



Events with a conscience
**THE SUSTAINABLE EVENTS
COMPANY**



PITCH DECK



Corporate
EVENTS
With a conscience

**"WE ARE THE FIRST GENERATION TO FEEL THE IMPACT
OF CLIMATE CHANGE AND THE LAST GENERATION
THAT CAN DO SOMETHING ABOUT IT"**

"Barack Obama"

About us	03
Events, Exhibitions	04-14
Event registration/Safety	15-16
Sustainability	17-19
Team	20
Methodology	21-30

CONTENT

WHO WE ARE ,WHAT WE DO.

We are an award winning event management agency with years of experience in creating, managing and delivering amazing sustainable and climate neutral corporate events, conferences, awards dinners, exhibitions and eco-friendly exhibition stands

Whether it's an international conference with thousands of delegates or a small company meeting, an exhibition covering 10 football pitches or just a hotel ballroom, an awards dinner or a social luncheon, or an eye-catching eco-friendly exhibition stand we've got you covered!

Our friendly, versatile management team have over 60 years' experience in managing some major (and minor) events working with governments, blue chips, SME's & start-ups in South Africa and abroad.



EVENTS



PR



MARKETING



EXHIBITIONS

Corporate
EVENTS
With a conscience

OUR **U**NIQUE **S**USTAINABILITY **P**ROPOSITION

A sustainable event is, simply, an event without the carbon emissions or environmental impact. You get all the good stuff but without any of the bad stuff. There is no compromise in the quality, the experience, or your return on investment.

Neither you nor your guests will be able to tell the difference between one of our sustainable events and its carbon-spewing cousin because, at every stage of the process, with thought, care and years of experience, we:

Plan – design and create your event with its environmental impact in mind

Reduce – unnecessary carbon emissions by minimising waste in procurement and delivery

Offset – anything that can't be managed out.

The result is an amazing event - that just happens to have no adverse affect on the environment!



Corporate
EVENTS

With a conscience 17



OUR FOCUS AREAS

Small, Medium and Large Corporate Events

EVENTS →

- CONFERENCES
- ROAD SHOWS
- PRODUCT LAUNCHES
- EVENTS
- EXHIBITIONS
- GALA EVENINGS
- AWARDS EVENINGS
- END OF YEAR FUNCTIONS



Our services include:

Strategic Planning and budgeting, PR, Social media Marketing, OOH marketing, Media Buying, Sustainable Venue selection, Design and conceptualisation, Online and onsite registration, Entertainment, Decor and catering, Transport, Post event tours, Health and Safety, videography and photography, Sponsorship sourcing and exhibition sales, JOC, Speaker sourcing, Conference management.





Client: AGOA / Expo Centre 2023

Venue: Expo Centre

Event: Made in Africa

Size: 12300 sqm, R 22 Million

3 day event

Components

- 1300 Delegates
- 58 Speakers
- Conference management
- Function 900 people
- Exhibition sales
- Sponsorship
- 500 Exhibitors
- Entertainment
- AV/Staging
- Photography /Videography



“I am confident in recommending Lynn Chamier and The Sustainable Events Company for any future projects. Their professionalism, attention to detail, and ability to deliver results within a tight timeframe make them a valuable partner for any organization.”

Adele Hartdegen (Chief Executive officer) Johannesburg Expo Centre



Client: 1.5 Degrees
Year: 2023
Venue: Century City Conference Centre
Event: Climate change Summit
Size: 5200 sqm
R 6 million budget
3 day event



“We want to extend our sincere gratitude to the esteemed 1.5 Degrees Team for the opportunity to participate in an extraordinary conference. Professional from start to finish”

Alloro Africa CEO



HOW CAN WE
#COCREATESANL
The Netherlands & You

Client: The Netherlands Embassy
Year: 2024
Venue: Heartfelt Arena
Event: Innovation Village
Size: 8600 sqm
R 2.7 Million Budget
1 day event



“From the outset the team took the time to understand our goals and remained open and flexible as our own plans evolved and changed. It was a great asset to have a team of professionals behind us who took care of everything on the day, from registration, security, sourcing artists, fantastic catering and flawless audio visuals. We would highly recommend The Sustainable Events Company”.

