



CREATIVE. SPORT. TOURISM.

CST

CREATIVE SECTOR FOCUS

2026

2ND – 4TH SEPTEMBER 2026
AT THE HAGE GEINGOB STADIUM



ESP EMERALDSAND
PLATFORMS





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CST EXPO 2026

Creative Sector Focus

A. CST Creative Component

Role of the Creative Sector in CST

The Creative Sector serves as the cultural heartbeat of the CST Expo, transforming the event from a traditional exhibition into a dynamic and immersive experience that celebrates Namibia's identity, talent, innovation and storytelling.

Through music, fashion, film, visual arts, cultural heritage, culinary experiences, digital innovation, gaming, poetry, performance and creative entrepreneurship, the Creative Component creates opportunities for participation, learning, entertainment, networking and economic development.

The Creative Sector contributes to the CST Expo by:

- Showcasing creative talent and industries of Namibia and beyond.
- Creating experiences that engage visitors and increase event attendance and ensure staying power.
- Providing platforms for creatives to access markets, audiences and business opportunities.
- Promoting cultural tourism and destination storytelling.
- Encouraging youth participation and skills development.
- Facilitating collaboration between creatives, industry stakeholders, educational institutions and investors.
- Positioning creativity as a driver of innovation, employment creation and national development.

The Creative Component is therefore designed not only as an entertainment offering but as a strategic platform that demonstrates the economic, cultural and tourism value of Namibia's creative industries.



Creative Sector Focus Areas

The CST Creative sector aims at finding the link between tourism and sport, both of which are sectors that can contribute to and feed off each other as well as specifically engage the creative sector with all its diverse offerings. Among many, this would include the following focus areas:

- Food & Drinks
- Sound - Music & Performance
- Visual - Film, Media & Content Creation
- Touch - Arts & Crafts
- Design in its broadest sense
- Cultural Heritage - fashion & tradition
- Technology - Gaming, AI, VR & Digital Innovation
- Communication - Audio & visual
- Creative Entrepreneurship & Business Development

B. CREATIVE ACTIVATION ZONES

1. *Food Park*

Function

The Food Park serves as a high-energy entertainment zone designed to create atmosphere, crowd engagement and continuous visitor activity throughout the Expo.

Activation Activities and Participants

The Food Park will operate as one of the Expo's primary entertainment and engagement hubs, creating a vibrant atmosphere that encourages visitors participation and sustained activity throughout the event.

Programming within the zone will feature a combination of DJ performances, live music sets, audience competitions and interactive dance challenges designed to maintain energy levels and attract continuous foot traffic. Influencers will engage directly with attendees through content creation, meet-and-greet opportunities and audience interaction activities, while sponsors will utilise the space for brand activations and promotional engagements.



2. *Artist Tent*

Function

To host artists and performers before and after their scheduled appearances on ESP Stage.

Activation Activities and Participants

The Artists tent will provide an environment for artists and performers hosting, pre- and post-performance preparation,

Brief media interviews sessions will be facilitated with artists and performers. Through its combination of hospitality and media engagement the ESP Chill Tent will contribute to enhancing the overall participant experience. Participants will include artists, influencers and performers.

3. *ESP Kids Tent*

Function

To provide family entertainment, educational engagement and creative experiences for children and young people.

Activation Activities and Participants

The ESP Kids Tent will serve as a dedicated family-focused engagement zone designed to inspire creativity, learning and active participation among children and young people attending the CST Expo.

The tent will offer a diverse programme of educational and recreational activities, including face painting, arts and crafts, creative colouring activities, storytelling sessions, puppet theatre performances and interactive learning stations that encourage imagination and self-expression. Educational games and science demonstrations will introduce children to innovation, discovery and problem-solving in a fun and accessible manner, while dance challenges, mini talent showcases and creative competitions will provide opportunities for participation, confidence-building and performance. The activation will further create opportunities for families to engage with the Expo in a meaningful way while showcasing the importance of youth development within Namibia's creative ecosystem.

Participants will include children, parents, primary schools, youth facilitators from organisations such as Be Free, OYO and other local youth development programmes, as



well as creative volunteers who will support the delivery of activities and interactive experiences throughout the Expo.

4. *ESP Chill Tent*

Function

To serve as a networking hub that brings together attendees of the EXPO. Visitors will be entertained by content creators, influencers, comedians through curated entertainment, digital storytelling, audience engagement and collaborative experiences.

