



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.



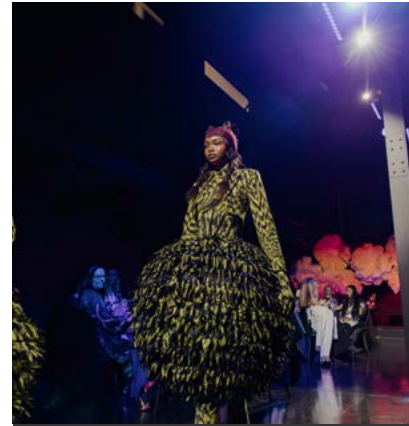
PRODUCT LAUNCHES



SEMINARS



TEAM BUILDING



THEMED
CELEBRATIONS



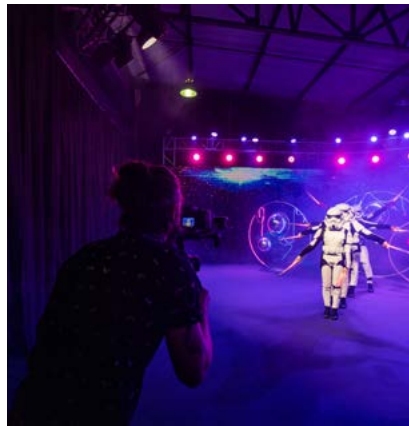
VIP EVENTS



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: African Met Gala

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 luxury elements such as fashion, perfume, vehicles and more Luxury entertainment such as violinists and pianists also complimented the event's look and feel perfectly.







Corporate Event

ABSA REIS DINNER

FORMAT/SEATING STYLE: Seating Dinner

PAX: 60

THEME: Resilience by Design

LOCATION: Zeitz MOCAA, Cape Town

Hosted as part of the Absa Real Estate Industry Summit, this intimate seated dinner brought together key clients and stakeholders for an evening of meaningful connection and elevated hospitality. Set against the striking backdrop of Ocular at Zeitz MOCAA, the event embodied the theme Resilience by Design through sophisticated styling, warm ambience, and carefully curated guest experiences.

Guests were welcomed into a beautifully designed space featuring rich red florals inspired by the Absa corporate identity, complemented by elegant tablescapes and a statement backdrop. The evening included a bespoke three-course menu paired with premium local wines, while a live choir performance added a uniquely South African and emotive touch to the atmosphere.







Conference

STANDARD BANK AMC

FORMAT/SEATING STYLE: Conference Seating & Seated Dinner

PAX: 280

THEME: Cocktail, Conference & VIP Luncheon

LOCATION: Norval Foundation, Cape Town

The Standard Bank AMC Cocktail and Conference at Norval Foundation was a masterclass in sophistication, seamlessly blending elegance with efficiency.

Set against the contemporary backdrop of the Norval Foundation, the event unfolded in a refined blue and white colour palette, reflecting the brand's polished identity while creating a sleek and modern atmosphere.

Guests experienced a seamless registration process, setting the tone for an effortlessly organised event. Throughout the three days including a networking cocktail, conference and VIP luncheon, attendees enjoyed an exquisite selection of cuisine and expertly crafted beverages, creating the perfect balance between professional engagement and relaxed networking.

The conference embodied class and precision, offering an elevated environment for meaningful connections, insightful discussions, and a memorable brand experience.





Award Ceremony

RAIL INDUSTRY AWARDS

FORMAT/SEATING STYLE: Formal Seating

PAX: 300

THEME: Elegant, Sophisticated Glam

LOCATION: The Houghton Hotel, Johannesburg

The Railway Industry Awards brought together distinguished professionals and innovators from across the transport sector to celebrate excellence, innovation, and progress within the railway industry. Hosted at The Houghton Hotel, the evening exuded sophistication and style, with a timeless black and white palette complemented by subtle touches of blue and orange.

Guests were welcomed through a custom-designed entrance experience featuring a striking media wall and elegant décor that set the tone for an evening of prestige. Formal attire was the order of the night, and the atmosphere was enhanced by live entertainment from a saxophonist performing within a captivating bubble installation.

A breathtaking chandelier feature illuminated the arrival area, adding a sense of grandeur to the occasion. The result was an elegant and memorable celebration that reflected both the innovation and refinement synonymous with the railway industry.





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.





Global Conference

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.