Marlies Den Boer (First Secretary)



Client: Cummins
Roadshow: Cummins Power Tour
Country wide roadshow
Year: 2016



- Rig design and build
- Roadshow support team
- PR
- Marketing



OUR FOCUS AREAS

Management, Infrastructure, Marketing

EXHIBITIONS

- Exhibition management
- Exhibition concept and development
- Sustainable construction and materials
- Exhibition stand design, implementation
- National and International capabilities
- Floorplan development
- Exhibition registration Online & On site
- PR
- Marketing
- JOC
- Vendor management
- Strategic Planning and Budgeting
- Exhibitor communication
- Exhibitor manual development





WoodEX
for Africa



Client: Woodex for Africa
Year: 2012-2024
Venue: Gallagher Estate
Size: 6000 sqm
3 day event

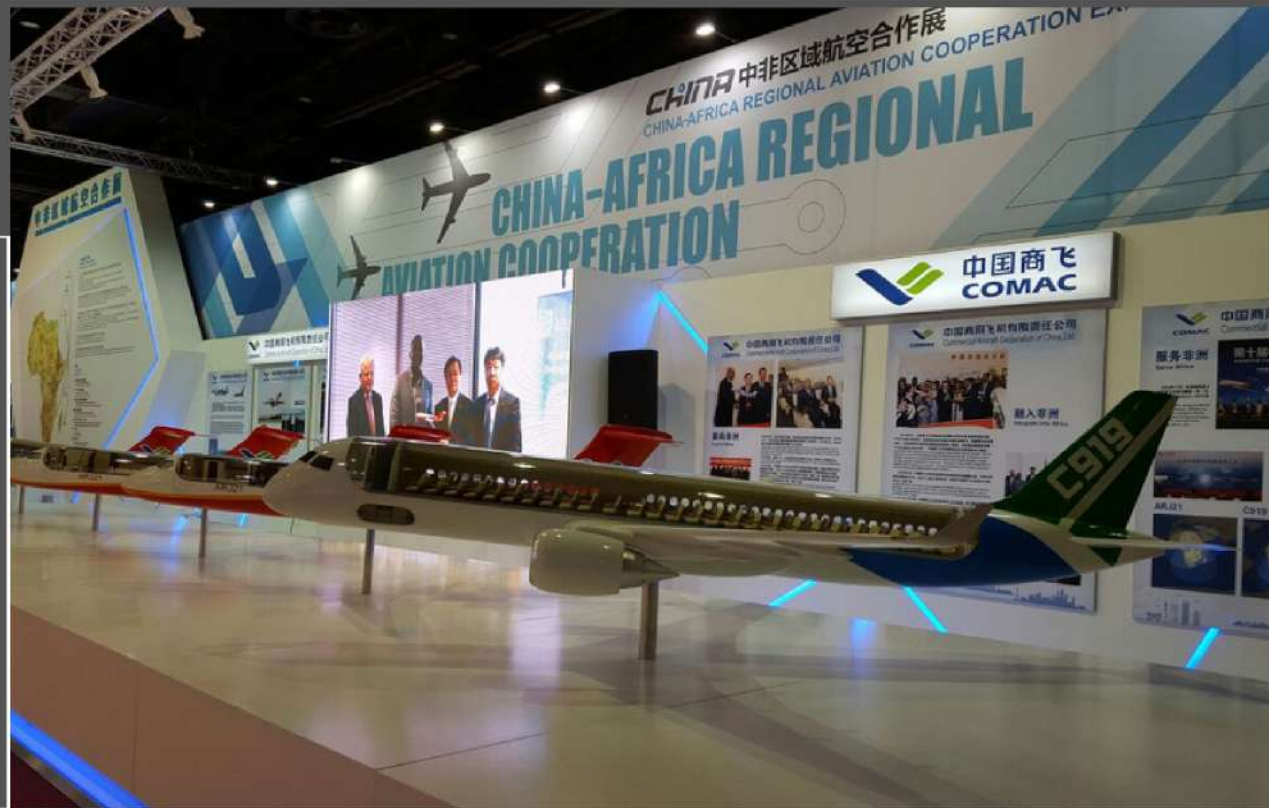


“Lynn and her team are very precise, trustworthy and efficient plus they are fantastic with our clients and suppliers. With over 30 years’ experience, her knowledge of the local industry and ability to negotiate the best deal from various suppliers she has been a great benefit to us and she made sure each event runs smoothly. I have no reservations in recommending The Sustainable Events Company for any organisation or event owner.”

