



# 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"**

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# CONTENT



Corporate

# EVENTS

With a conscience

CONFERENCES ● EVENTS ● EXHIBITIONS ● GALA DINNERS  
PRODUCT LAUNCHES ● END OF YEAR FUNCTIONS ● AWARDS

The Sustainable Events Company embodies event sustainability at its core, integrating eco-conscious values into every aspect of event planning. With sustainability baked into our ethos and supply chain, we offer a **Unique Sustainability Proposition**, ensuring every gathering we curate leaves a positive impact. From sourcing to execution, we prioritize ethical practices, pioneering a new standard for responsible event management. Join us in creating unforgettable experiences that not only celebrate but also protect our planet for future generations.



# OUR FOCUS AREAS **EVENTS**

Small, Medium and Large Corporate 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  
Year : 2023  
Venue: Expo Centre  
Event: Made in Africa  
Size: 12300 sqm  
R 22 Million Budget  
3 day event

“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 **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





Client: Woodex  
Year: 2017-2024  
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: Agoa (JHB Expo centre)  
Year: 2017  
Venue: Joahnnesburg Expo Centre  
Size: 12600 sqm  
R 16.5 Million Budget  
3 day event

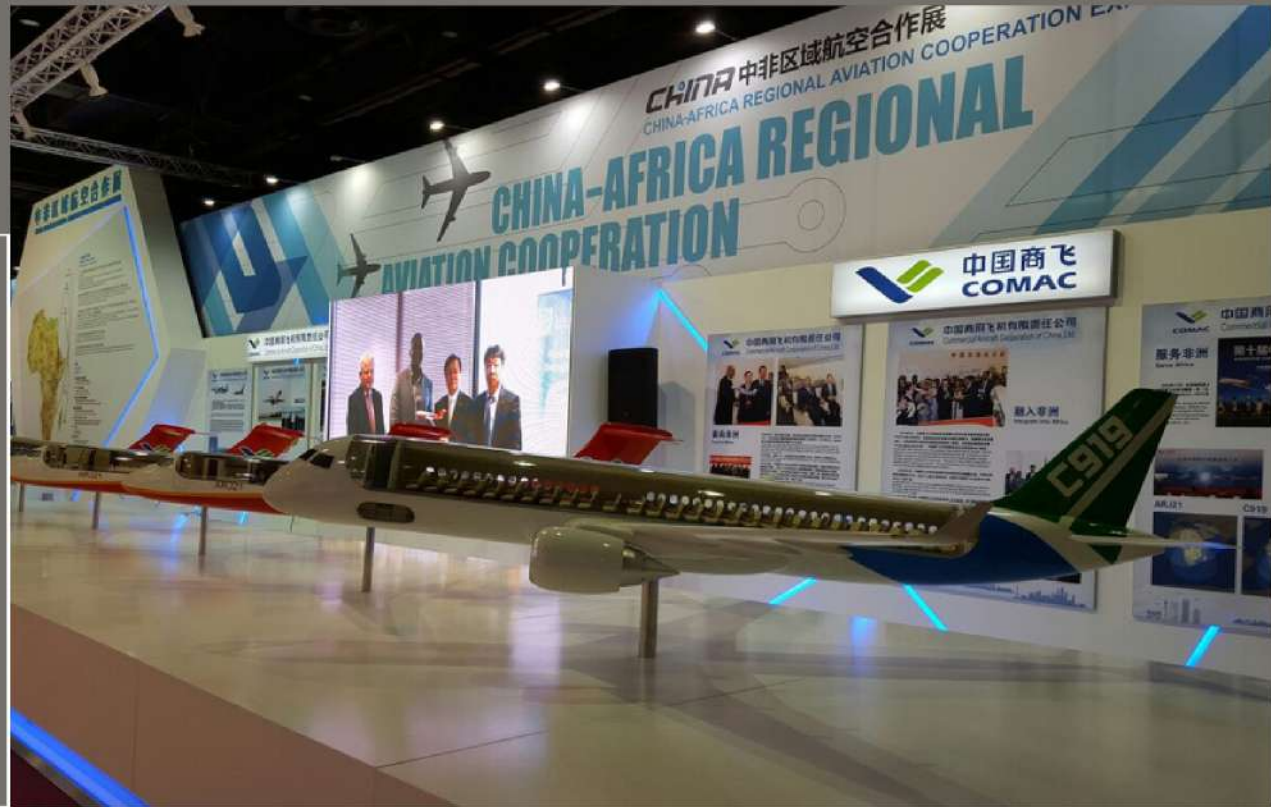


“Their professionalism, attention to detail, and ability to deliver results within a tight timeframe make them a valuable partner for any organization. Should you require any additional information or have further questions, please do not hesitate to contact me”