Activation Activities and Participants

A key feature of the Chill Tent will be the **Savannah Comedy Hour Experience**, scheduled as a special Thursday evening activation. It will be built around a very distinctive **Savanna-branded lifestyle environment** featuring the brand's signature yellow identity, branded tables, branded chairs, relaxed seating arrangements, social interaction spaces, influencer-friendly photo opportunities, networking areas, and a live-stage atmosphere that feels more like an exclusive social experience than a formal comedy show.

Participants will include influencers, comedians, content creators, digital entrepreneurs, media representatives, tourism stakeholders, brand partners, industry professionals and members of the general public.

5. *Artificial Intelligence (AI) and Virtual Reality (VR) at Entrance*

Function

To showcase emerging technologies and their application within the Creative, Sport and Tourism sectors while promoting innovation, digital transformation and future-focused learning.

Activation Activities and Participants

This zone will feature artificial intelligence demonstrations, virtual reality experiences, smart tourism showcases, gaming activations, digital innovation exhibitions and interactive technology displays that highlight how technology is transforming industries, businesses and customer experiences. Visitors will have the opportunity to engage with innovative solutions,



explore new technologies and gain insights into the role of digital innovation in driving entrepreneurship, economic growth and industry development.

The activation will further provide opportunities for networking, learning and knowledge-sharing between technology providers, innovators, students, entrepreneurs and industry stakeholders, while encouraging young people to explore careers and opportunities within the digital economy.

Participants will include technology companies, innovation hubs, start-ups, Network Data Hub, Afriwallet, university students, innovators, entrepreneurs, industry stakeholders and members of the general public, creating an engaging platform for technology exploration, learning and innovation.

5. *Entrance and Arrival*

Function

To create a memorable first impression that immediately immerses visitors in the Creative Sport Tourism (CST) Expo experience while providing information, orientation and interactive engagement opportunities. The activation will feature NTV and NTV Afrika experiences alongside immersive virtual reality activations delivered in collaboration with tourism and technology partners.

Activation Activities and Participants

The Entrance and Arrival Experience will serve as the primary welcome and orientation zone for visitors entering the Expo. Designed to build excitement and anticipation from the moment of arrival, the space will introduce visitors to the Expo programme, key attractions and featured experiences.

The activation area will be strategically positioned immediately after ticketing and will incorporate welcome and information desks, a digital venue map, visitor support services, an NTV interview studio and dedicated engagement spaces for influencers and content creators. Visitors will have access to event programmes, activity schedules, daily highlights, venue navigation information and QR-enabled digital content to enhance their Expo experience.

A key feature of the zone will be the NTV Welcome Experience, which will serve as a dynamic guest engagement platform through live interviews, influencer interactions, media content creation, audience participation activities and event updates. The activation will



create opportunities for visitors to engage with media personalities, content creators and special guests while generating content that promotes the Expo across multiple platforms.

The zone will further feature an immersive Virtual Reality Experience Station, allowing visitors to explore iconic Namibian sporting moments, tourism destinations, virtual safari experiences, creative productions, film showcases and interactive storytelling experiences. Through the integration of media, technology and visitor engagement, the activation will establish the tone of the Expo while showcasing the interconnected nature of Namibia's Creative, Sport and Tourism sectors.

Participants will include the NTV and NTV Afrika teams, influencers, content creators, ushers, visual artists, tourism and technology partners, special guests and members of the general public, creating an engaging and welcoming gateway to the CST Expo experience.

6. Main Stage

6.1 Opening Ceremony

6.1.1 Purpose

To officially launch the expo and introduce visitors to the three pillars of Creative, Sport and Tourism while setting the tone for the Expo experience.

6.1.2 Programme Elements

The Opening Ceremony will feature official welcoming remarks, cultural and creative performances, national showcases and entertainment segments designed to celebrate Namibia's diverse creative talent and cultural heritage. The programme will further provide an opportunity to introduce the Expo's objectives, strategic partners and key stakeholders while creating excitement and anticipation for the activities taking place throughout the event.

6.3 Live Performance Programming

The Main Stage will host a diverse programme of live performances featuring local, emerging and established artists representing various genres and creative disciplines. Programming will include live music performances, collaborative artist showcases, cultural performances, traditional dance presentations and heritage demonstrations that celebrate Namibia's cultural diversity.



Participants will include musicians, bands, comedians, dancers, cultural performers, youth performers and invited guest artists.