Corporate Lifestyle Event

ABSA L'ATELIER ART & LIFESTYLE FAIR

FORMAT/SEATING STYLE: Lounge & Cocktail Seating, Festival

PAX: 1500

THEME: African Art

LOCATION: Nirox Sculpture Park, Johannesburg

The Absa L'Atelier Art and Lifestyle Fair was a vibrant celebration of creativity, culture, and connection, brought to life in a dynamic outdoor setting. Guests were immersed in an inspiring atmosphere where art, lifestyle, and entertainment seamlessly intertwined.

The event showcased an impressive collection of artworks and talented artists, offering attendees the opportunity to engage with contemporary creativity in an interactive and meaningful way. Live performances added energy and excitement throughout the experience, while interactive stations encouraged guests to explore, participate, and connect with the artistic journey firsthand.

Beautifully curated cuisine and refreshing drinks elevated the occasion, creating a relaxed yet sophisticated environment for guests to indulge, socialise, and celebrate the arts. The fair embodied innovation and elegance, delivering a memorable lifestyle experience that highlighted the richness of South Africa's creative landscape.





Incentive Trip

ABSA AFRICA REGIONAL OPERATIONS JASIRI AWARDS

FORMAT/SEATING STYLE: Multi-day event

PAX: 200

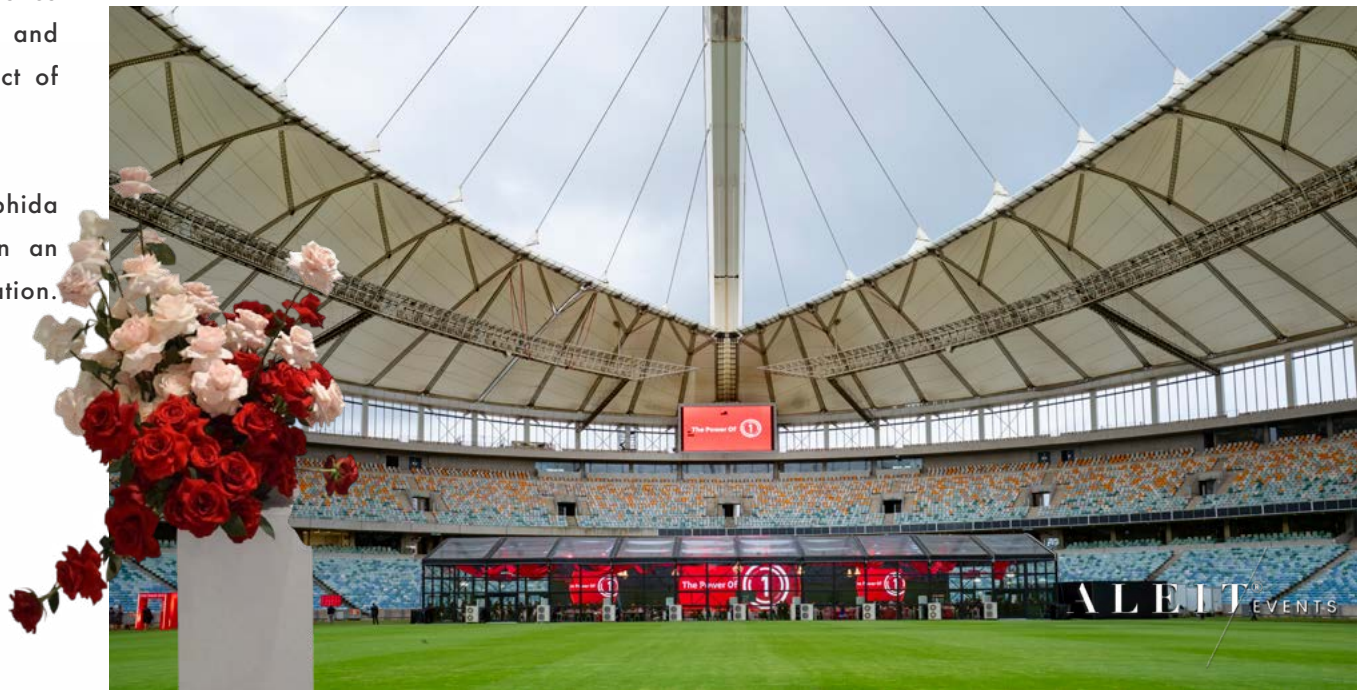
THEME: Touch of Africa

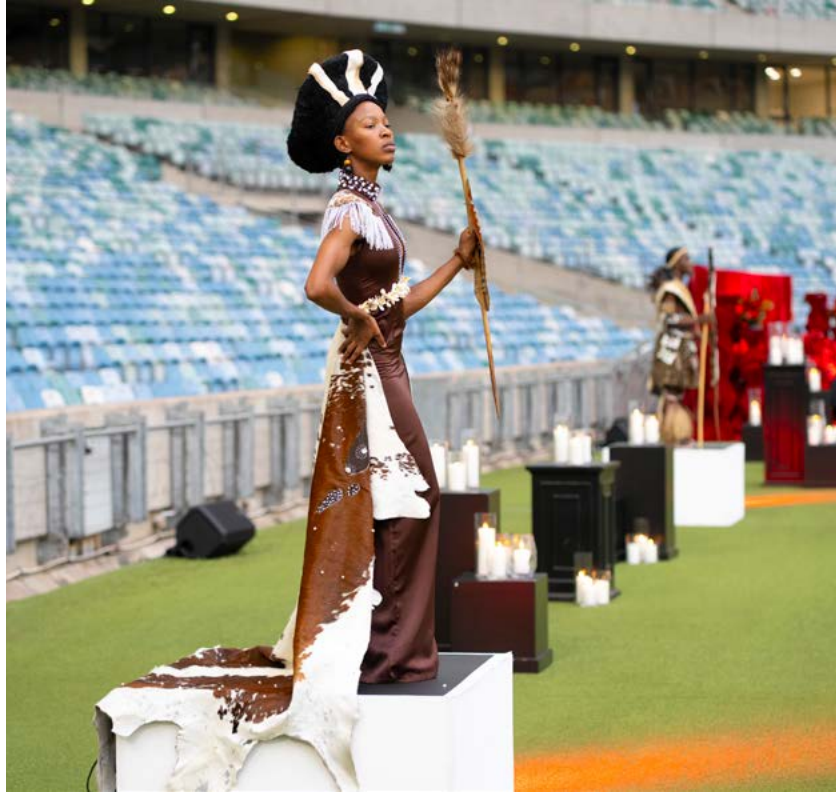
LOCATION: Durban

The Jasiri Awards 2025 brought together some of Africa's most inspiring entrepreneurs for a five-day celebration of innovation, leadership, and achievement in Durban, KwaZulu-Natal.