Mr DS Jooste CEO Woodex



Client: Red Star events
Year: 2017
Venue: Sandton convention centre
Size: 12600 sqm
R 16.5 Million Budget
1 day event



“We had great service for the team from the beginning to the end. They were able to deal with challenges on site efficiently and quickly. As this was a high profile event with many protocol needed the team understood and executed all the task with efficiency. We can only recommend The Sustainable events company to anyone who is looking for a professional creative and efficient company”.

Ms Emma Lee (Head of projects)



EXHIBITION CONSTRUCTION & MANAGEMENT



We have over 60 years combined experience in local and international traditional exhibition stand design implementation and project management. Our extensive network of suppliers enables us to execute projects around the world. Our new sustainable stand building technology now enables us to design lightweight, conscious and affordable solutions.





EVENT REGISTRATION

Online registration, e-mail communication, Print your own badges, on site digital, registration via app, Payment gateway, website integration, analytics. Automated messaging and reminders, on site registration services.



With an intuitive SaaS platform, Glue Up is the leading provider of the cloud solutions that provide associations, event organizers, Chambers of Commerce, agencies, marketers, businesses, and NGOs with a full suite of tools designed to streamline operations, modernize processes, and eliminate engagement challenges.



EVENT SAFETY

- JOC
- VIP Protection
- VIP Protocols
- Safety officers
- Crowd control
- EMS



Alliance Safety Management is a trusted entity that prioritizes safety. Their mission revolves around safeguarding people during events and gatherings. With a commitment to excellence, they provide top-notch safety services in South Africa.



SUSTAINABILITY



Environmental

- Waste management.
- Recycling
- Energy and water efficiency
- Avoiding dangerous materials and substances
- Low - E mission transport

Social

- Creating a safe healthy workspace
- Complying with labour laws
- Including minorities
- Ensuring equal access to opportunities
- Fair use of human resources
- Employing local workers

Economic

- Avoiding corruption
- Transparency
- Quality of goods
- Encouraging innovation
- Creating jobs
- Legal accounting





SUSTAINABLE EVENT SOLUTIONS



We **recycle reuse or repurpose all event waste**. We do this through waste sorting and recycling on site. Repurposing event printing and use plantable delegate badges that are plastic free.



We **limit the use of plastic** by ensuring our supply chain such as water bottles, cutlery and protective packing is substituted with non-plastic/sustainable alternatives.



Through our partners we **divert event food waste** from landfill where it causes significant environmental damage.





SUSTAINABLE EVENT SOLUTIONS



We design and deliver award winning **sustainable event infrastructure** using an industry leading paper composite board manufacturer. 100% recyclable manufactured from recycled pulp, lowers carbon emissions, and emits 0% dust on installation adding to better air quality.



We encourage **carbon mitigation** through a “Buy a tree programme” Delegates can buy a tree through an App. They receive coordinates of where their tree is planted. We can also plant an event forest.



We supply a range of **sustainable delegate gifts**. From recycled plastic products such as bags, laptop bags, wine coolers etc that feel like felt, to case covers that protect your luggage without having to wrap it in plastic.





Events with a conscience
**THE SUSTAINABLE EVENTS
COMPANY**

MANAGEMENT TEAM



Director:
**Lynn
Chamier**

Lynn has worked in the exhibition and events industry for the last 37 years as an event Director. She has a wealth of experience and success in this vibrant market sector. Lynn has managed exhibitions such as WAMPEX, Markex, Hostex, Africas Big 7, Saitex to mention but a few.,



**Conference
Manager:**
**Nthabiseng
Letsoalo**

Nthabiseng has been working as a conference manager for more than 9 years. Pre-conference registration and administration, On-site conference registration and conference management, speaker management, conference programme management and Post conference reconciliation.



