

Who we are and what we do

Conference Link is the pioneer of Events Management and Conference Organising in Namibia. Conference Link's vision is to provide tools, skills and human resources to plan and control events.



A few members of the Conference Link team.

The three pillars on which Conference Link mainly focus, are:

- Conference and Event Management
- Events Management Training Programme with Polytechnic of Namibia
- Ambassadors Programme with UNAM

Conferencing has been the mainstay of our business for many years. From concept to conclusion, we offer an all-inclusive service ranging from the consultative to a full, one-stop solution.

Whether your **event** forms part of a brand-building exercise, or is a once-off corporate occurrence, we have the expertise to facilitate any event with a results-driven approach. We have the capacity to conceptualize theme events in line with a marketing or social strategy to complement a desired message.

Event Management Programme with Polytechnic of Namibia



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.

At the end of this training programme, participants will be able to:

- Understand and gain basic skills in planning and managing Events Organization
- Define good customer service in Events Organization
- Define good customer care in Events Organization
- Identify customer needs and expectations in Events Organization
- Devise a good communication plan for customers in Events Organization
- Devise customer service guidelines in Events Organization
- Learn how to handle challenges and difficult situations when dealing with customers



UCCB
University Central Consultancy Bureau

Crayfish Festival

The Ambassadors Programme is a training course jointly offered by Conference Link and the University of Namibia through the University Central Consultancy Bureau. A course was recently presented at the that was also presented at the recent Crayfish Festival in Luderitz. The programme is designed to benefit frontline staff from various industries - anyone who deals with customers directly and is presented over 6 days of which 3 days are classes and 3 days practical. Courses can also be presented in-house according to your specific needs.

Apart from the Ambassadors Programme, Conference Link's partnership with UNAM includes a Conference Division and the Convention Bureau.

High standards

Conference Link is a member of the Southern African Association for the Conference Industry (SAACI). This proves that Conference Link is dedicated to maintaining and improving the standards of efficiency and professionalism for the conference and events industry in southern Africa, and Namibia specifically.

Members of SAACI are all bound by a strict set of rules to ensure the highest standard of service delivery at all times. You can therefore confidently approach Conference Link, since we:

- § Approach all meetings in accordance with the highest ethical standards of professional and personal conduct.
- § Negotiate all agreements in good faith respecting the rights of all parties involved.
- § Respect the policies and regulations of those organisations with whom I deal.
- § Participate and encourage others to participate in continuing education, endeavours and opportunities related to the Conference Industry.



You want to hold an unusual event.

If it rains and you don't have a backup plan or you didn't set out a tent, you are in trouble. A good event planner is prepared for anything and can juggle a change of plans while you inform guests of the change.

You need ideas. Your ideas are probably limited, but an events planner will be able to come up with interesting and innovative proposals that can bring across the right mood and message at your event.

You just aren't an organized person. Planning a party is not for everyone. If you spend a large chunk of your day trying to find your glasses or your car keys, then accept your strengths and your weaknesses, and hire someone who can help!

You want to spend as much time as possible with your guests. Make sure you have enough time to talk to your guests and enjoy your event - let the events coordinator take care of the little arrangements.

Before timelines are determined or venues are chosen, before menus are selected and décor colours are designed, there are countless objectives to be determined, proposals to be written, vendors to be contacted, contracts to be negotiated and safety concerns to be addressed. It is a full time job that we, as professionals take very seriously and never take for granted.

Conference Link has spent years cultivating relationships with reputable vendors in the industry and can assure reliability, professionalism, and satisfaction.



The key to a successful event

Hiring an event planner can be expensive, but you will enjoy your event far more if you aren't stressed out. A smart event planner can work within your budget limits so you might wind up saving money, and you'll gain by having more time to spend with your guests. Here are other good reasons to consider professional event planning:

You want to host a large number of people. The more ambitious your event, the more likely it is that you will need an event planner.

You are expecting important people as guests. There are certain ethical procedures and protocol involved when important delegates will be attending your event - you do not want to offend anybody or make the wrong moves in this regard!

New image for NRSC



Commissioner Ludwig of the Traffic Police with the Executive Secretary of the NRSC, Eugene Tendekule and Wise Youth Club representatives

Conference Link was awarded the contract to perform professional logistical services for a two year campaign on road safety, together with the Namibia Road Safety Council (NRSC). This project will work towards creating safer people, safer vehicles and safer roads through a variety of exciting projects.

The first project was to create a new brand identity for the NRSC in order to become more visible and accessible to road users and stakeholders. The new image, brand and website of the NRSC was launched on 3 April 2009 at their newly renovated offices.

Together with this launch, the NRSC Easter Campaign was also launched, that ran at roadblocks across the country during the April Easter weekend.



Guests at the launch of the NRSC brand and Easter Campaign.

Esarbica Conference

We look forward to welcome you at the 20th Esarbica Conference on Documentary Heritage in the Digital Age, called: "Beauty and the Beast" will take place from **1-3 July 2009** in Windhoek, Namibia.

The Ministry of Education is hosting the 20th Biannual Conference of the Eastern and Southern African Branch of the International Council of Archives (ESCARBICA).

The Conference, which is held this year under the general theme "Documentary Heritage in the Digital Age", aims at reviewing the challenges and opportunities which the digital format poses to the preservation of our cultural and information heritage. It addresses not only the concerns of archives, libraries and museums but all the institutions that have to manage digital documents which are threatened by the fast technological change.

International speakers will address problems and solutions in electronic records management as well as digitization and related issues such as copyright. This is a unique opportunity to exchange experience in an African context.



Fisheries and Aquaculture Conference

The fisheries and aquaculture conference took place at the Swakopmund Hotel and Entertainment Centre from 24 to 26 September 2008.

There were over 250 delegates and the entire conference was a resounding success with highly professional technical support and staff.

At the expo, several fishing companies had stalls where they put their products on display. Honourable Dr. Abraham Iyambo was officiating at the conference and attended all three days.

Africa - where people meet!