Welcoming 200 delegates from across the continent, including business owners and Jasiri Award winners, the event created meaningful opportunities for connection, collaboration, and recognition. Hosted at The Capital Zimbali, the programme featured engaging conference sessions, networking experiences, team-building activities, and moments of celebration that highlighted the remarkable impact of Africa's entrepreneurial community.

The event culminated in a spectacular gala dinner at Moses Mabhida Stadium, where outstanding achievements were honoured in an unforgettable evening of entertainment, recognition, and celebration.





Launch Event

BRIDGESTONE DUELER LAUNCH

FORMAT/SEATING STYLE: Conference style & driving experience

PAX: 120

THEME: Elevate the Drive

LOCATION: Laurent, Cape Town

Set against the scenic backdrop of Lourensford Wine Estate, the Bridgestone Dueler Launch Event celebrated the next level of adventure and performance. The experience highlighted Bridgestone's innovative approach to all-terrain driving, showcasing the tyre's superior grip, wet-weather capability, durability, and stability across diverse landscapes. Designed to deliver a premium and exhilarating brand experience, the event reflected Bridgestone's commitment to pushing industry standards and redefining performance.

Hosted over two days, the launch welcomed four curated guest groups, including media, stakeholders, clients, and partners, with 120 guests attending across the event. The experience included luxury accommodation, ground transportation, welcome dinners, conference sessions, guided driving experiences, cocktail events, and curated gifting. Guests moved from a cinema-style conference setup into a relaxed cocktail-style environment following the driving experiences, creating a seamless blend of professionalism, connection, and celebration.





