

Get to know

SKYBOOKINGS.COM

and what we stand for

**Beautiful Software
for Magical Events**

Avant Garde Troupé, 2018



PART 1/3

About us

OUR CLIENTS

Est. 2016

ewib
CONFIDENT WOMEN IN BUSINESS



SHAMPOONAIZA
COMEDY
EXPERIENCE

SYWX

CLICKS GROUP
LIMITED



DP WORLD



LIONS



Dear skybookings,

Your partnership played a pivotal role in bringing our first SMWX live event to life and ensuring its success.

We were particularly impressed with your online platform and the variety of features & insights that it offered in preparation for the event.

We were also grateful for the box office support that was provided to us for the event, which allowed the seamless management and access-control of guests into the parking and event venue.

The positive feedback we've received from participants and guests underscores the impact of your involvement. We have not received a single complaint, and this is a great testament to your team's incredible customer service.

SMWX



**Team SMWX &
Dr. Sizwe Mpofu Walsh**



Pink Day at DP World Stadium
Presidential Suite RSVP by
skybookings.com



CLICKS GROUP
LIMITED

**Clicks BroNation Launch
Invitations, RSVP & Guest
Logistics by skybookings.com**



Joburg Fashion Week
Ticketing, Guest Logistics &
RSVP by skybookings.com

ABOUT OUR CUSTOMERS

Company History

We first launched in 2016 as an RSVP management platform and worked with Joburg Fashion Week, Bidvest Stadium, Gauteng Cricket, and many others.

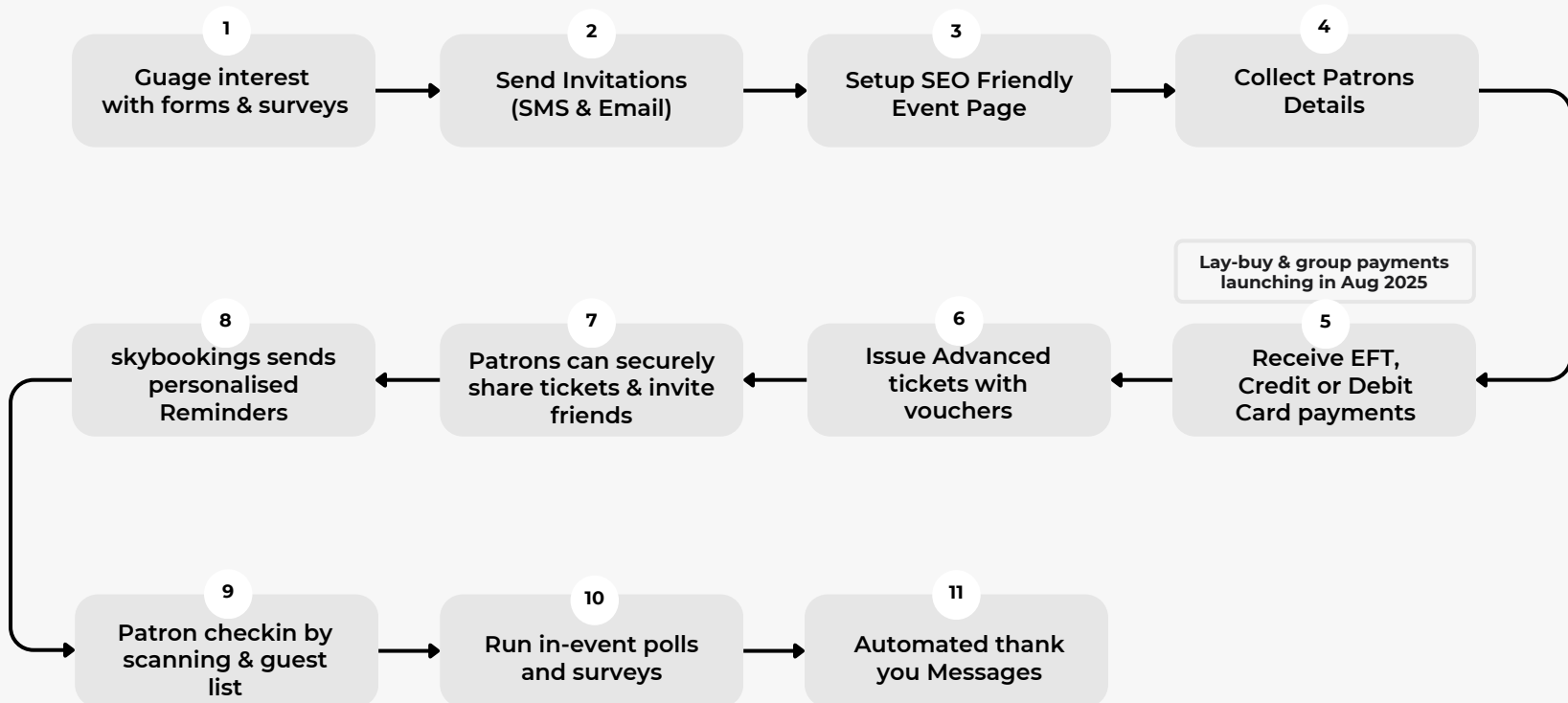
Back then we realised that our customers wanted to simplify the RSVP process and stop working with physical tickets, while improving the ability to make changes to bookings.