6.4 Fashion Show and Spoken Word Showcase

Creative showcases featuring emerging designers, fashion collections, spoken word artists and creative storytellers. The showcases will provide opportunities for designers, performers and creatives to present their work to audiences, industry stakeholders, media representatives and potential collaborators.

The integration of fashion, spoken word and creative storytelling will create a multidisciplinary platform that highlights the diversity and innovation within Namibia's creative sector.

Participants will include fashion designers, models, spoken word artists, poets, storytellers

6.5 Creative Competitions

6.5.1 Purpose

To encourage participation, talent development, and healthy competition while identifying and celebrating emerging creative talent across Namibia's youth and creative sectors.

6.5.2 Dance Competition

The Dance Competition will be implemented as a hybrid activation model combining a pre-selection phase with a live final showcase at the CST Expo.

Participation

Participants will be required to submit a short performance video during the application phase. A panel will review submissions and shortlist finalists based on creativity, technique, originality, and stage presence.

Shortlisted dancers and groups will be invited to perform live at the CST Expo, where the final winner will be selected in front of a live audience.

Participants will include:

Schools, dance studios, youth dance groups, and independent performers.

6.5.3 Choir Competition



The Choir Competition will celebrate vocal excellence, cultural expression, and youth participation through a structured creative development process.

Participation

Choirs will submit an application through a video performance during the entry phase. A panel will evaluate submissions and shortlist participating choirs for the final stage.

Shortlisted choirs will be required to compose and perform an original song inspired by the CST Expo themes of Creative, Sport, and Tourism.

The final performances will take place live at the CST Expo, where choirs will compete for the winning title based on creativity, arrangement, interpretation, and stage performance.

Participants will include:

High school choirs, youth choirs, community choirs, and invited vocal ensembles.

6.6 UNAM Theatre School Opening Production

Function

To provide a signature opening performance that showcases emerging Namibian theatrical talent while celebrating the integration of creativity, storytelling and performance arts within the CST Expo.

Activation Activities and Participants

The UNAM Theatre School will develop and present a 20–30-minute opening production for the CST Main Stage, combining theatre, spoken word, music and movement into a multidisciplinary performance experience. The production will be designed specifically for the Expo and will serve as a creative opening showcase that reflects themes of innovation, culture, identity, youth empowerment and national development.

As a featured Main Stage activation, the production will provide an opportunity for student performers to gain exposure before a large and diverse audience while demonstrating the role of theatre as a powerful medium for storytelling, education and cultural expression. The performance will further contribute to establishing a unique CST tradition and signature creative experience that can be developed and expanded in future editions of the Expo.

Participants will include students and facilitators from the University of Namibia (UNAM) Theatre School, spoken word artists, musicians, performers and members of the general public attending the Opening Ceremony.



C. INTERACTIVE SEMINARS AND MASTERCLASSES

The Interactive Seminars will feature approximately 5 curated sessions per day. Each session will run between 45 and 60 minutes and will be carefully structured by facilitators and moderators to ensure thematic alignment and smooth flow.

The format is designed to be flexible and participatory, combining masterclasses, industry presentations, practical workshops, film screenings, panel discussions, interactive breakout sessions, audience Q&A engagements, and structured networking opportunities to encourage collaboration and knowledge exchange.

Proposed Interactive Seminar Topics (TBC)

The programme will include a diverse range of the following industry-focused and hands-on topics:

1. From Talent to Product: Live Creative Demonstrations in Art, Design and Culinary Innovation
2. Protecting Creative Intellectual Property: Publishing, Licensing and Monetising Content Globally
3. The Future of Namibian Storytelling: Film, Broadcasting and Short-Form Content Creation
4. From Namibia to the World: Building an International Modelling Career
5. Animation Without Borders: Namibia's Place in the Global Film and Children's Content Industry
6. Content Creation That Matters: Building Influence, Credibility and Global Reach
7. The Business of Creativity: Turning Talent into Sustainable Income
8. Writing for the World: Creating Globally Competitive Books and Publishing Success
9. Creative Innovation and Emerging Technologies: Shaping Namibia's Future Economy
10. Global Payments for Creatives: Unlocking Digital Income and International Markets
11. Preserving Creative Heritage: Archives, Collections and Namibia's Cultural Memory
12. Building Creative Ecosystems: Collaboration, Innovation and Industry Growth
13. Preserving Culture, Creating Value: Monetising Namibia's Arts and Craft Heritage
14. Film Namibia: Positioning the Country as a Premier International Production Destination
15. From K-Pop to Country Brand: What Namibia Can Learn from South Korea's BTS Success Story



D. NTV CST Awards

Purpose

The Awards celebrate excellence, achievement, innovation, and impact across the Creative, Sport, and Tourism sectors. As an integral part of the CST Expo, the awards aim to recognise individuals, organisations, and initiatives that contribute meaningfully to national development and industry growth, under the theme *Namibia In Motion*.