Women's Appreciation 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

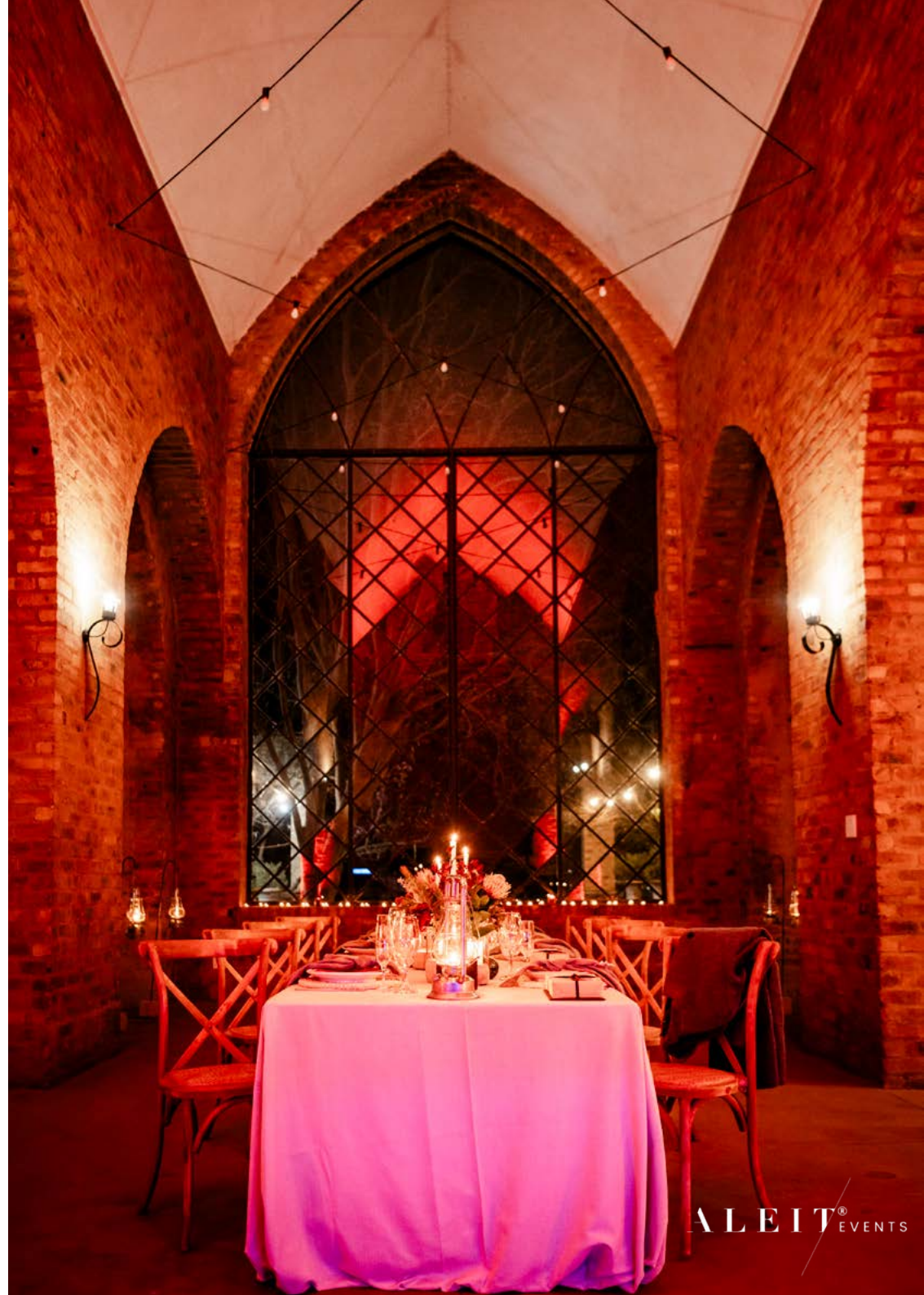
LOCATION: Riverside Castle, Pretoria

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.





