



## **FAME Reel Talent Showcase**

A showcase of the best of African talent in the Film, Arts, Media and Entertainment industries

In partnership with the Host City of Cape Town, Reed Exhibitions Africa presents FAME Week Africa 2021, an event set to become the continent's unrivalled cornerstone of business development for the Film, Arts, Media and Entertainment (FAME) industries.

Taking place from 13 – 15 September 2021, FAME Week Africa 2021 is set to transform three days of hybrid peer engagement and networking into lasting business. Meetings, screenings and content sessions will bring a plethora of opportunities to an industry ready for new prospects.

As part of the inaugural event, **FAME Week Africa will feature the FAME Reel Talent Showcase** on 14 September 2021 – a red carpet gala extravaganza, presenting the best in African artists in the Film, Arts, Media and Entertainment (FAME) industries. Based on various criteria, the event will welcome talent from across the continent and give them an opportunity to share their creativity with industry influencers.

The aim of the **FAME Reel Talent Showcase** is to form a platform for creatives in Africa to be seen and acknowledged by industry stakeholders, to showcase their work and to explore possible opportunities with industry leaders. Based on the motivation, category outline and criteria, a panel of industry stakeholders will select the submissions that will be profiled during the FAME Reel Talent Showcase. The closing date for showcase submissions is 31 July 2021.

“Reed Exhibitions prides itself on always presenting the finest customer experiences and the FAME Reel Talent Showcase is no exception - we are proud to have fashioned a unique annual platform to showcase African creativity at its best to both the continent and the world,” says Megan Oberholzer, Portfolio director: Travel, Tourism and Creative Industries at Reed Exhibitions.

Mayoral Committee Member for Safety and Security Alderman JP Smith adds: “The City of Cape Town is thrilled to partner with Reed Exhibitions for FAME Week Africa. As Africa’s leading film and media hub with amazing locations, diverse talent pool and world class infrastructure, we want to be able to provide platforms for filmmakers to showcase work and share it with the rest of the world. The FAME Reel Talent Showcase is the perfect opportunity to put that talent on display.”

The **FAME Reel Talent Showcase 2021** categories include:

**FILM:**

TALENT SHOWCASE: AFRICAN FILM/TV SHOW

Recognising an outstanding film or TV show that has showcased Africa and/or its people.

This category covers:

- Short film (less than 60 mins)
- Documentary
- Animation
- Feature film (longer than 60 mins)
- Series
- Experimental

**ARTS:**

TALENT SHOWCASE: AFRICAN ARTIST/PERFORMER/COMPOSER

Recognising an outstanding performance or creative work.

The art category covers:

- Visual (drawing, graphic design, photography, painting)
- Performing (acting, choreography, music performance)
- Literature (script, poetry, short stories, speeches)
- Music (song writing, composition)

**MEDIA:**

TALENT SHOWCASE: MEDIA USE

Recognising an outstanding usage of a media platforms.

The category covers the following platforms:

- Digital Media/ Social Media platforms
- Streaming services
- Traditional media

TALENT SHOWCASE: AFRICAN INFLUENCERS

Celebrating diverse talent who represent Africa and/or its people.

In the submission, an influencer portfolio will need to be submitted.

**ENTERTAINMENT:**

TALENT SHOWCASE: AFRICAN EVENT

Recognising an outstanding production that expresses a multitude of creativity highlighting Africa and/or its people.

The category covers:



- Music concerts
- Music videos
- Theatre productions
- Stand-up comedy

**Join us and celebrate Africa's talent, innovation, creativity and inspiration.**

For more information on FAME Talent Reel Showcase:

<https://www.fameweekafrika.com/en-gb/showcase.html>

For more information on FAME Week Africa:

[www.fameweekafrika.com](http://www.fameweekafrika.com)

Ends.

### **About FAME Reel Talent Showcase**

FAME Week Africa Reel Showcase is a red carpet gala extravaganza, showcasing the best in African talent in the Film, Arts, Media and Entertainment industries. Based on various criteria, the showcase will welcome talent from across the continent and give them an opportunity to share their creativity with industry players. [www.fameweekafrika.com](http://www.fameweekafrika.com)

### **About FAME Week Africa**

In partnership with the Host City of Cape Town, Reed Exhibitions Africa brings you FAME Week Africa 2021, an event set to become the continent's unrivalled cornerstone of business development for the film, arts, media and entertainment industries. Bringing the Film, Arts, Media and Entertainment sector together, FAME Week Africa is the go-to place for creative industry professionals on the African continent. FAME Week Africa provides an opportunity to forge, enrich and strengthen business relationships.

It also showcases new technologies and services from industry leaders in AV system integration and communications; live entertainment technology; television and broadcast; animation and film; studio and production, DJ and pro-audio equipment.

Beyond the event, FAME Week Africa continues to drive commercial success as attendees have access to the creative industry community, through leadership pieces, online content and communities from around the world. [www.fameweekafrika.com](http://www.fameweekafrika.com)

### **About Reed Exhibitions Global**

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors, attracting more than 7 million participants. Our events leverage industry expertise, large data sets and



technology to enable our customers to connect face-to-face or digitally and generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.reedexhibitions.com](http://www.reedexhibitions.com)

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#### **About RELX**

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. The shares of RELX PLC, the parent company, are traded on the London, Amsterdam and New York Stock Exchanges using the following ticker symbols: London: REL; Amsterdam: REN; New York: RELX. The market capitalisation is approximately £33bn, €39bn, \$47bn.\*

\*Note: Current market capitalisation can be found at <http://www.relx.com/investors>

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#### **Media Enquiries**

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