



CONFERENCE LINK

When we meet, we change Africa

We meet, we share, we learn, we lead – We change Africa

What we do

Conference Link is proud to be a pioneer in establishing Southern Africa's Meeting Industry, through innovative conference, project and event management solutions. Conference Link has been organising conferences and events for national, and international entities, for more two decades.

We started it in
Namibia.
Now the world
is our oyster!



Our philosophy

- **Conference Link** is proud to be a pioneer in establishing Namibia's events industry through innovative event and project management solutions.
- We are **specialists** in the area of **planning and executing** campaigns, events and projects.
- Conference Link has the capability and experience to deal with **branding, marketing and public relations requirements, media liaison, pre and post tours and transport and accommodation management** as part of the event management package.
- From intimate meetings to mega conferences and major projects, Conference Link has the expertise, experience and resources to meet the desired objectives of your initiative. Through strategic partnerships and networks, we are in the position to mobilise target audiences.

We are experts
at we
do!



Our clients



We made them happy because we deliver!

Our associations



We are
connected!

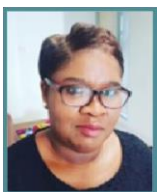


Who we are



Marelise Serfontein - Executive Member

The team is led by Marelise Serfontein, an entrepreneur and owner of Conference Link and Events Link Africa. She has extensive experience in project management, communication, community development and upliftment. She is a member of various associations and has also started and led various business ventures. Some of her achievements include the Ambassador & Visitors Training programme which she started in 2008. Marelise has led the Business Tourism Industry for the last 20 years.



Sophia Links - Senior Project Manager

Sophia Links has seven years of experience in the field of events and project management, having been actively involved in the administration of all Conference Link's conferences and events. She holds an Events Management Certificate through the Namibia University of Science and Technology (NUST). She also has vast experience in consultancy and her expertise lies especially in accounts and database management. She has great negotiating skills and knows how to work with customers and service providers.



Michelle Pienaar – Events Link Africa

Michelle is a Chartered Public Relations Practitioner (CPRP) with over 23 years' experience in the corporate and tourism industry. Working in Africa and Europe for leading hotels and travel groups as well as managing and owning a 4 star lodge has given Michelle an in-depth knowledge of the tourism industry. As Managing partner of Events Link Africa, Michelle is passionate about organising and managing events and boutique incentive tours.



Chris Koch - Executive Creative Director – Conference Link & St. Christopher's Studio

Artist, Designer, Stylist, Space transformer, Art director, Floral architect and Whisky Connoisseur. He studied Graphic Design at Pretoria University of Technology and has been active as a creative in the field of surface and 3D-design for more than 30 years. He has worked for most of the top ad agencies and still produces major corporate events and stylish weddings. His design style for event interiors is modern and he is a "out-of-the box" creative thinker. Clients include World Economic Forum, Visi Magazine, Oprah, House and Leisure, Durban July, ABSA KKNK, Distell, Diagio, Investec and BMW Polo.



Arthur M. Samuntu- Events Technology Manager

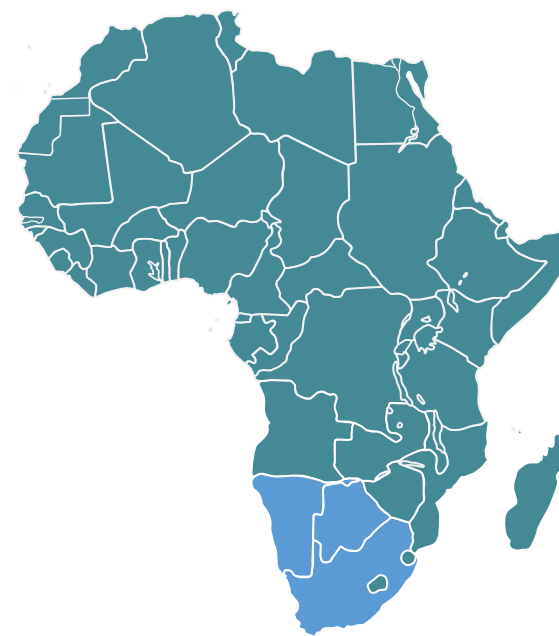
President of the French Society from 2012 to 2013 at the University of Namibia. From 2013 I became the advisor to the society president. French department ambassador and promoter of French language in schools (Namibia). Official interpreter at the FASU Game December 2013, University of Namibia. Part time French/English tutor/ translator/interpreter. Registered interpreter and translator at the Namibia Football Association since November 2014. Worked as Senior ambassador and Registration staff for Conference link from 2012 till 2016. From 2017 he is working as public relation/marketing, sale officer for Congress Technology(Conference Link)

Our work
is our
pride!

