



# PROGRAMME OF EVENTS

## JAN 12-15, 2023 | DAKAR - SENEGAL

### AFRICA IS COMING - THE TERANGA EDITION

DAY

1

#### SCHEDULE

**ARRIVAL/ACCREDITATION**  
WED. JAN 11, 2023

**HOST CITY TOUR**  
THUR. JAN 12, 2023

**VENUE: GORÉE ISLAND, RENAISSANCE MONUMENT, ETC**

**12.00NOON (MORNING/ 1 DAY EVENT)**

**SCHOOL VISIT & GIFT PRESENTATION (CSR)**  
THUR. JAN 12, 2023

**VENUE: DIAKHAYE RUFISQUE SORTIE NUMERO 9**

**1.00PM (AFTERNOON/ 1 DAY EVENT)**

**WELCOME SOIREE/COCKTAIL MEET & GREET**  
THUR. JAN 12, 2023

**VENUE: HOTEL TERROU-BI**

**7.00PM (EVENING/ 1 DAY EVENT)**

**AFRICA MUSIC BUSINESS SUMMIT (AMBS LIVE)**  
FRI. JAN 13, 2023

**VENUE: GRAND THEATRE, DAKAR**

**8.30AM - 4:30PM (WAT) (MORNING / 1 DAY EVENT)**  
ENTRY: FREE (REGISTER TO ATTEND AT WWW.AFRIMA.ORG)

**AFRIMA MUSIC VILLAGE (LIVE CONCERT)**  
FRI. JAN 13, 2023

**VENUE: GRAND THEATRE, DAKAR**

**6PM - 4:30AM (WAT) (EVENING / 1 DAY EVENT)**  
ENTRY: FREE (INVITATIONAL ONLY FOR VIP SECTION)

#### EVENT DESCRIPTION

Nominees, music superstars, from Africa and diaspora. African Union officials, media and international guests' arrivals serve as an opportunity for accreditation/registration, rooming and building connection with the public through media coverage by local and international media and bloggers.

**Host City Tour** is a guided city tours for Nominees, International guests and media to explore the city and tourist sites, bond with the soul of the city and allow you to promote and uncover some hidden gems within the city through the Ministry of Tourism.

Part of AFRIMA Foundation's social responsibility is focus on education through visits and gift presentations to local schools where Nominees, International guests and media inspire new generation of talents and Africa's greats and gain a greater understanding of why it's important to help young people prepare for career and life not only by academic knowledge, but also by mastering critical skills such as critical thinking, self motivation and self appreciation of Africa's identity

**Welcome Soiree and Meet & Greet** is an official reception to welcome all nominees that have arrived and serve as an opportunity to build connection and bond with other nominees, artistes, members of the International Committee of AFRIMA, African Union officials, government and policy makers and other invited guests.

**The African Music Business Summit** is an annual marketplace for music business where panel discussion platform for business networking and interaction among music professionals, music executives, government officials and other stakeholders in the music, media, tech, entertainment and financial sectors of Africa and of the world with breakout sessions and master classes taken by professionals. AMBS is a platform to interrogate and strategize on the business of music in Africa while charting a synergistic way forward for development and economic empowerment for the music industry.

**The AFRIMA Urban Music Fest** is an evening of non-stop music festival model, concert by African superstars from all over the world. Diplomats/VIP sections are provided. 60,000 people expected with Live performance and live broadcast. Free pass/entry. Live broadcast to over 84 countries around the world via digital and television broadcast

#### OPPORTUNITIES

- PR opportunities
- Media Interviews
- Accreditation
- Networking opportunities
- Relationship building opportunities.

- Enhance guest satisfaction
- Improve community integration and development.
- International media interviews
- Relationship building opportunities.
- Preservation of heritage.

- Inspire new generation of talents
- Relationship building opportunities.
- Networking and development opportunities
- Local media Interviews
- International media interviews

- Networking and development opportunities
- Local media Interviews
- International media interviews
- Exclusive interviews
- Relationship building opportunities.

- Networking and development opportunities
- Local media Interviews
- International media interviews
- Exclusive interviews
- Relationship building opportunities.

- Opportunity for Performance
- Live broadcast
- Back stage
- Exhibition stands
- Exclusive interviews
- Behind the scenes
- Listeners engagement
- Relationship building opportunities

DAY

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DAY

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DAY 4

### SCHEDULE

STUDIO COLLABORATION & MEDIA BOOTH & REHEARSAL

SAT. JAN 14, 2023

VENUE: GRAND THEATRE, DAKAR

9.00AM (MORNING/  
1 DAY EVENT)

COURTESY VISIT TO THE PRESIDENT

SAT. JAN 14, 2023

10.00AM (MORNING/  
1 DAY EVENT)

NOMINEES & MUSIC INDUSTRY PARTY

SAT. JAN 14, 2023

VENUE: T.B.A.

10PM (EVENING/  
1 DAY EVENT)

AFRIMA AWARDS CEREMONY

SUN. JAN 15, 2023

VENUE: THE DAKAR ARENA, DIAMNIADIO, DAKAR, SENEGAL

RED CARPET LIVE  
3.00PM - 6.00PM (WAT)  
AWARDS CEREMONY LIVE  
7.00PM (WAT)  
(AFTERNOON / 1 DAY EVENT)

AFTER PARTY

SUN. JAN 15, 2023

VENUE: T.B.A

11.30PM – TILL DAWN  
(EVENING / 1 DAY EVENT)

### EVENT DESCRIPTION

Time and freedom to cook and create together. Studio Collaboration focuses on nominees to have a chance to express their musical uniqueness by coming together to work on a single or various music projects for purpose of business, cross border song, and increasing their reach. Simultaneously, rehearsals will be ongoing for the awards..

**Courtesy visit to The President and The Prime Minister** is an official reception by the President to welcome all nominees, Africa Union Commission officials, AFRIMA International Committee, production crew, international media, celebrities that have arrived and other invited guests to network with members of the music and creative industry.

**An exclusive party for nominees** and invited celebrity guests. It is a night of dancing to infectious music, munching on delicious nibbles, social networking and incredible experiences for all of our guests.

**A glittery, star-studded and world-class event** with energizing live performances, amazing red-carpet, high-profile guest attendance, anchored by world class hosts and inspiring moments with live television broadcast to 84 countries on 109 television stations around the world.

**An exclusive throw-down party** to celebrate the night with winners, nominees, music stars, African Union officials, host city officials, International Committee of AFRIMA, production crew, media, selected guests, fans, and followers of African music stars.

### OPPORTUNITIES

- Trust, respect, willingness, learn and create
- Link fanbases together
- Create greater recognition together
- Networking Opportunities
- More Sales.
- Boost creativity and Musicianship
- Empowerment and Human Relationships

- Relationship building opportunities.
- Networking and development opportunities
- Local media Interviews
- International media interviews.

- Back stage
- Local media Interviews
- International media interviews
- Red carpet
- Behind the scenes

- Live broadcast
- Back stage
- Red carpet
- Opportunity for Performances
- Opportunity to present category's winner
- Collaborations and partnerships
- Business opportunities
- High profile guests
- Local media Interviews
- International media interviews
- Exclusive interviews
- Behind the scenes
- Live audience & engagement
- Broadcast audience & engagement

- Collaborations and partnerships
- Business opportunities
- High profile guests
- Local media Interviews
- International media interviews

DAY 5