**Adele Hartegen (Chief Executive officer) Johannesburg Expo Centre**



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)***





**SCHOOL & OFFICE EXPO** | 25-27 MAY 2023  
SOUTH AFRICA  
SANDTON CONVENTION CENTRE

Client: Office Expo India  
Year: 2022  
Venue: Sandton Convention centre  
Size: 6800 sqm  
3 day event



“It has been a pleasure to work with the Sustainable Events company on my project. They are efficient and go the extra mile to make sure everything is running smoothly. We will definitely make use of their services in the future”.

**CEO Office Expo India.**





# OUR FOCUS AREAS 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.



# MANAGEMENT TEAM



## **Director: Lynn Chamier**

Lynn has worked in the exhibition and events industry for the last 37 years. She has a wealth of experience and success in this vibrant market sector. Lynn has managed exhibitions such as Computer Fair, Markex, Hostex, Africas Big 5, Saitex, Hotel and Hospitality Expo.



## **Event and project Manager: Sandra Mushanga**

Experienced in crafting memorable experiences, Sandra is a seasoned Event and Conference, Specialist with over six years of experience in organising impactful b2b events.



## **PR, Media Relations, Influencer Marketing: Alfred Tsotetsi**

Alfred is a seasoned Brands & Celebrity PR practitioner, Influencer Marketing Campaign Manager, Media Relations Specialist & all round genius.