**Exhibition project
Manager:**
Sonto Mkhize

Sonto is an experienced Exhibition and Events manager with over 20 years of experience in managing co-ordinating and executing in excess of 300 projects both locally and internationally



**PR Marketing/
Event manager**
Hanlie Delport

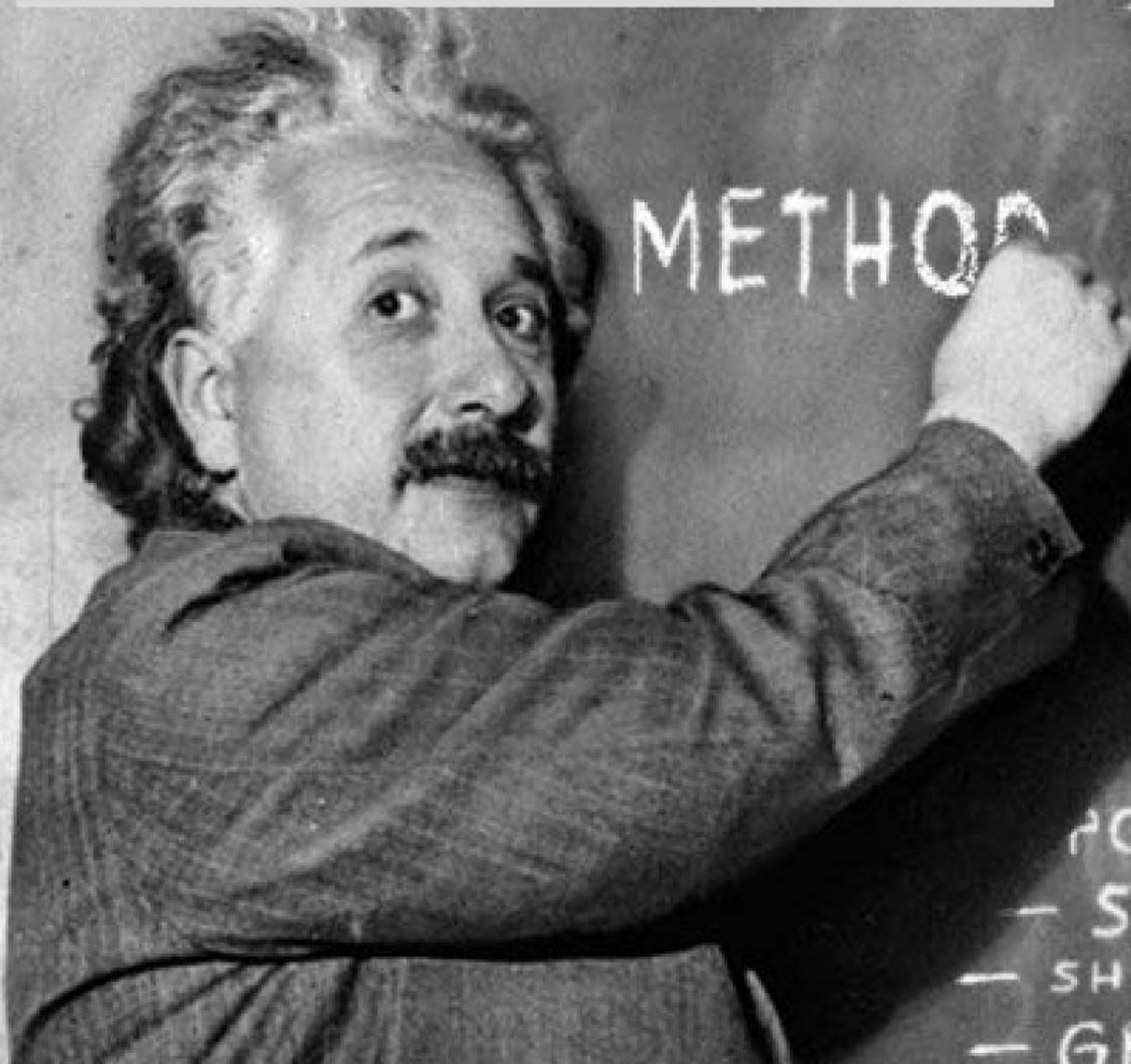
I have been in the events industry for more than 35 year working with events from conceptualisation to project plan execution. I am experienced in developing new/niche events, corporate events, travel and destination management for meetings, conferences and summits. I have worked on major events like the IEC results centre, commercial and specialised exhibitions, conferences (especially virtual conferences, speaker liaison, marketing and communication).