Unlike a traditional standalone gala ceremony, the CST Awards will be fully integrated into the CST Expo programme. Winners will be announced and celebrated on **4 September 2026** during the Final Concert of the Expo, as well as throughout the event across activations, panel discussions, showcases, networking sessions, sporting events, and tourism experiences. Award recipients will be recognised live, with digital profiles, sponsor branding, and visibility displayed across event screens and platforms throughout the venue.

Nomination Process

The nomination process will be coordinated by the CST Awards Committee in collaboration with an independent industry panel comprising representatives from the Creative, Sport, and Tourism sectors. The panel is currently being constituted and will include recognised industry organisations, associations, federations, and sector bodies across all three sectors.

Nomination Night

The official CST Awards Nomination Night will take place on **1 September 2026 at the National Theatre of Namibia**, where all nominees across the fifteen award categories will be announced. The evening will also feature highlights from selected CST Expo exhibitors, trailers from Namibian Film Week selections, and promotion of Namibian films to be broadcast on NTV. A theatre production will form part of the programme. Nomination Night also marks the official commencement of the awards campaign and the public launch of the CST chatbot voting platform.



E. Creative Activation Programme

The CST Team will participate in the following Promotional and Pre-Event Activations

1. Kasi Vibe Festival Activation

Date: 31 July to 02 August 2026

Location: Brakwater Recreational Park

Purpose

To introduce the CST Expo to community audiences and generate grassroots awareness through a youth-focused entertainment platform, using immersive content creation and live engagement strategies.

Activation Approach

The CST Expo Creative Team will execute a mobile, content-driven activation within the Kasi Vibe Festival. The approach focuses on real-time storytelling, audience interaction, and digital amplification, positioning CST Expo within the live festival experience rather than a fixed exhibition space.

A team of CST interns, supported by selected influencers, will actively engage with festival audiences to create dynamic content on the ground. This includes capturing interviews, reactions, lifestyle moments, and creative highlights that reflect the energy of both the festival and the CST Expo brand.

The activation will be integrated into the broader festival programme through collaboration with the event MC, ensuring consistent CST Expo visibility across stage moments and audience touchpoints.

Key Activities and Participants

The team will collaborate with event organisers and the MC to integrate CST messaging into the live programme through scheduled stage mentions and audience prompts.



On-ground activities will include:

- Real-time content creation (video, photography, and social media storytelling)
- Influencer-led audience engagement and interviews
- QR-code driven registration campaign to encourage early sign-ups
- Interactive creative sector awareness activations
- Pop-up style engagement moments with festival attendees
- Social media amplification through influencer and CST digital channels

The activation will be delivered by the CST interns, and selected influencers, in collaboration with the event organisers and MC. Primary engagement targets include festival patrons, young creatives, community members, and general attendees.

2. Savannah Comedy Hour Activation

Date: 11 June 2026 and others

Location: FNCC, Windhoek.Namibia

Purpose

To leverage an existing comedy platform to build awareness of the CST Expo while engaging entertainment audiences and network with FNCC as a supporter.

Activation Approach

The CST Expo will partner with Savannah Comedy Hour to integrate Expo messaging into the comedy experience while creating opportunities for audience engagement and registration.

Key Activities and Participants

During the activation the MC will introduce the Expo and highlight opportunities available within the sectors. Event information and registration materials will be distributed to the audience while the creative team will produce digital content to amplify awareness across social media platforms. The activation will bring together the Savannah Comedy Hour team, featuring comedians and members of the public, creating an engaging platform that connects entertainment audiences.

3. Ongwediva Annual Trade Fair Activation



Date: 21 - 29 August 2026

Location: Ongwediva Trade Fair Grounds

Purpose

To market the CST Expo to the northern community and engage with visitors and industry stakeholders attending the trade fair. This is very important in order to find the right parties for our CST villages.

Activation Approach

The activation will create visibility for the Expo through promotional exhibitions, engagement activities and information dissemination.