After Covid, we realised an emerging group of curators who are building communities more than organising events. They subscribe many software tools to make this happen, but this creates a complicated and expensive customer experience.

In response, skybookings has become a unified platform that takes care of the whole booking journey, from surveys to ticketing to bulk messaging, without additional subscriptions or using three or four different systems.

FOR YOUR PATRONS

Curators trust skybookings with their unique customer journeys for gala dinners, awards, festivals, and fashion shows. We care about the the whole booking lifecycle, not just ticketing...



FOR YOU (THE CURATOR)

More than selling tickets, curators care about creating unique customer journeys informed by our marketing strategies. Skybookings is a single platform that lets you work on your entire booking lifecycle — no extra subscriptions or working on 5 different platforms.

Beat the cash crunch with weekly or on-demand payouts

Get discovered with SEO friendly event pages

Check in guests by scanning or guest list

Collect data with forms and surveys

Invite affiliates to sell for you and earn commission. Sky handles payouts & admin

Get peace of mind with 24/7 Patron Support with WhatsApp & AI

Discover insights and opportunities with skybookings intelligence

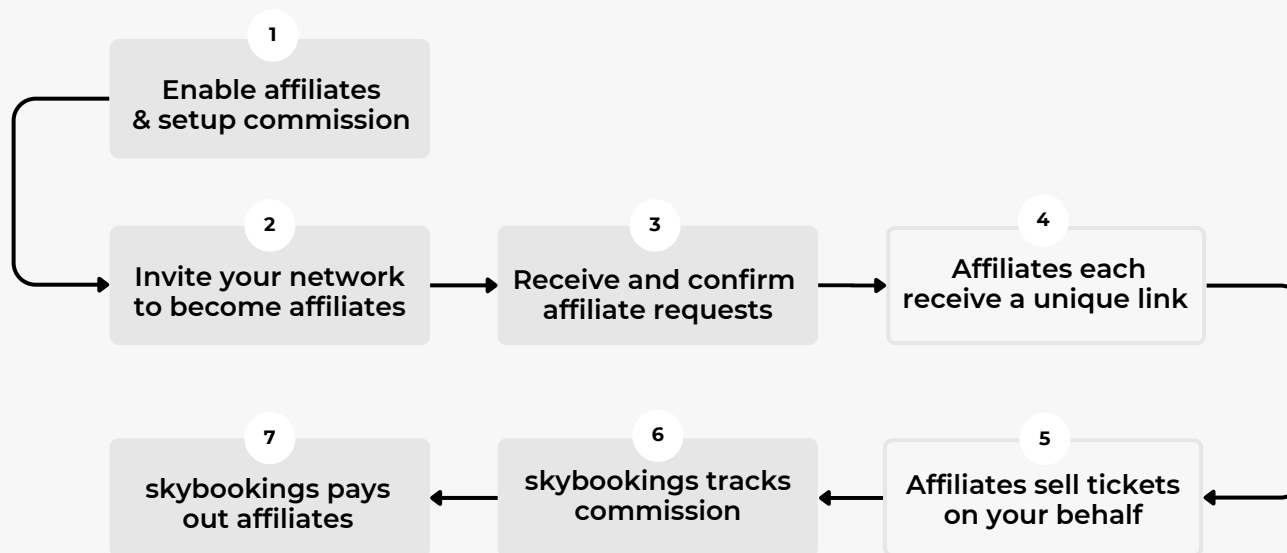
Understand your campaigns with advanced analytics

Curate your guest logistics with advanced ticketing, vouchers & checkpoints

Own your audience & send bulk messages by email & SMS

FOR YOUR FRIENDS & AFFILIATES

Curators do not move alone; they move as a pack, developing and growing their movement with others. skybookings.com's affiliate program, makes it easier than ever to bring your tribe along, sell tickets together, and build your property together.



Your affiliates only do two things (steps 4, and 5), which makes it easier than ever to sell tickets together.

PART 2/3

Case studies



Cerit Nagy, Founder CWIB

Case study 1



CONFIDENT WOMEN IN BUSINESS (CWIB)

CWIB has hosted over 120 events on skybookings.com since 2018, ranging from conferences, networking sessions and exhibitions.

Founded in 2018 by Cerita Nagy, CWIB has grown into a compelling national club for women in business, aligned with Christian values and are guided by their unwavering faith in God.

We have worked with CWIB over countless iterations of the platform, constantly looking for ways to reduce their admin and improve



“The reason I’ve remained a loyal client of skybookings is because of their dedication, support and constant improvement.

I also appreciate the weekly payouts. This has made it possible to run events nationwide even on a tight budget.