Political event

YPO PRESIDENT'S DINNER

FORMAT/SEATING STYLE: Formal Seating

PAX: 1900

THEME: Life of Re_

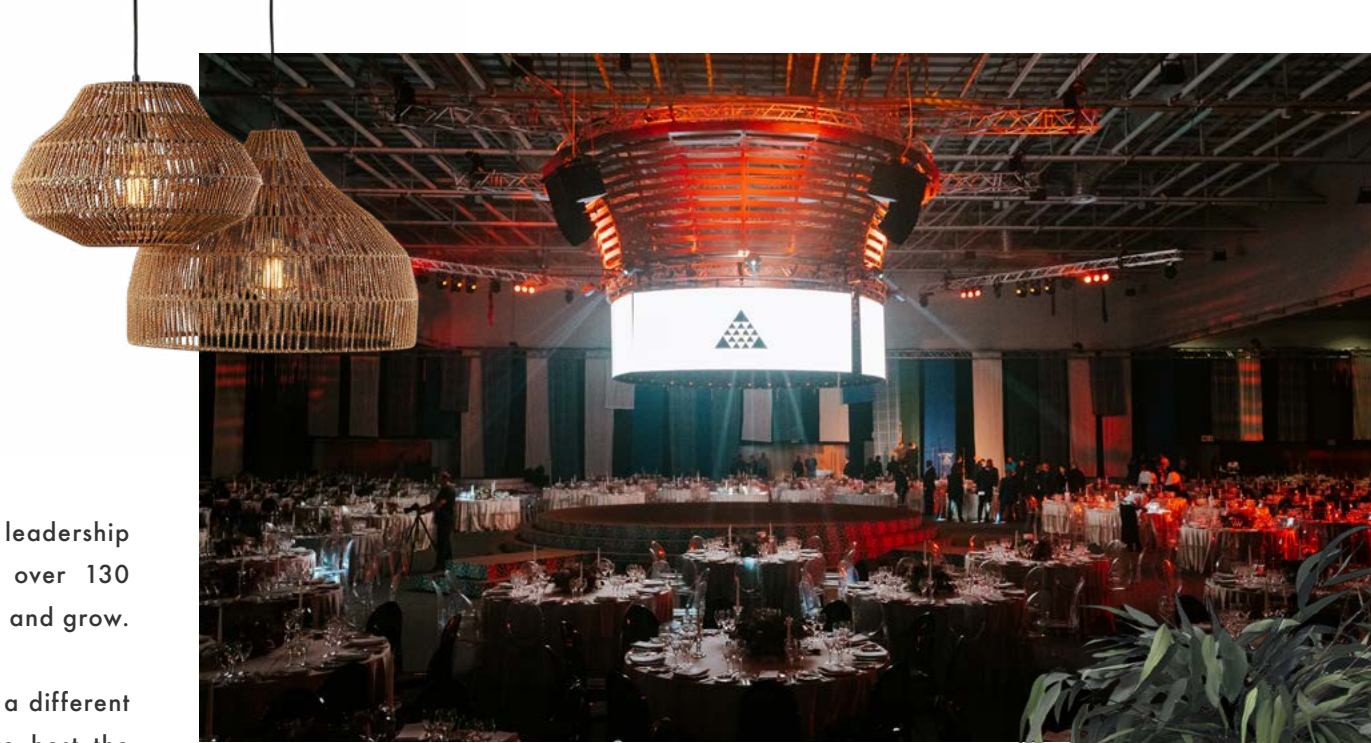
LOCATION: CTICC, Cape Town

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.







Gala Dinner

AUTO&GENERAL 40TH ANNIVERSARY GALA DINNER

FORMAT/SEATING STYLE: Seated Dinner

PAX: 140

THEME: Celebrating 40 Years of Bold Progress

LOCATION: Norval Foundation, Cape Town

To commemorate 40 years of Auto&General, we conceptualised and delivered an elegant gala dinner experience that celebrated the brand's legacy, people, and continued growth.

Hosted at the iconic Norval Foundation, the evening began with a vibrant cocktail hour featuring a signature cocktail, interactive photo booth moments, and an upbeat live quartet performance that set the tone for the celebration ahead.

The gala dinner space drew inspiration from the brand's corporate identity, with refined décor elements, ambient lighting, and modern styling woven throughout the venue. Guests enjoyed a curated three-course dining experience before the evening culminated in an energetic live performance by Mi Casa, creating a memorable finale to a milestone celebration.







Launch Event

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.





Corporate Lounge

ABSA MINING INDABA LOUNGE & COCKTAIL

FORMAT/SEATING STYLE: Lounge & Meeting Rooms

PAX: 150 per day

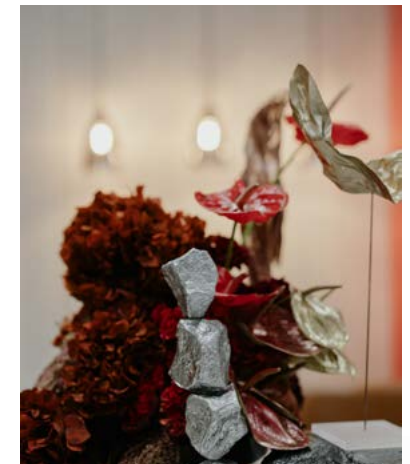
THEME: Investing in African Mining

LOCATION: CTICC, Cape Town

As part of the annual Mining Indaba hosted in Cape Town, Absa's bespoke lounge environment serves as a premium hospitality and networking hub for delegates, clients, and partners throughout the week-long conference.

Designed to facilitate meetings, collaboration, and moments of recharge, the space combines functional comfort with elevated brand presence. Our scope included the full management and operational oversight of the lounge, including décor styling, staffing, guest experience management, coffee stations, meeting room coordination, and thoughtful guest amenities such as charging stations, branded notebooks, and refreshment areas.

