

OPEN HOUSE

by **WEAREAFRICA**

SHARE YOUR SPARK OR HOST A DISCUSSION WITH THE TRIBE

Do you have a burning topic shaping your thinking right now? A bold perspective you want to put to the tribe? A conversation that reflects the spirit of Wild With Purpose and the future we are building together?

This is your space to lead with purpose. To share what matters.
To help shape the future of our continent, together.

WHAT ARE SPARK TALKS?

SPARK Talks are short, high-impact presentations created to ignite ideas, challenge perspectives, and plant seeds for meaningful change within the tribe.

Each SPARK Talk is a 5-minute talk or micro-keynote, delivered alongside a fast-paced slide deck that rolls automatically behind the speaker – one slide every 20 seconds.

The format is intentionally tight, energetic, and focused, encouraging speakers to say what matters, quickly and boldly.

WHAT WE'RE LOOKING FOR

We're intentionally casting the net wide. The bolder and more diverse, the better.

SPARK TALKS MIGHT EXPLORE TOPICS ACROSS:

ART AND CREATIVE EXPRESSION

MUSIC AND CULTURE

TRAVEL AND TRANSFORMATION

CONSERVATION AND COMMUNITY

SUBCULTURAL MOVEMENTS

MINDSET SHIFTS

OR SOMETHING ENTIRELY UNEXPECTED

Nothing is off the table – as long as it aligns with our 2026 theme, **Wild With Purpose**, and leaves the audience with a clear takeaway.

A COMMUNITY-LED PLATFORM

SPARK Talks are a vital way for our community to shape the conversation at We Are Africa. This is an open invitation to contribute, to be heard, and to help define what *Wild With Purpose* truly means.

FEELING THE SPARK?

If you have an idea you'd love to put forward, we'd be thrilled to hear from you.

SUBMIT YOUR SPARK TALK

DISCUSS TALKS

WHAT ARE DISCUSS TALKS?

DISCUSS Talks are intimate, peer-led conversations created *by the community, for the community*. Grounded in **Wild With Purpose**, they are designed to create space for the conversations that truly matter in African luxury travel right now.

DISCUSS Talks are proposed, shaped and led by our community. If a topic is selected, the proposer leads or curates the discussion in their own style – whether by posing a provocative question, opening a shared problem-solving session or holding space for a conversation that hasn't yet found a home. There is no expectation of polish or presentation, only clarity of intent and a willingness to listen.

WHAT WE'RE LOOKING FOR

This is not a stage. There are no panels, no keynote voices and no moderators. Instead, small groups of 10-15 delegates gather in a trusted, informal setting to explore ideas through lived experience, honest exchange and shared responsibility. These sessions are about depth, not performance – conversation, not conclusion.

A PLATFORM FOR CHANGE

At their core, DISCUSS Talks exist to surface the real challenges, tensions and opportunities facing our industry. They encourage peer-to-peer learning, question assumptions and test new thinking – reinforcing We Are Africa as a meeting ground for collective insight and meaningful progress.

WHY IT MATTERS

DISCUSS Talks are where Wild With Purpose comes to life: small circles, big ideas, and the belief that meaningful change starts with open, human dialogue.

FEELING CALLED TO THE CONVERSATION?

If there's a topic or question you believe needs space, we'd love to hear from you.

SUBMIT YOUR DISCUSS TALK

All submissions are reviewed internally. In some cases, we may combine complementary ideas or invite co-curation. If selected, we'll be in touch for a short alignment conversation and to share light-touch guidance – no polish required, just clarity of intent.