**Production and
creative**
Conrad Kullmann

I have 35 years experience in local and international event production and exhibition design and execution. I have successfully completed in excess of 2300 events and have won numerous awards for design and best customer experience.

METHODOLOGY



METHOD

PRE-PRODUCTION

— DISCUSS

— PLAN

— COLLECT

SITE

DEVELOPMENT

— START CLOCK

— COFFEE

— MORE COFFEE

POST-PRODUCTION

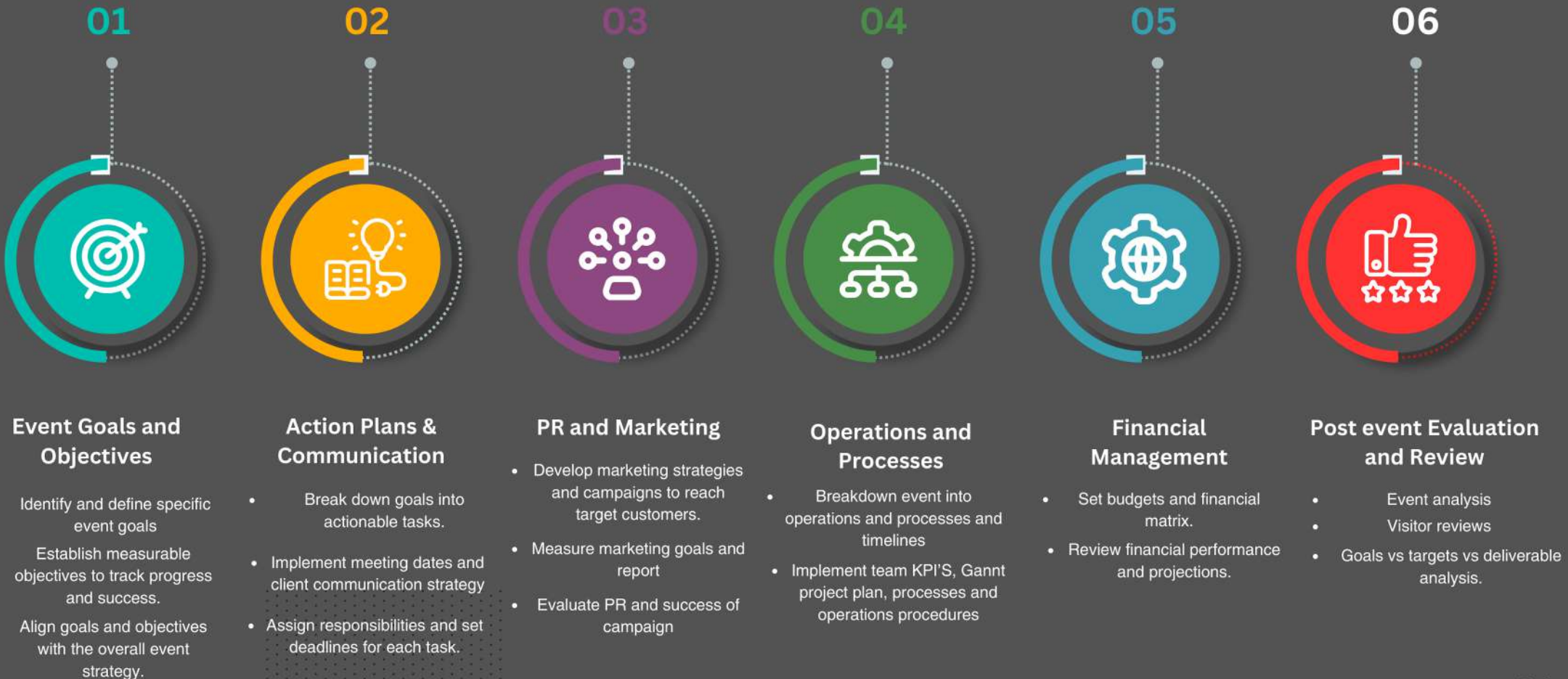
— SEO

— SHOUT WOOHOO

— GET A HAIRCUT



Event conceptualisation ,planning and execution



GOALS AND OBJECTIVES



Initial client insights meeting.

Event Type

Conference, Roadshow, Exhibition. Launch etc

Event history

Has it been done in the past?
What are the key learnings?

