

# Moshito guests can experience multiple event experiences

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Litha Communications is once again part of the 13th Annual Moshito Music Conference and Exhibition, Africa's premier music conference and exhibition, taking place from 7-10 September 2016. The PR consultancy is managing event invitations and registration, guest liaison and the logistics of guest access to various spaces and side events.

"It is again our privilege to assist the Moshito organisers with ensuring that the guest logistics runs as smoothly, as it has in the past," says Beulah du Toit, Operations director of Litha Communications. "It is again at the SABC Radio Park, a fitting venue for one of South Africa's most important events."

This year's theme 'Censored: When the revolution could not be televised' recognises the artistic voices who tailor their message through songs to bring the plight of the marginalised people to the attention of the state, for the world to know. The theme speaks to the fact that music can act as an unsolicited yet resourceful civic perception survey that highlights the prevailing socio-economic and political realities of the day, which public authorities must heed unless they decide to censor it.

With over 100 panellists, participating in over 12 topics – 5 breakaways, 5 plenaries, 2 workshops, 1 music managers meeting, as well as demo and music showcases, Moshito 2016 is poised to be a place where music meets business and business meets music.

"The intricacies of the total event have meant a constant hands-on approach by Litha Communications to ensure that VIPs, invited guests, paying delegates and the media all experience the best that the events have to offer," concludes du Toit.

Litha Communications is a full service public relations agency, with a specialised marketing and below the line events ops team, creating brand activations that engage, excite and stimulate. With its highly experienced management capacity, it provides end-to-end project management in rolling out its clients' marketing projects from press liaison to conference management.

It guarantees large-scale international event experience, broad financial capacity, incomparable PCO and event management expertise and a conceptually innovative team. It is the project management company of choice for international and local blue chip clients.

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