



Mrs Alta Maré
Director D&A Tours (Pty)(Ltd)

Alta is a competent business woman with a Master's degree and experiences in the formal business sector ranging from state owned companies, top 5 financial services companies, to assisting entrepreneurs and small business as a strategic advisor. She has been instrumental in not only securing the World Choir Games Tshwane 2018 (WCGs) for South Africa through coordinating and writing the bid, but through managing locally the overall WCGs programme execution. This implies that she played a pivotal role being engaged in all aspects of this highly successful mega event, engaging more than 16,000 singers over 11 days involving more than 330 choirs from 64 nations.

This advanced experience in a mega event execution involving all aspects from accommodation, transport, safety and the actual competition activities and logistics involving more than 500 competition concerts in 8 competition venues, 2 main showcase events, 4 prize giving events, 7 celebration concerts and more than 80 friendship concerts across Tshwane for more than 330 choirs as part of the WCGs, will allow her to ensure success and seamless experiences for all choir tours and opportunities identified through her hands-on involvement in every aspect of the tour offering as Director of D&A Tours. She has a deep understanding of the choral fraternity in South Africa and specifically choirs' needs - she managed a regional youth choir for more than 4 years prior to the WCGs - allowing her to ensure that tour experiences are pitched to address choir specific requirements. During her time as choir manager she organised all aspects of local tours as well as international tours to Namibia, Austria, Latvia, Canada and France.

Her business savvy, passion for promoting the choral industry in South Africa and Africa, her incredible international networks in the choral industry, her local networks with choirs and conductors and music professionals and music associations, combined with a drive and appetite for success will be transferred to creating tour experiences to showcase local choirs internationally. The tour offerings will not only ensure memories for life but valuable growth experiences in terms of performance venues, workshop exposure, interaction and sharing opportunities for singers of all ages, as her track record confirms.

Video links to the highly successful executed WCGs can be found:

<https://www.youtube.com/watch?v=SRU98y4nF1w>

<https://www.youtube.com/watch?v=z2AK7Dpiaqo>