In addition to the daily lounge operations, we also conceptualised and executed a large-scale cocktail event for Absa during Mining Indaba week, further extending the brand's presence within one of Africa's leading industry gatherings.





Anniversary Gala Dinner

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.





Cocktail Event

ABSA AFRICA ENERGY FORUM COCKTAIL EVENT

FORMAT/SEATING STYLE: Cocktail Seating

PAX: 250

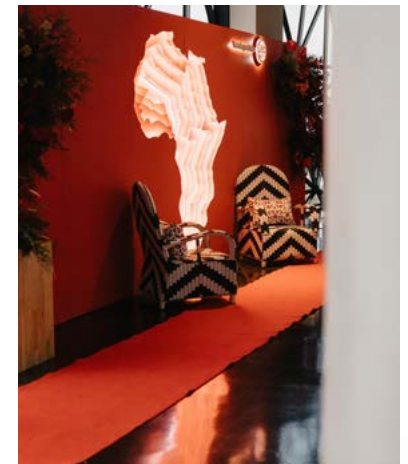
THEME: African Luxury

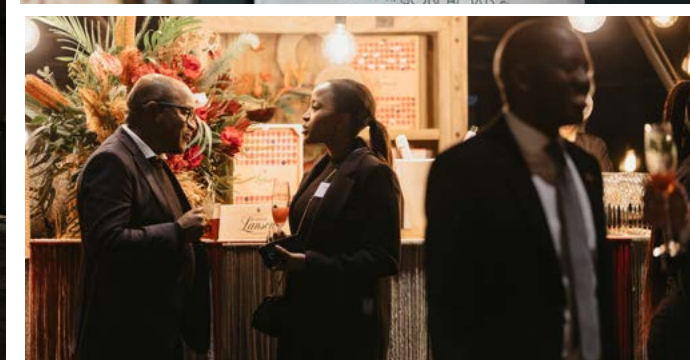
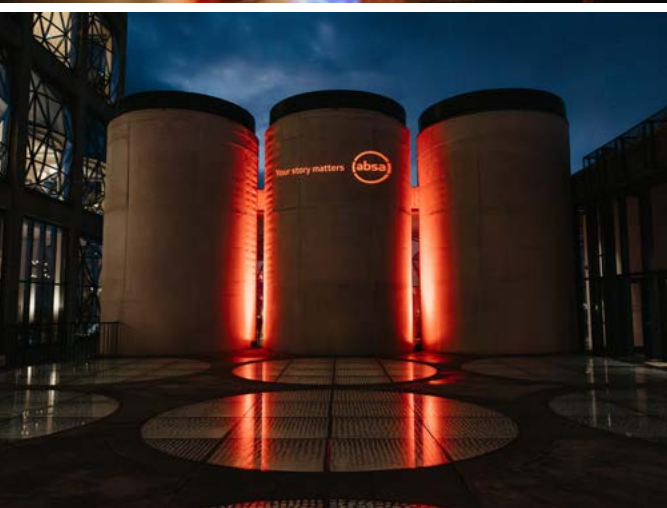
LOCATION: Zeitz MOCAA Ocular Lounge, Cape Town

To celebrate the Africa Energy Forum's first year hosted in Cape Town, Absa welcomed clients and industry leaders to an immersive cocktail event inspired by the essence of African luxury. Hosted at the exceptional Ocular venue at Zeitz MOCAA, the event combined contemporary sophistication with rich African influences across the décor, cuisine, and entertainment experience.

Styling elements incorporated Absa's corporate identity through carefully curated colour palettes and design details, while still embracing a warm and authentic African aesthetic. Guests enjoyed premium food and beverage experiences, including bespoke Glenmorangie and Champagne Lanson bars, alongside vibrant entertainment and networking opportunities throughout the evening.

The result was a dynamic and memorable event that celebrated both African innovation and meaningful connection within the energy sector.





Virtual Event

STANDARD BANK 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.