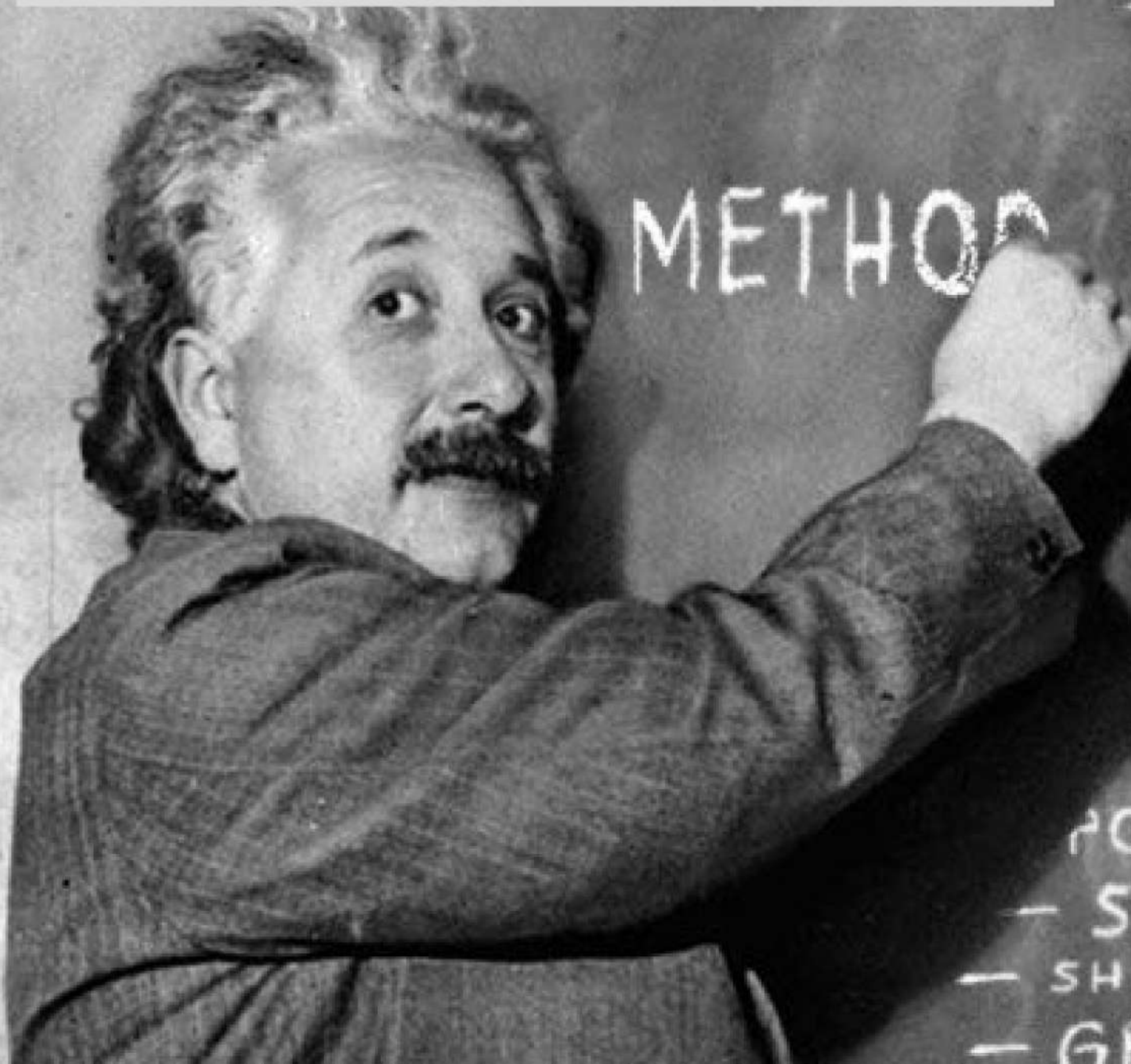


## **Conference Manager: Nthabiseng Letsoalo**

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, support services, and Post conference reconciliation.



# 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.

# 1. Goals and Objectives



- In our initial meeting, our primary focus is on meticulously ascertaining the goals and objectives of your event through the systematic use of our event planning matrix. We begin by discussing fundamental elements such as the event name and theme, if applicable, which serves as the conceptual foundation shaping the overall identity and messaging. Clarifying the primary objective of the event is crucial; whether it's a conference, exhibition, roadshow, or a multifaceted combination, we tailor our approach and your budget to align with your specific vision and financial goals.
- Attendance is a key consideration, and we delve into the expected number of delegates to appropriately scale event logistics. Understanding your target market enables us to tailor the experience to the preferences and needs of your intended audience. For conferences, we explore the number of speakers required, the conference outline, and any specific topics or themes to be addressed, ensuring the program aligns seamlessly with your objectives.
- Venue needs are comprehensively discussed, encompassing considerations such as capacity, location, and any specific amenities required. Travel and transportation logistics are outlined to guarantee the seamless arrival and departure of all attendees. Our approach to Marketing and PR requirements is also explored, including promotional strategies, branding initiatives, and communication plans to enhance event visibility and engagement.



# 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

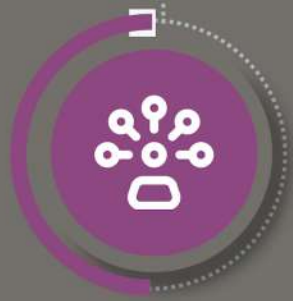
## 2. Action plan



- Meeting minutes are diligently compiled, capturing the essence of our discussions, decisions made, and action items identified. Each task is meticulously allocated to the relevant members of the organizing committee, taking into account their expertise and responsibilities. Clear, actionable steps are outlined, emphasizing the importance of each task in contributing to the overall success of the event.
- Critical to our approach is the establishment of realistic and achievable deadline dates for each task. These deadlines are derived from a collaborative discussion during the meeting, ensuring that timelines align with the broader event schedule. The assigned tasks and associated deadlines are then seamlessly transferred to a Gantt chart, providing a visual representation of the entire event planning timeline.
- Our Gantt chart becomes an invaluable tool for measuring and managing outcomes. It allows for real-time tracking of progress, identifying potential bottlenecks, and facilitating adjustments to the plan as necessary.



# 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.



### 3. PR and Marketing

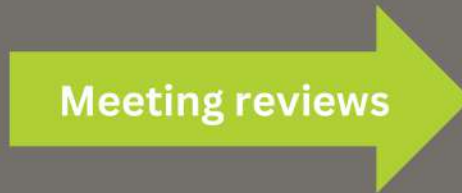
Our PR and marketing meeting commences with a detailed discussion of the specific requirements tailored to your event. We consider the unique characteristics of your target market, ensuring that our strategies resonate effectively with the intended audience. Through collaborative brainstorming and idea-sharing, we align our efforts with your overarching goals and objectives.

Once the PR and marketing goals are established, our specialized marketing team takes charge to develop a comprehensive marketing plan. This plan is meticulously crafted to include a blend of digital and traditional marketing strategies, designed to maximize reach and impact. The marketing plan is presented to you, providing a detailed overview of the proposed activities, channels, and messaging.

