



PRESS RELEASE

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Bloem Show

Bloem Show offers practical learning experience for honours-students at UFS

For the second consecutive year Bloem Show is offering a learning experience to honours-students at the Faculty of Humanities at the University of the Free State, specializing in Corporate and Marketing Communications.

Bloem Show is one of the largest entertainment and media opportunities presented annually in the Free State. All elements of Marketing, communication and event organization are addressed during the planning and execution of Bloem Show. Therefore it provides an excellent opportunity for students to gain firsthand experience and exposure in these fields.

During a briefing in February important information about this year's Bloem Show was shared with the students. It is now expected from them, before and during the show, to perform a number of tasks. The practical experience includes aspects such as writing press releases and contact with the media, project management, social media strategies, exhibitions and promotions, acquiring sponsorships and research. Skills development is incorporated by the Department of Communication Science in the module Integrated Marketing Communications, so that students can gain practical experience in various aspects of planning a special event, like Bloem Show.

"Bloem Show is much more than just one opportunity. It is several opportunities which are presented simultaneously over a period of 11 days and for which is planned throughout the year. Exposure to the planning and execution of Bloem Show's activities and projects will sketch a realistic picture for students on how they can apply their knowledge in practice," says Elmarie Prinsloo, CEO of Bloem Show.

Several other projects such as the Sheep-shear demonstrations at schools, Agricultural experiences for children and educational exhibitions, amongst others, the SAPS and SA Pantser School museum



and demonstrations held by the Fire Department, are of the other events Bloem Show has to offer this year.

Bloem Show will take place in Bloemfontein from 27th of April to the 7th of May. Visit www.bloemskou.co.za for the full daily program and highlights.

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