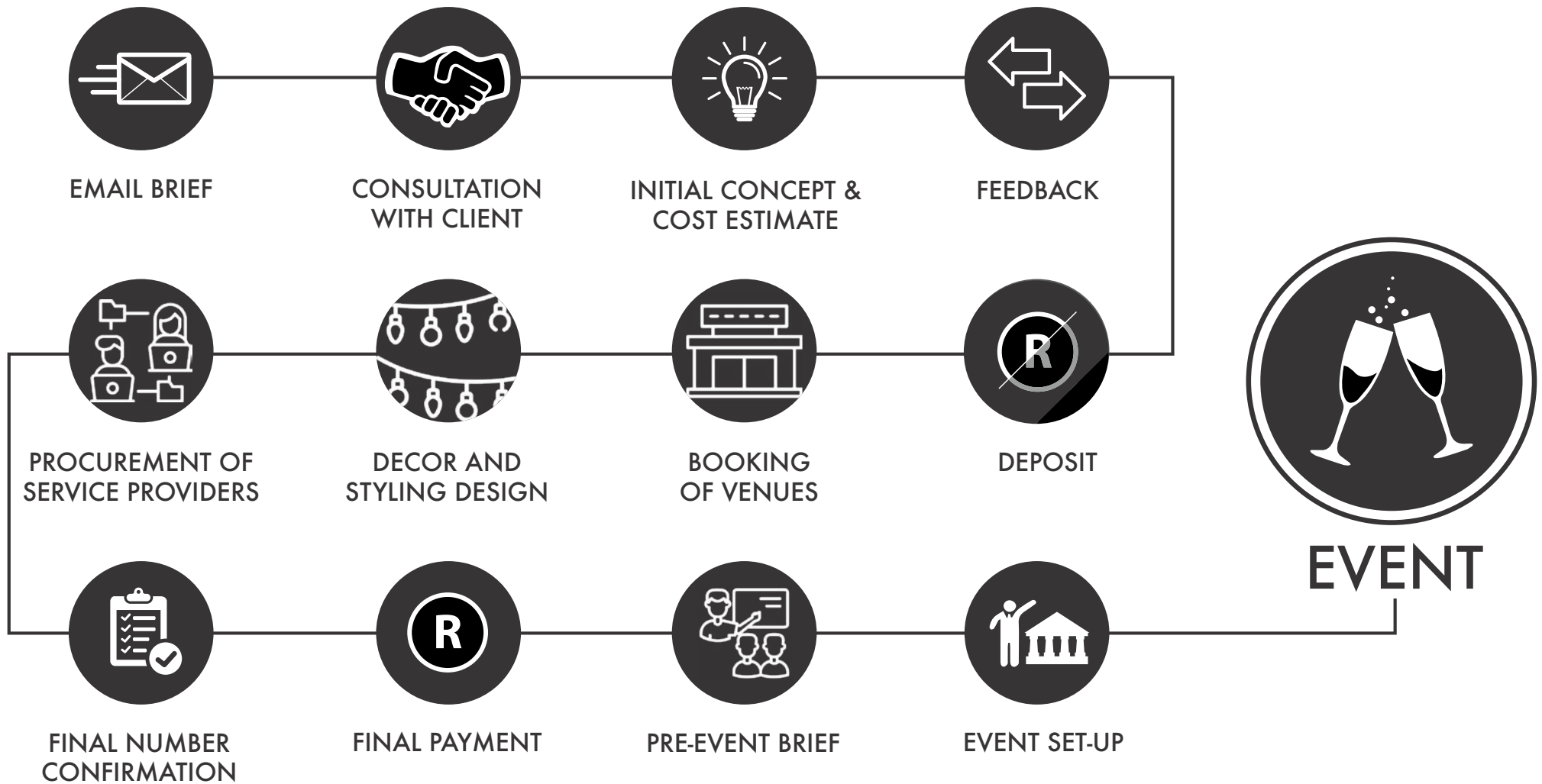
The theme for this virtual event was Out of this world where the idea is to take the attendees on a galactic experience, right in the comfort of their own home. This theme will do well to appeal to everyone's sense of exploration and wonder, as well as bring out the inner child.

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



STANLIB



ALLAN GRAY



TRANSPORT & ENERGY SECTOR

SUNGROW



BRIDGESTONE

TECHNOLOGY SECTOR

align



INSURANCE SECTOR

Auto&General



RMA



Discovery

Bonitas

GOVERNMENT SECTOR



ALCOHOL SECTOR

THE MACALLAN



VENUE SECTOR

ZEITZ MOCAA

AtholPlace

CREATIVE SECTOR



L'Atelier

BEAUTY & LUXURY BRANDS SECTOR

ROLLS-ROYCE

IWC SCHAFFHAUSEN

ghd

ENVIRON

Cartier



Jo LOVES

NEWS SECTOR

Mail & Guardian

EDUCATION SECTOR

PEARSON



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!"

