO

Chief Executive Officer



KIRSTY COOK

Head of Events



COURTNEY LORD

Senior Project Manager



AUORE PIENAAR

Senior Project Manager



EKINDA BOPAPE

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Thank You

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