Key Activities and Participants

The Ongwediva Annual Trade Fair Activation will position the CST Expo within one of Namibia's largest regional trade and exhibition platforms, creating a valuable opportunity to engage northern communities, industry stakeholders and potential partners. Through a dedicated exhibition stand, the CST Expo team will showcase the vision and opportunities presented by the sectors while driving visitor awareness and registration through targeted promotional campaigns and AfriWallet registration activations. The activation will further facilitate networking sessions with members of the northern creative sector to stimulate participation and identify potential contributors for the CST Villages, while cross-industry engagements with exhibitors and business representatives will demonstrate the interaction between the creative, sport and tourism value chains and their collective contribution to economic development. Media interviews and content creation activities will further amplify the Expo's visibility and reach. Participants will include the CST Expo Team, AfriWallet representatives, the Namibian Sun project team, exhibitors, creative industry stakeholders, trade fair visitors, media representatives and potential village partners, collectively contributing to the growth, awareness and stakeholder mobilisation objectives of the CST Expo.

4. Swakopmund Fashion Week Collaboration

Date: To Be Confirmed

Location: Swakopmund



Purpose

To position CST Expo within Namibia's fashion ecosystem by engaging the sector jointly with Erongo.

Activation Approach

The collaboration will integrate CST Expo branding and promotional activities with the Fashion Week.

Key Activities and Participants

The Swakopmund Fashion Week Collaboration will position the CST Expo within Namibia's fashion and creative industries by leveraging an established platform that attracts designers, models, industry professionals, media and fashion enthusiasts from across the country. Through the integration of promotional activities and stakeholder engagement opportunities, the activation will create awareness of the Expo while fostering relationships with key players within the fashion ecosystem. Engagements with designers and fashion entrepreneurs will focus on encouraging participation in the Expo's fashion show, exhibitions and industry discussions.

Participants will include fashion designers, models, fashion industry stakeholders, media representatives, CST influencers and members of the public, all contributing to the growth of the creative sector and strengthening the visibility of the CST Expo within Namibia's broader creative economy.

5. Influencer Reveal Campaign (Tjil Activation Series)

Date: To Be Confirmed

Location: NTV / Tjil Studio

Purpose

To formally introduce the CST Expo influencer ambassadors through a professionally produced media activation that builds anticipation, strengthens public engagement, and amplifies awareness across television and digital platforms.



Activation Approach

The Influencer Reveal Campaign will be executed as a collaborative media activation in partnership with Tjil, transforming the traditional influencer announcement into a short-form content series designed for multi-platform distribution.

The campaign will feature curated studio interviews, introductory influencer segments, and visual storytelling pieces that allow each influencer to present their identity, creative focus, and connection to the CST Expo. Each feature will also include clear calls-to-action directing audiences to follow the influencers and CST Expo platforms for ongoing updates.

This approach prioritises high-quality content production and digital amplification, ensuring that the influencer introduction reaches both broadcast and online audiences while remaining cost-effective and logistically efficient.

Key Activities and Participants

The Influencer Reveal Campaign will serve as the official introduction of the CST Expo influencer ambassadors through a structured content series developed with Tjil. The activation will include short studio-based interviews, individual influencer introduction videos, and supporting visual content such as mini photo and lifestyle shoots.

Each influencer segment will highlight personal branding, creative identity, and involvement in the CST Expo, while incorporating their official social media handles to drive audience engagement and digital followership.

The content will be professionally produced and distributed across multiple platforms, including Tjil broadcast segments, NMH digital platforms, CST Expo social media channels, and influencer-owned pages, ensuring broad reach and cross-platform visibility.

Participants will include selected CST Expo influencers, Tjil production team, CST Expo Creative Team, photographers/videographers, and content producers. The campaign aims to position influencers as key voices of the CST Expo while showcasing contemporary Namibian youth culture through a media-driven storytelling format.



7. CONCLUSION

The CST Creative Component serves as a key driver of tourism, youth participation, cultural preservation, and economic growth. Through a dynamic mix of performances, exhibitions, workshops, seminars, competitions, and innovation showcases, it delivers an engaging and immersive CST Expo experience.

By providing platforms for artists, creators, innovators, and cultural practitioners to showcase their work and connect with industry opportunities, the programme supports the broader goals of Creative Sport Tourism and strengthens the visibility of Namibia's creative economy.

Overall, the Creative Component positions creativity as a central pillar of the CST Expo, highlighting its role in shaping cultural identity, industry growth, and national development through meaningful collaboration and participation.



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