Our branches

Conference Link's Head Office is based in Namibia. It has recently branched out to regional countries; **Conference Link - South Africa and Congress Link- Botswana.**

Conference Link has a strong presence in the Erongo Region. The core focus is to deliver conferencing and events support to national, association and governmental entities residing in the surrounding coastal towns as well as international conferences in these towns.



Southern Africa
is our
playground!



Conference Link – Our company structure



- Ambassadors Programme
- Event Management
- Exhibition Training
- Customer Service Training

We have
the
know how!



Events, Conference & Incentive Travel Division

Services

Our services in the events and conferencing division include all activities from concept to conclusion.

- Branding, Marketing and PR for all events
- Banquets, launches, festivals
- Media liaison and management
- Communication strategy and planning
- Venue management
- Documentation management for meetings
- Online participant registration and RSVPs
- Transport: Air and Ground management
- Accommodation: Sourcing and management
- Sponsorship strategy and management
- Incentive travel management
- Destination Management Company

What we can do
for you!



Conferences

Our previous projects



We know the
conference game
well!

Events & Incentive Travel

- With our sister company ELA we have more than 30 years experience in event planning and incentive travel.
- We are different, exciting and up to date with current event design.
- We are innovators and trendsetters – we do not follow, other follow us!
- We know Africa and beyond. We will give you a unique tour adventure.
- We worked all over Africa, Mauritius and will tailor make your travel experience.
- We offer you a world class service at a budget suitable for you.



We do not follow,
**we innovate and
lead the way!**



Incentive travel and Destination Management

Our services in the Incentive travel and Destination management division include all activities from concept to conclusion.

Let us help you
**to build
your team!**
We know the best
places.



Gala dinners and functions

Our previous events





Event technology

Event technology services

Communication Technology & Equipment

- Simultaneous interpretation and translation, conference discussion systems, recording and transcribing of meetings, voting systems, video and teleconferencing, audio visual equipment.

Installation & Management of conference systems

Interpretation and translation

- All local languages and many international languages

Full Secretariat Services

- Full conference branding and marketing, IT systems, photo capturing, photocopying, printers, stationery etc.

Let's play
with
technology!



Event registration

Event Registration System

The Events Registration System is an automated project and work flow system for event management that do the following:

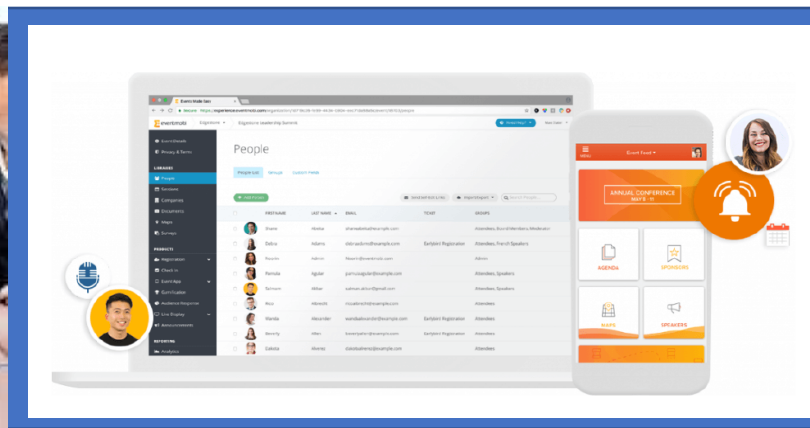
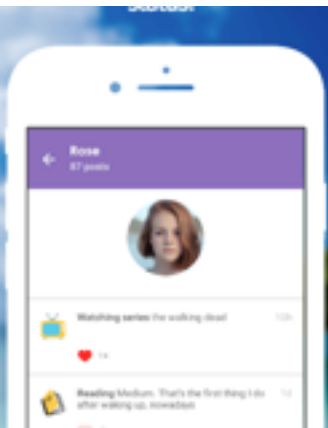
- Fast, reliable **web-based registration** process.
- Track participants before, during and after an event and produce delegates lists
- Produce name badge with barcode for tracking
- Produce a detailed database of participants for future event planning

» B2B Matchmaking

We provide cutting edge business matchmaking technology together with personal service resulting in a dynamic meeting platform for business events.

