

Snow in Johannesburg is calling for a Change of Season for the FIFA World Cup 2010 in South Africa

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With temperatures falling below zero degrees celsius in many of South Africa's stadia locations for the FIFA World Cup(TM) 2010, leading soccer analysts are calling for a rethink on the timing of the world's biggest sporting event.

Says Dr Nikolaus Eberl, Author of 'The IziCwe Code: Disruptive Innovation': "The 2006 World Cup held in Germany has shifted the experience of soccer from the stadia to the after-game party events where international visitors are now expecting the very best in terms of entertainment for many hours after the game hgas ended. In Germany, this was borne out by the concept of the Fan Feste, the fan festivals which attracted hundreds of thousands of visitors and were considered the highlights of the world cup.

To hold fan festivals in the South African winter, with temperatures falling below zero degrees celsius and the prospect of cold rains and shivery winds, is putting up a huge gamble. FIFA should consider moving the 2010 world cup to December when the bulk of soccer aficionados are escaping the European / American winter and have nearly double the spending power, due to the bonus payments and saving habits of corporate employees in industrialized countries. This would boost visitor levels and have a tremendous impact on the South African hospitality industry."

Dr Nikolaus recently introduced a revolutionary innovation model, called The IziCwe Code, at the Global Leaders Africa Summit in Johannesburg, sharing the stage with world renowned leadership gurus Tom Peters, Rudy Giuliani and Michael Porter.

Based upon the innovation strategies of the legendary Zulu King Shaka, The IziCwe Code is about inspiring employees to question the tried and tested and search for new ways to deliver world-class service. In anticipation of the FIFA World Cup in 2010, large South African organisations are calling upon The IziCwe Code to engage their employees in Iklwa Innovation (so called after the revolutionary new weapon introduced by Emperor Shaka) and align employee commitment to President Mbeki's 2010 Promise.

Dr Nikolaus and co-author Herman Schoonbee published "The IziCwe Code: Internal Branding" in 2005 (Academy Press, foreword by Reuel Khoza), which was recently critically reviewed by President Thabo Mbeki in his Letter from the President; using "the analytical tools contained in The IziCwe Code", the President issued the challenge to government leaders to "generate the kind of commitment that will ensure that ...our government at all levels ... can be trusted to honour the brand promise!"

Dr Nikolaus' earlier book "Conquer Life: Personal Branding Strategies from the Emperor" was appraised by The Business Day as "A must for anyone who wants to overcome personal and career challenges", and Herman Mashaba, Founder of Black Like Me as "A uniquely South African formula for mustering the will to succeed and conquer life."

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IziCwe Academy is the global leader in Internal Branding Advisory Services. Based upon twelve years of global research, IziCwe Academy has assimilated best global practices in Internal Branding to assist corporate organisations to align employee commitment to their brand promise and motivate employees to engage in soft innovation.

[You can find this press release here](#)