

### **Bio of Gheeta Payle:**

Gheeta Payle is a dynamic and ambitious young leader with nearly 12 years of experience in the events and hospitality industry. Despite her youth, she has built a strong reputation as an innovative Business Development Manager, currently driving strategic growth at INHOUSE Venue Technical Management, part of the Gearhouse Group of Companies - one of South Africa's leading Audio-Visual partners.

A forward-thinking professional, Gheeta is particularly passionate about technology, AI, and its impact on the future of the business events industry.

Beyond her role, she is an influential industry voice, actively contributing to the business events sector. She has been part of the South African Association for the Conference Industry (SAACI) Western Cape Committee since 2019 and, in April 2022, was elected as the Youth Portfolio Representative on the SAACI National Board.

Shortly after her election, she launched the SAACI Youth Council, handpicking six students from institutes of higher learning across South Africa. This initiative fosters mentorship, bridges generational gaps, and creates career opportunities for future industry leaders.

Her leadership continues to gain recognition—she now serves as the Vice Chair of SAACI and the African Representative on the ICCA Future Leaders Council (2023–2025). As an advocate for young professionals, Gheeta ensures the voices of African youth are heard, tackling industry challenges and shaping the future of business events.

Her enthusiasm for AI and emerging technologies aligns with her role on the ICCA Future Leaders Council, where she researches and presents on topics which impact the future of the industry.

With a passion for innovation, client excellence, and youth empowerment, Gheeta is shaping the industry's future—one event, one strategy, and one innovation at a time.