Business Matchmaking provides unprecedented opportunities for small – medium businesses to secure selling opportunities from government agencies, private sector and major corporations at key events.

Let technology
work for you!





Expo and exhibition management

Exhibitions and expo's

Conference Link is a full service exhibition, expo and trade fair management company with capabilities throughout Namibia and an established network of industry professionals to give our clients access to premier service.

We specialize in design and exhibition stand building, trade fairs and expos and our proposals are customized to meet client specifications, achieve goals and exceed expectations.

Our Mission is to contribute to the personal upliftment of Namibia's population through exhibitions, trade fairs and expos that facilitate networking.

We can make
you look
good!



Exhibitions and expo's

Our previous projects



Exhibitions &
Expo's is
our game!





Training & Capacity building & Customer Service Division

Ambassadors & Visitors training programme

- Conference Link initiated the development of the Ambassadors and Visitors Training programme in 2009, to train people to become true ambassadors of their country or company.
- The programme is designed to benefit frontline staff from various industries or anyone who deals with customers directly by creating a passion for what they do, thus making them true ambassadors.
- An ambassador is someone that has pride in what he/she does through sufficient knowledge and passion for a brand.

The programme has the following objectives:

Contribute to nation building.

Prepare citizens to be ready for important visitors.

Generate employment opportunities.

Enable people to fully understand, master and implement their roles and responsibilities tactfully.

We are
passionate
with you!



Event management training

In association with the Namibia University of Science and Technology, Conference Link presents short courses and a one year certificate Event Management Training Course. It is our mission to share our experience with the future leaders of our country.

After concluding the program, participants should be able to:

- Understand the potential of an Expo/Exhibition for orders and business contacts.
- Define a focus for the exhibit, not just moving everything from the business to the stand.
- Prepare fact sheets and lead forms to note down contacts.
- Describe exceptional customer service during an exhibition and beyond.
- Adapt to specific customer behavior styles.
- Demonstrate how to measure customer satisfaction levels and take corrective action if needed.
- Develop a personal action plan to improve customer service, marketing, product development and product promotion skills.

We believe in
our youth –
**they are
the future!**



Customer service training

During the Customer Service Course participants will hone skills on how to:

- Receive a customer in a way that will make the customer feel at ease and secure.
- Interact with the customer that will make him/her feel valued and treated with respect.
- Ensure customer's confidence in you and your control of the situation.
- Let the customer leave with a sense of clarity and being treated fairly.
- Ensure that undertakings made to the customer is fair and delivered on.
- Prioritizing multi-customer situations.
- Streamlining in-office service delivery and teamwork.
- Reflect on the level of excellence of the customer service rendered.

We know
**what customers
want!**



Customer service management

The Customer Service Management Africa is an initiative developed by Conference Link in collaboration with the Harold Pupkewitz Graduate School of Business (HP-GSB) of the Namibia University of Science & Technology (NUST).



We want our
country to be
the best!



Customer service management

CSMA

- To start a conversation in Namibia about the importance of excellent customer service
- To raise awareness about the opportunities and benefits that a culture of excellent customer service can bring to Namibia
- To initiate a customer service movement. From the CSMA initiative, the Customer Service Association of Namibia (CSAN) was realized in 2015
- Through CSMA, The Customer Service Association of Namibia (CSAN) was launched.
- The mission of the association is to promote highly effective practices for achieving Customer Service Excellence and equipping Customer Service professionals with the necessary tools that will enable them to conduct their jobs efficiently. CSAN hosts two forums;
 - Professionals Forum
 - Research Forum

We are
passionate about
our country!



Contact us



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We can
do this
together!