

SCHEDULE FOR DAY 1 – MONDAY SEPT 1ST

**9:30 –
10 AM**

Opening Ribbon
cutting Remarks &
Welcome

DESCRIPTION:

Kick off the week with an official ribbon cutting of the Atlanta Pavillion and words of welcome from The City of Atlanta and Massive leaders.

SPEAKERS / PANELISTS:

Mayor Andre Dickens, The City of Atlanta, Atlanta Mayor's Office of Cultural Affairs, Atlanta Mayors Office of Film, Entertainment and Nightlife, Massive, and Brand SA remarks

**10:00 –
10:45 AM**

Think Tank
Roundtable:
Cultural Equity &
Artist Livability

DESCRIPTION:

This think tank brings together cultural leaders, policymakers, and innovators to examine how cities can champion cultural equity and improve artist livability. The session will explore bold approaches for making resources more accessible to creatives, from affordable housing to workspace models, and discuss how cities can become more innovative in building ecosystems that prioritize artistic sustainability and cultural equity.

SPEAKERS / PANELISTS:

Adriane Jefferson (moderator), Karl Carter (moderator), Bem Joiner (moderator), Lamar Stewart, Lisa Walker, Sheoyki Jones, Vanessa, Tshitso Mosolodi (SN Africa dir), Policy makers, cultural leaders, All massive invite



**11:00 –
12:15 PM**

Roundtable:
Cultural Districts &
Infrastructure

DESCRIPTION:

This roundtable explores the role of cultural districts as engines of creativity, tourism, and community identity. Leaders from government, the arts, and private sectors will discuss strategies for building and sustaining cultural infrastructure that uplifts local communities while driving economic development. From reimagining public spaces to investing in artist-centered hubs, the session will examine how cultural districts can foster belonging, catalyze innovation, and anchor a city's global creative presence.

SPEAKERS / PANELISTS:

Adriane Jefferson (moderator), Rashied Tofey (TBC), Vanessa Ibarra, Thabo Minetsi (CEO SA Heritage council, All Massive Invited. Jarvis Broughton

**12:30 –
1:15 PM**

Independent
Filmmaking as a
Global Super Power

DESCRIPTION:

Filmmakers and cultural leaders discuss the rise of independent cinema as a force for global storytelling. This session will highlight how creators outside the studio system are shaping narratives, reclaiming cultural perspectives, and building bridges between Africa, Atlanta, and the world.

SPEAKERS / PANELISTS:

Darius Evans (moderator), Cardellia Hunter, Tory Edwards, Nina Packer, Karl Carter, Julliet Ibrahim, Mzi Xander, Hakeem Kazim

1:15 – 2:15 PM

LUNCH | FREE TIME

**2:30 –
3:15 PM**

Youth Creators
Showcase

DESCRIPTION:

A showcase of young creators - SN society leaders, poets, film, art and creative entrepreneurs.

SPEAKERS / PANELISTS:

Snake Nation Societies, Tshitso Mosolodi Need

3:15 –4 PM

United by Dance:
The South African
Wave Connecting
the World

DESCRIPTION:

Dance is one of South Africa's greatest cultural exports, with amapiano-inspired movements and viral dance styles crossing borders and lighting up stages and screens across the U.S. This panel celebrates the power of movement as a unifier, examining how dance has become a connector across cultures and generations.

SPEAKERS / PANELISTS:

Amena Brown (moderator), Angela Harris, Amy Rossling (SA Dance/Choreo), **Dark Room (TBC)**

**4:15 –
5:00 PM**

Music Crossovers
Panel

DESCRIPTION:

Music has always crossed oceans, but today, the fusions of Atlanta and African sounds are reshaping genres and creating new lanes of influence. This panel highlights collaborations, crossover moments, and the business of pushing global sounds into the mainstream.

SPEAKERS / PANELISTS:

Branden Peters (moderator), Phillana Williams, Keinon Johnson, Jhordan Gibbs, Carl Shackleton

SCHEDULE FOR DAY 2 – TUESDAY SEPT 2ND

**9:00 –
9:30 AM**

Morning Beats

SPEAKERS / PANELISTS:

Snake Nation DJs

**9:30 –
10:15 AM**

The Global Game:
Sports Connecting
Diasporas

DESCRIPTION:

Sports have always been a universal language, connecting people across continents, cultures, and generations. This panel explores how sports serve as a bridge between the Atlanta and African diasporas, creating shared experiences, community engagement, and cultural exchange. From soccer and basketball to emerging sports trends, the discussion highlights how sports events, leagues, and fandom foster collaboration, celebrate heritage, and strengthen bonds between diasporic communities. Panelists will also explore opportunities for joint programming, tournaments, and cultural initiatives that leverage sports as a tool for economic, social, and creative impact across continents.