Goals and objectives

Event size, Number of Delegates, Venue, Revenue expectation, Number of visitors

Target Market

Client databases, Speakers, Conference agenda, Delegate/visitor profile

By engaging in this thorough exploration during our initial meeting, we gather the essential information needed to construct a robust event planning matrix. This matrix becomes the backbone of our event management strategy, guiding us through each phase of the planning process to ensure that every detail aligns with your overarching goals, resulting in a seamlessly executed and successful event.

ACTION PLAN



Insights to Tangible
Tasks

Meeting minutes

Compiled, Assign tasks with deadlines, Establish One Point Of Contact communication with client.

Deadline dates

Establish and assign deadline dates for each task

Gantt chart
establishment

Transfer all tasks and deadlines to Gantt chart and share to organising committee

Register event
on Soho CRM

Open event on Soho CRM, Add Gantt chart and committee, Invite client to Share

By breaking down the event planning process into actionable tasks with clear timelines, our approach ensures a streamlined, organized, and transparent execution, guiding the organizing committee towards the successful realization of your event objectives

PR & MARKETING



Communication objectives, Audience and target market, Messaging, Resources and time constraints, Execution, Evaluation



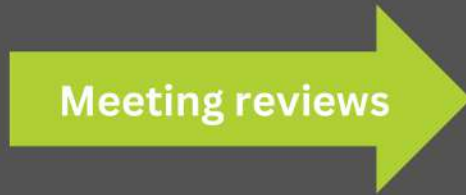
Target audience, Digital Media platforms, Social Media, Community and business radio, Online streaming, Social media influencers



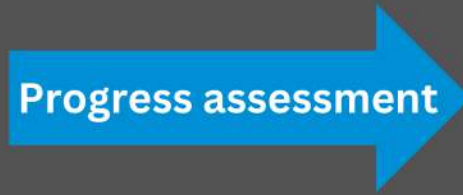
PR Strategy, Press releases, Positioning articles, Media interviews, Social media content, Press packs, Media clippings, Media invitations and teasers.

By incorporating the insights from our PR and marketing meeting into our event planning matrix, we ensure that these essential elements seamlessly integrate into the broader strategy. This approach guarantees that PR and marketing efforts align with the goals of the event, contributing significantly to its success and overall impact.

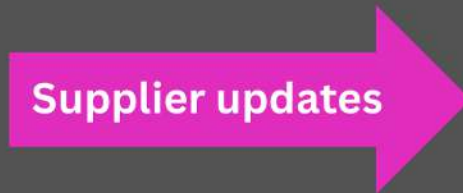
OPERATIONS AND PROGRESS



Monthly meetings 6 months prior,
Weekly 2 Months prior, Daily 1 week
prior



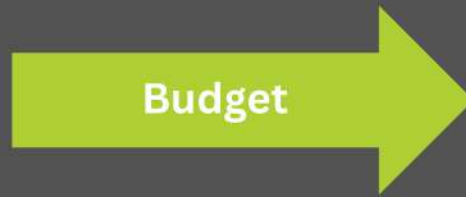
Deadline analysis, Vendor issues,
Deliverables, Order placements, Venue
allocation, Transport, Accommodation,
Contingencies, Personnel allocation, project
updating on Zoho platform.



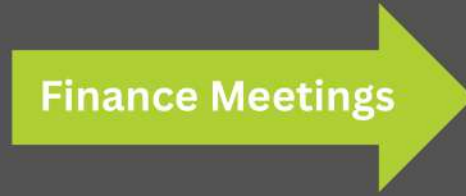
Order placement, Outstandings issues,
Deliverables, Outstanding vendor
issues, Safety files.

By integrating the operations and processes into our event planning matrix, we create a roadmap that guides our team through the intricacies of event execution. This methodical approach guarantees that every detail, from the initial planning stages to the actual event day, is considered and meticulously managed.

BUDGET & FINANCIAL



Budget approval, Vendor appointments and performance contracts signed.



Monthly meetings 6 months prior, Weekly 2 Months prior, Daily 1 week prior



Check budgets vs actuals, Check cost savings, Ensure 3 quote system is in place, Check Sponsorship opportunities and vendor commitments, Payments vs deliverables.

Integration into our event planning matrix means that financial considerations are woven into every decision-making process, ensuring that the financial health of the event is a central component of our overall strategy.