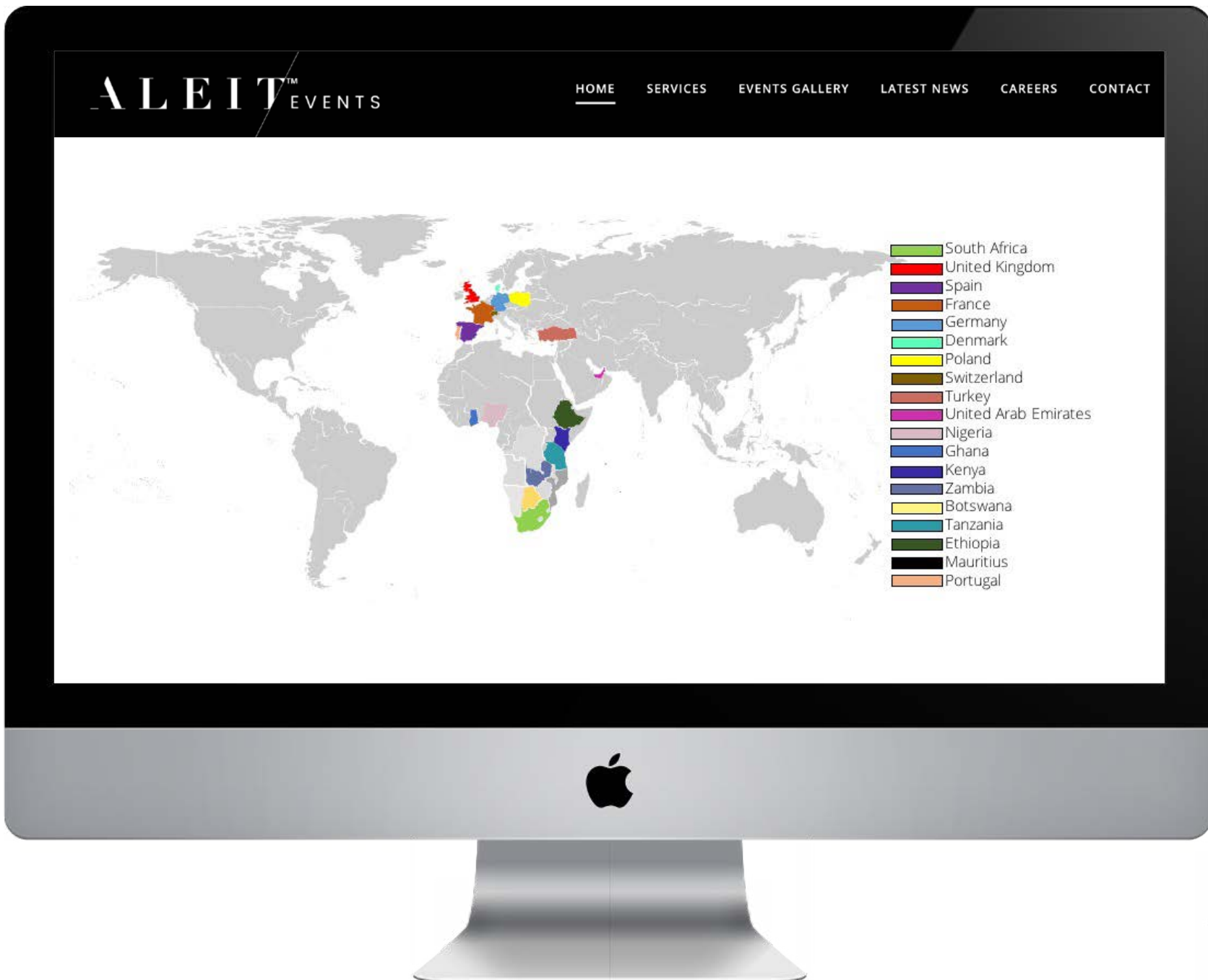
"I would also like to thank you for the hard work you put into this event. It was a truly testing one and you handled us and event elements so well. We lost our cool at times and you held it together and forged on. Everything ran smoothly and looked great!"

"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



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Chief Executive Officer



COURTNEY LORD
Senior Project Manager



AUORE PIENAAR
Senior Project Manager



TANDILE MTINTSILANA
Senior Project Manager



EKINDA BOPAPE
Project Manager



ILANA ROSSOUW
Project Manager



ANJA NIEUWOUTD
Project Manager



SYBIL MAHLANGU
Project Manager

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Thank You

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