



Africa - Where People Meet

CONFERENCE LINK

BUSINESS PROFILE

Full version

February 2010



BACKGROUND

Conference Link is proud to be a pioneer in establishing Namibia's meeting industry through innovative project and event management solutions for more than a decade.

Conference organising has been the mainstay of our business for more than a decade, with clients including Government, African Union, United Nations, Southern African Development Community, World Bank and International Labour Organisation.

Apart from managing meetings, incentives, conferences and exhibitions in Namibia, our team of experts has successfully organised events in South Africa, Zambia, Angola, Mozambique, Lesotho and Swaziland. We have proved to have an in-depth knowledge of the sub-Saharan African market and its specialised needs.

We further offer comprehensive project management, including a range of services such as sponsorship sourcing and management, communication, stakeholder management and related services.

Our many successes are rooted in our high standard of service delivery, innovative and flexible solutions. We have a true understanding that no event is an isolated entity, but requires the careful integration of a multitude of components. To back it all, our network of reliable and preferred service providers ensures a seamless approach to serving our business meeting and communication needs.

We are also proud of our Namibian heritage and continuously strive to show our responsibility towards the country and its resources, uplift the community through innovative initiatives and programmes and market Namibia as a preferred event destination.



"Meeting your needs is what we do best"



OBJECTIVES

Our objectives are amongst other to:

- provide tools, skills and human resources to plan, manage and control events
- build up a resource base of qualified and skilled persons for the industry
- raise the standard of the Events industry in Namibia
- contribute towards the enhancement of patriotism through sector capacity building programmes

ACHIEVEMENTS

- Trendsetters - the first event management organisation in Namibia
- Job creation
- Capacity building through education and training programmes
- Sharing wealth with other SME's - transport, printing, venue, catering, entertainment
- Ambassador for Namibia - organised events in South Africa, Zambia, Angola, Mozambique, Lesotho and Swaziland



“The sky is the limit ”



AFRICA WHERE PEOPLE MEET

EVENTS DIVISION

- Business Tourism & Specialised Marketing
- Online Registration & RSVP
- Transport: Air and Ground Management
- Accommodation: Sourcing and Management
- Pre and Post Conference Tours
- Secretariat services
- Documentation Management for Meetings
- Programme and Speaker Management
- Branding, Marketing and PR for all events
- Banquets, launches, festivals
- Media Liaison and Management
- Sponsorship Strategy and Management
- Venue Management
- Print Management
- Communication Strategy and Planning

TRAINING & CAPACITY BUILDING

- Ambassadors Training Programme
- Event Management Training Programme
- SME Training





AMBASSADORS & VISITORS TRAINING PROGRAMME

“Making a lasting impression”

In association with the University of Namibia's University Central Consultancy Bureau, Conference Link is hosting an unique Ambassadors Programme to train people to become true ambassadors of their country or company by creating a sense of pride in what they do.

The course is designed to benefit frontline staff from various industries or anyone who deals with customers directly.

It is presented over 6 days of which 3 days are theoretical and 3 days are practical.

Conference Link also maintains a database of trained ambassadors that will suit your specific needs and ensure that you have the right people to make your event a great occasion.

EVENT MANAGEMENT TRAINING PROGRAMME

“Learn from the best”

In association with the Polytechnic of Namibia, Conference Link presents a 1 year certificate Event Management Training Course.

The programme is designed for people from a wide range of grassroots service oriented occupations such as the youth, receptionists, drivers, community leaders and potential leaders and any other front-line workers wishing to develop an understanding of the importance of good customer service and how to start, improve and maintain good service in events organisation.





ASSOCIATIONS

Conference Link is proud to be associated with a number of recognised associations, giving us even more prestige in the market. Conference Link is a member of:

- Southern African Association of the Conference Industry (SAACI)
- Meetings Professional International (MPI)
- Namibian Chamber of Commerce and Industry
- Team Namibia

We have an immaculate track record with a long list of distinguished relationships in Government, Non-government, Parastatals and International Organisations. Some of these include:

- National Road Safety Council
- Office of the Prime Minister
- Ministry of Mines and Energy
- Ministry of Trade and Industry
- SADC
- UNDP
- UNAM
- Polytechnic of Namibia

“Who we meet with”





AFRICA WHERE PEOPLE MEET

CLIENT LIST

	Number of Delegates	Service provided
Government		
Ministry of Labour	450	Event management , Equipment
Ministry of Environment & Tourism	220	Event management
Ministry of Fisheries	126	Event management, Equipment
Ministry of Trade and Industry	80	Event management, Equipment
Ministry of Mines and Energy	200	Event management
Ministry of Information & Broadcasting	80	Event management, Equipment
Ministry of Defense	100	Event management , Equipment
Inter-Parliamentary Forum (IPF)	1400	Event management , Equipment
Office of the Prime Minister	200	Event management
Office of the Ombudsman	200	Event management
Ministry of Finance	80	Event management
Ministry of Higher Education	80	Event management
Leboakgomo Parliament		Conference centre installation / service
Union Building Home Affairs		Conference centre installation / service
Botswana Parliament		Conference centre installation service
City of Potgietersrus		Conference centre installation service
Reserve Bank		Conference venues equipped (3)
City of Tshwane	250	Event management, Equipment
Non-government		
M & Z Motors	15	Event management
Advantage McCann	80	Event management
Metropolitan	35	Event management
Old Mutual	20	Event Management, Videoconference
Springer Chocolates	140	Event management
PQ Namibia	70	Event management
Peace Corps	25	Event management
Fedsure		Event management
(ongoing)World Bank		Event management

“Leading by example”



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CLIENT LIST

	Number of Delegates	Service provided
University of Namibia	250	Event management
Namibian Football Association	120	Event management
Dental Association of Namibia	70	Event management
Namibia Stock Exchange		Event consulting
European People Party	50	Event management
IR Consultants	15	Event management
SAGES	300	Video conferencing
Medical Board of Namibia	40	Event management
IPM	76	Event management
Parastatals		
Nampower		Facility management
Telecom	115	Events management
Namibia Development Corporation		Consulting (ongoing)
Namwater	70	Event management
Namibia Airport's Company	140	Equipment consulting
International Organizations		
UNCTAD	210	Event management
TICAD/UNDP	145	Event management
UNFAO	45	Event management
UNDP Cape Town	97	Event management, Equipment
International Labour Organisation	100	Event management
Organisation of African Unity (OAU)	350	Event management, Equipment
UN	80	Video conferencing
World Bank	5	Video conferencing
SADC		
Zambia		Equipment consulting
Mauritius		Equipment consulting
Namibia		Conference consulting
Mozambique		SADC Day celebrations

“Leading by example”



AFRICA WHERE PEOPLE MEET

THE TEAM

"Who we are"



Marelise Serfontein
Executive Member



Lisbe Henning
Accounting Practitioner



Nicolaas Links
Chief Operating Officer



Victoria Shikoyeni
Events Coordinator



Mignon du Preez
Project Manager



Sophia Links
Events Coordinator

With the assistance of extra support staff and
professional consultants



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