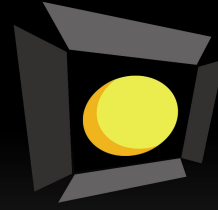


**par**kan  
entertainment



Par Kan Entertainment is a subsidiary of PAR KAN LOJIK CC

## Company Profile

Par Kan Entertainment is committed to the perfection of all aspects of production, promotion and publicity, of South African and African projects globally. Par Kan Events is witness to more than a Decade of the crusade of spreading South Africa's rich cultural heritage to a global audience.

Trade Name	Registered Name	Vendor Registration Code	Verified Date
PAR KAN ENTERTAINMENT	PAR KAN LOJIK CC	SY4AWCFTRW	May 15 2007
	Company Registration Number	Vat Registration Number	
	CK1-2006/131427/23	4590233195	

### People Power

This dynamic company, of passionate and dedicated professionals, has a proven track record in Media, Production, Promotion, Audiovisual, Conferencing, Programming, Event and Artist Management.

#### **PAR KAN EVENTS** **Management Structure**

- **Kim Jacobs – Logistics**  
Production, Media, Tourism, Communications, Promotions,
- **Lauren Parks – Projects**  
Media, Marketing, Events
- **Craig Parks – General Manager**  
Director of Projects and Productions

### Employment Equity

**PAR KAN LOJIK**, HDI status shareholder - Craig Parks, owns this Closed Corporation Company. The Company employs 4 Permanent Staff members. A number of temporary and casual employees and service providers are deployed on a contractual basis through various events and projects. **PAR KAN LOJIK** also ensures permanent, temporary and casual employment for more than 300 artists, musicians, media, marketing and production crew, per annum.

## The Essence of PAR KAN ENTERTAINMENT

**PAR KAN EVENTS - PROFESSIONAL SERVICES** provides a full management service including logistics, conceptualising, organising, planning, administration, overall and specialised project management, marketing, promoting, negotiations, emergency services, structural certification, and event security.

**PAR KAN EVENTS - NETWORK & RECRITMENT SERVICES** includes Sound engineers, Journalists, Media and Marketing personnel, Photographers, Tour Guides, Catering, Décor, MC's, Comedians, Transport, Media Services.

**PAR KAN EVENTS - EQUIPMENT HIRE** includes Competitive prices, sound advice and technical expertise for all musical and technical requirements of events including staging, sound and lighting, audio and visual equipment, public address and back line equipment.

**PAR KAN EVENTS ARTIST MANAGEMENT** includes the Managing of business affairs of performing artists, including profiles, marketing, administration, finance, negotiations, and booking of live tours, appearances and performances.

## The Qualifications

- **Kim Jacobs – Logistics Management**

*With a strong background in Marketing, Kim is a Tourism Management graduate of the Cape Peninsula University of Technology, with International experience in event hospitality, promotions and production.*

- ND Tourism Management : Cape Peninsula of University of Technology
  - Events : Cape Peninsula of University of Technology
- Hospitality & Cultural Exchange Certification : American Hospitality Academy of America

- **Lauren Parks – Projects Management**

- Public Relations, Marketing : Damelin
- Artist and Events Management – Cape Town Jazzathon
- Live event production – The North Sea Jazz Festival, CT

- **Craig Parks – General Manager**

*Founder of **PAR KAN LOJIK**. As a Producer of Radio, Television, Audiovisual and Live events, Craig maintains an extensive network in the Media, Music and Events industries.*

- Graphics and Reporting : The Argus, The Cape Times, Die Burger
  - Radio and TV Journalism Graduate : Indiana University, USA
    - Management 1 Graduate : Cape Technicon
    - Sales and Marketing Graduate : Damelin College
    - Program and Music Manager : P4 Radio, Cape Town
- More than 15 years experience and qualification in Events Management and the SA Music Industry

## Associated Productions & Clients

- Engen Driver of The Year (CT, KZN, PE)
- The Cape Town Jazzathon (13 Years)
- Noted – production for SABC3 (CT, Tshwane, Polekwane, KZN)
- Petro SA – Gala Dinner production music
- The Cape Town International Jazz Festival
- Investec – Corporate Client Functions
- Sheer Sound, Universal – Music promotions
- ACSA Feather Awards – Artist management for African Kaleidoscope
- Nelson Mandela Invitational – Artist Management for Octagon
- Heart 104.9fm - Birthday Bash Celebration

## Corporate Associations

- SAMPA, RISA
- Cape Town Tourism
- Heads Up International Records
- Sheer Sound African Records
- Production for P4 Radio, Heart 104.9FM, SABC 3, Good Hope FM, Fine Music Radio
- Associated Press, Reuters, The Argus, The Cape Times, Die Burger
- SABC TV Production

## Previous Clients

- City of Cape Town Mayor's Office
- Provincial Government of the Western Cape
- The Cape Town Festival
- The Cape Times, The Argus, Die Burger
- Topco, Top 300 Group of Companies
- National Ports Authority
- Arts Alive, PACOFS
- BMW, MTN
- Standard Bank Joy of Jazz
- Production companies incl. Big Concerts, ESP Afrika, Making Music
- National and International Entertainment venues
- Conference venues incl. Table Bay Hotel, Arabella Sheraton
- Musica, CD Warehouse, Living Music workshops
- Institutions incl. UWC, Cape Peninsula University of Technology
- Record Companies – including SonyBMG, Universal, Gallo, EMI

## Contact Details

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