SPEAKERS / PANELISTS:

Oyama Caviness (Moderator), Tshitso Mosolodi, Valerie Greaves, Raphael Edwards, George Land, Marks Dube, Porchia Marie

**11:30 AM –
12:15 PM**

Leading with
Vision: Women
Shaping the
Creative Future

DESCRIPTION:

This session highlights the powerful role women play in driving innovation, equity, and sustainability within the creative economy. From music executives to cultural entrepreneurs, women leaders are not only influencing creative industries but also reshaping how communities experience culture. Panelists will explore the challenges they've faced, the strategies they've built, and the opportunities ahead for cultivating the next generation of women decision-makers globally.

SPEAKERS / PANELISTS:

Queen Anaeki (Moderator), Keymanna Paulas, Lisa Walker, Deborah Farmer, Ashley Cleveland, Shante Paige, Juliet Ibrahim

**12:15 –
1:00 PM**

Nightlife as Cultural
Capital: Atlanta to
Africa

DESCRIPTION:

Atlanta is a global music hub, and its nightlife reflects the city's deep connection to African culture. Atlanta is home to a thriving African nightlife scene and houses one of the largest concentration of African clubs in any U.S. city. African music, from Afrobeats to Amapiano, has not only fueled these venues but also crossed over into mainstream Atlanta clubs, influencing DJs, producers, and audiences citywide. At the same time, Atlanta's music, hip-hop, trap, and R&B, resonates across the continent, embraced by African audiences and artists alike. This panel explores the power of nightlife as a cultural and economic engine, highlighting the city's role in fostering cross-continental musical exchange and celebrating the dynamic interplay between African and Atlanta music cultures.

SPEAKERS / PANELISTS:

Philanna Williams (Moderator), Cannon Kent, Sean J, DJ Loyd, Sir Vincent, Faven Ressim

1:00 – 2:00 PM LUNCH | FREE TIME

**2:00 –
2:45 PM**

Panel: Beer is Black
History

DESCRIPTION:

A spotlight on the historical and cultural significance of beer within Black communities, and how today's brewers are reclaiming heritage and innovating in the space.

SPEAKERS / PANELISTS:

Branden Peter (Moderator), Letha Tshabangu,
Bem Joiner

**3:00 –
3:45 PM**

Unlocking New
Models for the
Creative Economy

DESCRIPTION:

Technology and innovative financial solutions are transforming how creativity is produced, distributed, and monetized. From AI-driven platforms to blockchain, Web3, and fintech, these tools are breaking down barriers, creating global access, and empowering artists and entrepreneurs to take control of their work and revenue streams. This panel will explore how banks, fintech innovators, and tech platforms are reshaping the creative economy across Africa and the diaspora, unlocking opportunities for ownership, investment, sustainable growth, and cross-continental cultural impact.

SPEAKERS / PANELISTS:

Tawanda Brandon (CTO Snake Nation - Moderator), Brian Mather (CEO Silicon capital),
Georges Williams Betoka, Dr. Jatali Bellanton,
Kaye Singleton

**5:00 –
8:00 PM**

UNDP Timbuktoo
Creative Tech
Showcase

DESCRIPTION:

Special Event at HomeComing Center District 6

SPEAKERS / PANELISTS:

UNDP, Timbuktoo Fund, Snake Nation

8:00 PM – 12:00 AM

FAMOUS PARTY at **CABO**



SCHEDULE FOR DAY 3 – WEDNESDAY SEPT 3RD

**9:00 –
9:30 AM**

Thriving Creatively:
Wellness for the
Mind, Body & Art

DESCRIPTION:

Creativity thrives when the mind and body are nourished. This session explores the vital connection between wellness and artistic excellence, offering strategies for managing stress, maintaining balance, and sustaining long-term creative output. Panelists will share insights on mental health, physical well-being, and lifestyle practices that empower creatives to perform at their highest level while avoiding burnout. The conversation also highlights how culturally responsive wellness practices can support diverse creative communities in both Atlanta and Africa, fostering resilient, healthy, and innovative artists.

SPEAKERS / PANELISTS:

Yamileth Jaramillo (Moderator), Sumayya Holmes, Nina Packer, Mandisa Nduli

**9:45 –
10:30 AM**

Creative Economy
Roadmap - Strategic
Roundtable
Worksession

DESCRIPTION:

This roundtable convenes cultural leaders, entrepreneurs, and policymakers from Atlanta and Africa to explore cross-continental partnerships that strengthen the creative economy. Discussion will highlight opportunities in music, film, fashion, and tech, focusing on investment, workforce development, and cultural exchange. Attendees will leave with actionable strategies and connections to build sustainable, globally connected creative industries.