The platform has evolved so much, but always making my job easier. I now setup my events and forget about ticketing.

The skybookings Team is also amazing to work with. I look forward to many more years.” — Cerita Nagy

confidentwomeninbusiness.co.za



Thapelo, Tips, Seemise, Comedian

Case study 2



SHAMPOONAIZA COMEDY EXPERIENCE

Thapelo, Tips, Seemise aka Shampooaiza is a veteran comedians in South Africa, with a career spanning over two decades.

Some of the country's largest brands, including MTN8, the SABC, First National Bank, and many others have sought his mindful, clean and yet hilarious comedy to penetrate markets, redefine brand perception, or to just fire up their corporate events.

Closer to his heart, however, is growing the South African comedy scene by identifying new comedians and providing a platform for them to grow in their talent.



“Previously, I used other platforms but only got my ticket sales after the event. This meant I had to find money to pay comedians.

But now, with skybookings, Wednesdays are pay days — we get our ticket sales every Wednesday — and this helps us book comedians and grow our movement.

On a serious note, for me it’s the brotherhood, the support, and the fact that working with skybookings is like working with Lesilo. It’s magic.

These guys know what they are doing. Use them. Le nna ka ba you-za.” — Tips Shampoonaiza

IG: tipsshampoonaiza



ThebigZill Onair, Founder Feast & Dance

Case study 3



FEAST & DANCE FOOD & AFRO HOUSE DAYTIME GARDEN FEST

Feast & Dance is Southern Africa's premier intimate, experiential daytime garden festival of food and Afro-House music.

Hosted annually since 2020 at a private location in the city of Mbombela, Mpumalanga — it is best known for its signature offering: the THREE DAYS of MAGIC.

Their secret to success is a highly coordinated customer journey. It is more like an engineering masterpiece, where intricate customer touch points weave together and create a lasting impression on patrons. Everything is sequenced, documented and executed with precision.



“Skybookings took a huge weight off our shoulders. Our marketing campaigns reach up to 142,000 people per month, which puts a massive burden on customer onboarding, which is personalised and curated.

We tried other ticketing platforms, but found that they do not accommodate our processes. So, we kept doing things manually until we met skybookings.

So far, skybookings bought us time to do what we do best — curate an exceptional experience. This is a partnership for years to come!”

— Thebigzill Onair

IG: @feastanddance

PART 3/3

A note from our founders



IN THIS NOTE I will address who skybookings is for and our mission, beginning with some background.

1. BACKGROUND & WHO IT'S FOR

For context, the meetings and events industry is worth ±R132bn, growing at 8% per annum. Ticket sales account for roughly 7—10%.

Our estimates show that only 30% of the market is listed on current ticketing platforms, which means many events sell tickets offline, on WhatsApp or manually by email. The question is *why*?

Our research shows that policies held by current players are prohibitive for emerging event curators. For instance, they pay out ticket sales after the event, making it necessary for curators to raise money or find sponsors whereas they could self-fund their events.

In addition, many platforms are old and clunky, making it cumbersome to manage events, let alone curate a unique customer journey.

Our platform is therefore aimed at curators, emerging and established. Emerging curators do not have the numbers to attract sponsors or raise money. So, they do things manually. The more established curators want to go beyond ticketing — they have intricate customer journeys and talk in terms of creating an experience not just an event.

2. OUR MISSION

South Africa is an underutilised tourism asset. International visitors worry about crime, while domestic travellers live in a depressed economy and often do not have a culture of travelling. In other words, there is tremendous latent value in South African tourism.

It is up to us to realise this value, enjoy it, and bring it to the world. While this is a national undertaking with many players in the value chain, our chosen contribution is to provide worldclass technology that enables exceptional events.

3. MY PERSONAL WHY

In 2023, I cycled the length of South Africa — from Musina to Cape Town — and got a unique view of our country and its people at the speed of a bicycle.

From the warm winters of Limpopo, the pine slopes of Mpumalanga, the ever-changing landscape of KZN, the rolling hills of the Eastern Cape and charm of the Karoo. I experienced the spell-binding garden route, the astounding mountain passes, and the little padstals in the middle of nowhere, selling uniquely South African food to travellers and explorers.

I listened to the way our languages blend into each other, and yet how our cultural DNA is the same throughout the country. I felt the spirit of Ubuntu as strangers hosted me in their homes, prepared meals, and wished me well on the journey.

It is hard to describe our country's sheer beauty and our emerging South African identity. Harder still, is understanding why we do so little while we are endowed with so much.

I think part of the solution is to come together and to curate experiences that make South Africa more accessible both locally and internationally.

My small contribution and dedication to the South African cause is to develop world class events technology and cultivate an environment where the curators can create the most exceptional experiences through which the spirit of Ubuntu will flourish as people meet and discover the magic of South Africa.

Vusi Sindane
24 June '25



THANK YOU

To book a demo, please visit
info.skybookings.com