

## Come debate soccer legacy issues

BizCommunity readers are invited to attend a series of on-air discussions, which will look at South Africa and the continent once the final goal is scored at the 2010 FIFA World Cup.



Produced by CNBC Africa, the first recording will take place on Friday 15 January 2010 from 7 - 8.30pm at its studios in Sandton and will air on Wednesday 27 January at 8pm.

### Issues

This first debate will focus on issues surrounding marketing strategies of sponsors ahead of 2010 and during the event. What legacy will sponsors leave for the development of soccer and sectors on the continent? What initiatives are sponsors undertaking that will leave a legacy for the people of South Africa? How do sponsors intend to create South African brand ambassadors from tourists who will be visiting our shores? A specialist panel of guests will spend 60 minutes in front of the studio audience discussing pertinent points around soccer, infrastructure, social and political opportunities.

As seating is limited, email Denham Pons by January 14 2010 to attend the debate.

Go to [www.cnbc africa.com](http://www.cnbc africa.com) for more information.