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SPEAKERS / PANELISTS:

Karl Carter (Moderator), Henry Stokes, Lamar Stewart, Evan Jacobs UNDP, Atlanta Mayor's Office, Bem Joiner, COLOR Co, Richou Kingston, Sheoyki Jones, Dre Ngare (Moderator) , **Frank Ski**

**11:30 AM –
12:15 PM**

Fashion Futures:
Style as Cultural
Power

DESCRIPTION:

Fashion is more than fabric — it's a language of culture, heritage, and influence. This session highlights fashion's role in building bridges, spotlighting African and Atlanta designers who are shaping global identity and economy.

SPEAKERS / PANELISTS:

Bem Joiner (Moderator), David Manuel, Provi Fulp, Angela Watts, Amichi Bertrand

**12:15 –
1:15 PM**

Voices Across
Continents: Atlanta
x South Africa
Music Exchange
Hosted by Toast &
Connect

DESCRIPTION:

An interactive networking mixer bringing together music creatives from Atlanta and South Africa to discuss collaboration, innovation, and industry opportunities. Participants will share experiences, challenges, and best practices in music production, distribution, and performance while exploring ways to build transcontinental networks and co-creation projects. The session encourages dialogue on cross-border collaborations, cultural influence, and career growth, offering practical insights on how creatives from both cities can support each other, expand audiences, and strengthen the global music ecosystem.

SPEAKERS / PANELISTS:

OPEN TO SA AND ATLANTA MUSIC CREATIVES

Queen Anaeki (HOST), Asina Tambwe (SA), Afolabi Godslope (SA), Porchia Marie (ATL), Janny Jacinthe (ATL)

1:00 – 1:45 PM LUNCH | OPEN FOR ANYONE TO HOST

**2:00 –
2:45 PM**

Co-Producing the
Future: Fashion,
Film, and Law in
Africa's Creative
Economy

DESCRIPTION:

Africa's creative industries are stepping into a new era of global co-production and collaboration, where technology, culture, and storytelling merge to create fresh opportunities. This panel unites innovators from fashion, film, law, and fintech to explore how Africa and the diaspora can reshape the decentralized future of creativity.

Together, this panel will explore how co-production across borders and industries—from film to fashion, tech to law—can expand Africa's footprint in the global creative economy. Attendees will discover how decentralization, collaboration, and innovation are rewriting the rules of ownership, financing, and storytelling for the next generation of African creators.

SPEAKERS / PANELISTS:

Dre Ngare (HOI Snake Nation - Moderator),
Nyani Burris-Tutu (founder of One Thread),
Weaam Williams, Founder and CEO, Holocene
Films, Serisha Barrat (Founder of LawyeredUP),
Gordon Bobb

**3:00 –
3:50 PM**

A Tale of Two Cities:
The Atlanta–South
Africa Love Story
presented by Social
Xurrency

DESCRIPTION:

Presented by Social Xurrency, this fireside chat highlights the successful collaboration between Atlanta and South Africa, featuring LVRN’s Global Director of Operations and Business Affairs, South Africa, J. Shep, and rising South African Afro-pop sensation Ciza (born Nkululeko Nciza), whose viral single “Isaka (6am)” has taken South Africa by storm with over four million Spotify streams, airplay on 52 radio stations nationwide, and international attention on platforms like TikTok.

The conversation explores how Atlanta’s creative infrastructure, strategy, and artist development expertise supported Ciza’s rise while celebrating the unique cultural perspective he brings. Panelists will share insights into their collaborative journey, the lessons learned, and the tangible successes achieved, illustrating how intentional partnerships can produce breakthrough results for artists and creatives across continents. They will also discuss the opportunities created through these cross-continental collaborations, including expanded global reach, cultural exchange, and the development of a sustainable music ecosystem that bridges both regions.

SPEAKERS / PANELISTS:

Frank Ski (Moderator), J.Shep (LVRN), Ciza



**4:00 –
4:45 PM**

Commitments &
Next Steps

DESCRIPTION:

This closing session is designed for the Atlanta team to recap the week's events, insights, and key takeaways. Participants will evaluate what was learned, identify immediate opportunities, and determine actionable next steps to strengthen partnerships, collaborations, and initiatives between Atlanta and African creative communities. The session ensures that the knowledge, relationships, and strategies developed throughout the week translate into tangible, long-term impact for the city and its creative economy.

SPEAKERS / PANELISTS:

Karl Carter (Moderator), Phillana Williams, Cardellia Hunter, Lamar Stewart, Adriane Jefferson, UNDP, Bem Joiner, Keymanna, Sheoyki Jones, Vanessa Ibarra

**5:00 –
6:30 PM**

ATL Pavilion
Closing Mixer
(Special Event @
ATL Pavillion)

DESCRIPTION:

Celebratory mixer wrapping the Atlanta Pavillion activation. There will be Cocktails, DJ, networking and more!