

# BabyYumYum to present the inaugural Virtual Parenting Experience

Online parenting and lifestyle portal BabyYumYum will host its inaugural Virtual Parenting Experience on 31 July and 1 August 2021.

“Parenting is challenging at the best of times, but the last 15 months have seen parents juggling more than ever,” says Amanda Rogaly, founder and chief mommy at BabyYumYum.



At a time when parents need trusted advice and support the most, BabyYumYum is disrupting the expo environment with an innovative digital offering: the BabyYumYum Virtual Parenting Experience.

A first of its kind in South Africa, the virtual event will take place over two days and many well-respected industry experts will take to the (virtual) stage to share empowering advice to help parents cope with the increased pressures of our ‘new normal’.

Parents will be able to log into the event from the comfort of their home – or anywhere else – to attend the informative talks, interact in workshops or schedule reminders for the discussions that interest them.

## How-to seminars

On the agenda are practical how-to seminars like: “What not to do when treating your child’s fever at home” and “Would you know how to save the life of your child in an emergency?”, as well as more in-depth discussions including “Tantrums, biting and other tricky behaviour: surviving the toddler years” and “Struggling to fall pregnant: what are your options?” to name just a few.

But in true BabyYumYum style the ‘discrete and taboo’ topics are also being faced head-on, like “Cosmetic gynaecology: what is the orgasm shot and should every woman get it?” and “Not tonight, honey: sex after giving birth and how to get your mojo back”.





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A post shared by BabyYumYum #1ParentingPortal (@babyyumyumsa)

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And what would a virtual event be without appearances by well-known celebrities such as Krijay Govender as the MC or insights into the lighter side of parenting with Tumi Morake and even advice from well-loved influencer Dr Nokukhanya Khanyile.

“This has been a hard time and we want to uplift South African parents and provide a fresh look at parenting over the two-day event.”

The virtual space opens up an opportunity to have a more intimate engagement between brands and parents.

Partner brands have an opportunity to interact with parents in a meaningful way while also offering the attendees the exclusive product specials and discounts that they’ve come to expect from live expos.

And because parents deserve to be spoilt with a real goodie back – even when attending a virtual experience –

BabyYumYum will be treating the first 4,000 people who buy tickets online to a goodie bag filled with amazing gifts, vouchers and samples, which parents will be able to collect from their nearest participating Supa Quick outlet.

With the added pressure of the third wave upon us, parents need a chance to be nurtured.

*Tickets and more information are available at [babyyumyum.co.za/virtual-parenting-experience/](https://babyyumyum.co.za/virtual-parenting-experience/)*

For more, visit: <https://www.bizcommunity.com>