Timelines are a critical component of our approach, ensuring that each marketing initiative is executed at the right moment to build anticipation and engagement leading up to the event. Our goal is to create a cohesive and integrated marketing strategy that not only captures the essence of your event but also generates enthusiasm and interest among your target audience.



# 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.

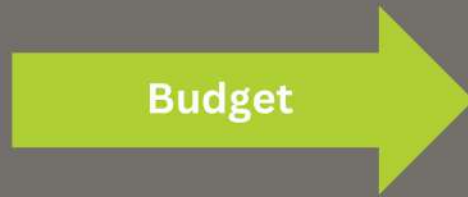
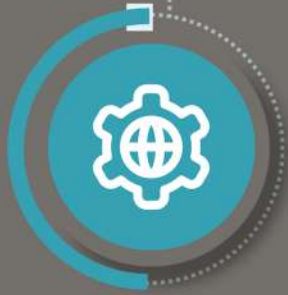


## 4. Operations and Progress

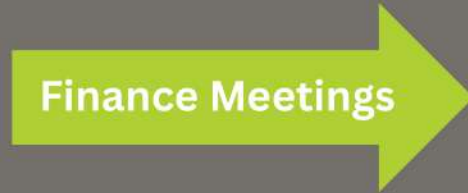
- Our operations and process meeting begins with a comprehensive review of the action plans formulated in previous meetings. We assess the progress made on each task, identifying any potential challenges, and making necessary adjustments to ensure that we stay on course.
- Team collaboration takes center stage during this phase, as roles and responsibilities are reiterated, and any potential bottlenecks are addressed. The logistics of the event are scrutinized, covering areas such as venue setup, transportation, technical requirements, and on-site coordination. A detailed event-day schedule is developed to ensure a smooth flow of activities.
- Additionally, contingency plans are established to address unforeseen circumstances, ensuring that our team is well-prepared to handle any challenges that may arise during the event. This proactive approach allows for quick decision-making and adaptability to changing circumstances, reinforcing our commitment to delivering a flawless experience.
- Our dedication to operational excellence ensures that your event unfolds seamlessly, leaving a lasting positive impression on all attendees.



# 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.



## 5. Budget and financial

Our financial management approach commences with a thorough review of the budget established during the early stages of our collaboration. We meticulously track and manage expenditures, continually assessing whether we are adhering to the allocated budget and making adjustments if necessary. This ensures that all financial decisions are aligned with your goals and objectives, optimizing resources without compromising the quality of the event.

During our financial management meeting, we provide you with a detailed financial report that transparently outlines all expenses, income, and financial commitments related to the event. This report allows for a comprehensive overview of the financial health of the event, fostering open communication and trust throughout the process.

Our financial strategy includes cost-saving measures without compromising the event's quality. We negotiate effectively with vendors, explore sponsorship opportunities, and leverage strategic partnerships to maximize the financial efficiency of the event.

By maintaining a proactive and transparent approach to financial management, we strive to deliver an exceptional event that not only meets but exceeds your expectations while adhering to budget constraints.



# 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

## 6. Post event evaluation and review



Our post-event evaluation and review meeting commence with a comprehensive analysis of the event against the predefined goals and objectives. We assess the overall attendee satisfaction, engagement levels, and the impact of the event on your target audience. Any feedback received from attendees, stakeholders, and sponsors is thoroughly reviewed to identify strengths and areas for enhancement.

Key performance indicators established during the initial stages of our collaboration are scrutinized to measure the event's success objectively. Our team prepares a detailed report summarizing the event's achievements, highlighting areas of excellence, and offering recommendations for future events.

This phase of the event planning matrix serves as an opportunity for open communication. We encourage your feedback and insights, fostering a collaborative approach to understanding what worked well and identifying areas where adjustments or improvements may be necessary.

By integrating the post-event evaluation and review into our event planning matrix, we ensure a holistic and continuous improvement cycle. This process not only enhances our ability to meet your evolving needs but also positions us as a proactive and responsive event management partner, committed to delivering consistently outstanding experiences.



# 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. →



# EVENT MANAGEMENT SOFTWARE



Live communication and project management for all



The Sustainable events Company uses ZOHO PROJECTS to efficiently run all projects. ZOHO allows us to share project items such as Gantt charts etc with clients to keep them in the loop and have real time information on the progress of thier project.





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](http://www.sustainableevents.company)**