POST EVENT EVALUATION



Actual vs Delivered

Event analysis

Comprehensive event analysis and report compilation.

Goals vs targets

Analysis of goals vs target vs projected outcomes

Visitor reviews

Analysis of visitor reviews on social media and event questionnaires.

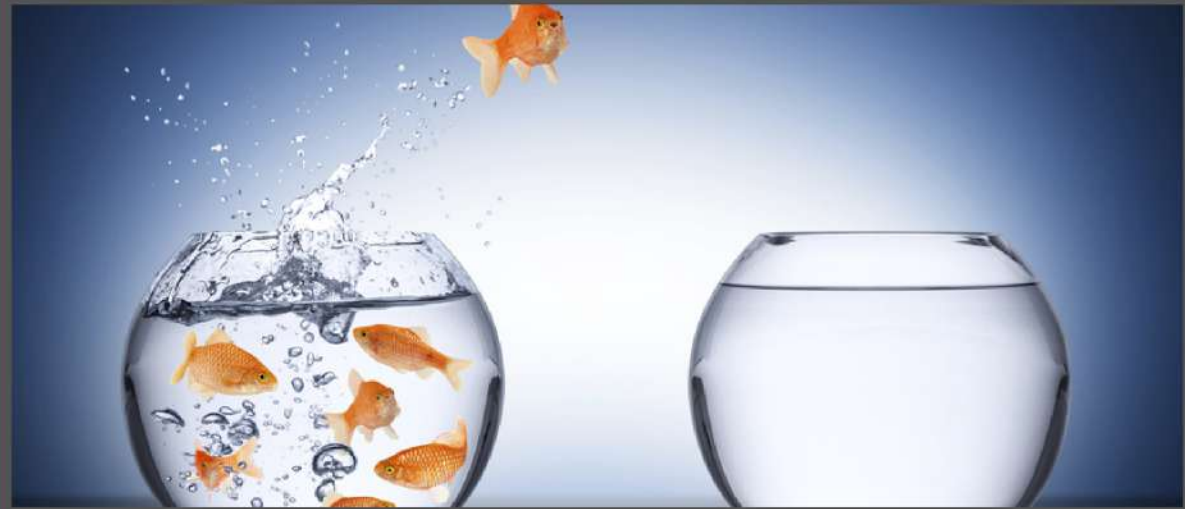
Post-Event Evaluation and Review, a critical phase that allows us to reflect on the event's successes, learn from any challenges, and gather insights for continuous improvement. This stage is designed to ensure that the event not only meets but exceeds your expectations, leaving a lasting positive impact

METRICS OF SUCCESS



Key metrics indicators

- KPI's
- Client brief interpretation
- Client expectations vs deliverable
- Overall delegate experience
- Quality of work delivered
- Budget vs Actual
- Event timing vs actual



Following each event, we conduct a thorough assessment, utilizing key performance indicators (KPIs) tailored to the specific goals and objectives set for the occasion. Metrics such as attendee satisfaction, engagement levels, social media reach, and financial outcomes are meticulously analyzed.

This data-driven approach allows us to identify areas of success, as well as areas for enhancement in future events. We compile detailed reports, offering insights into the event's overall effectiveness and the achievement of predetermined benchmarks.



CREATIVITY AND PROBLEM SOLVING

Creativity and problem-solving are at the core of our event management philosophy, reflecting our unwavering commitment to delivering innovative and sustainable experiences.

With over 60 years of combined expertise in orchestrating events, our team thrives on pushing creative boundaries while simultaneously addressing challenges with strategic problem-solving.



We foster an environment that encourages collaboration and fresh ideas, ensuring that each event is a unique and memorable experience for our clients and attendees.

Our wealth of experience has honed our ability to seamlessly integrate creativity into every aspect of event planning, from conceptualization to execution.

Moreover, our dedication to sustainability underscores our responsibility to the environment, driving us to incorporate eco-friendly practices into our events without compromising on creativity or excellence. →



Professional Exhibition Solutions
T/A

Events with a conscience

**THE SUSTAINABLE EVENTS
COMPANY**

“In the world of event management, there are no problems, only solutions waiting to be discovered.”

Contact details: Lynn Chamier

082 5585 427

Lynn@onepointfivedegrees.co.za

www.sustainableevents.company