



EVENTS • COMMUNICATION • EXPERIENTIAL • EXPOS



# ABOUT TRUE NORTH

At True North Events & Communications, we believe an event is pointless if it doesn't say something about your brand. An event is pointless if it doesn't surprise the people who are there. And sometimes, as much as we love them, having an event is just pointless.

That is why we don't try to sell you an event no matter what. When you approach us with a business challenge, it is our job to come up with a creative solution. We'd love that solution to be an event, but if we don't think it is, we'll tell you. Then we'll help you create the communications solution that will meet your business need.



We are True North, and we believe in finding a way. That way is not always the obvious way. As a matter of fact, it almost never is. If the best solution is obvious, anyone could do it. That's not how we work. We look beyond the obvious. We look at ways that creativity and technology and unexpected experiences can be woven together into fresh and surprising communication that actually says something about your brand.







How can we be sure that what we do is a perfect fit for your brand? Because we work with you every step of the way. We have created experiences and communications with brands as vast as Anglo American and Discovery. Through talking and meeting and thinking and then talking some more, we work intimately with you to find that perfect place for your brand.

So talk to us. Let's explore. Let's find the right direction.

We provide event management for all elements of the event... creative, entertainment, venue management, supplier procurement and management, food and beverage, printing, on the day and budget management.

True North Events has also been involved in a number of private celebrations for clients nationally, providing creative and logistics management for weddings, engagements, anniversaries and other family events.



Our service offering for events is based on an all-encompassing A to Z approach and we use classic project management methodology to manage our projects.

Once we have taken a brief from you, we begin creating the event concept and supporting budget. The dedicated event manager and support staff are allocated to the project and we start to research the best suppliers for the project. As soon as the creative and budget are signed off, we confirm suppliers and begin the

implementation phase of the event. This includes:

- Signing off of contracts, negotiating payment terms, creating the event timeline etc.
- Managing suppliers
- Weekly status meetings and contact reports
- Live budget management
- Risk and disaster management and assessment
- Event, logistics and production schedule documents
- Your sign off of all key milestones
- On site event management
- Post-event report and reconciliation





At True North Expos, we don't believe any expo experience should be ordinary. That's why we are constantly searching for new expo concepts to bring to South Africa. But what truly sets us apart is our extensive experience in creating expos from scratch.

We conceptualise, design, research and roll out consumer expos by talking to the right industry players and listening to what people want. Through the correct and judicious mix of venue, price, programme and content, we ensure the expo platform we create hits the mark every time, giving exhibitors returns on their investment – and leaving visitors anxiously anticipating the expo's next instalment.

We know that we only get one shot at it – so we make it right first time, every time.

# MANAGEMENT CONTRACT EXPOS

If you have an idea for an expo, get in touch with us –we would love to hear from you. We offer full non-disclosure to all our management contracts. Our team has successfully managed many expo titles owned by individuals, companies and associations, providing the logistics support while the client retains full intellectual property and strategic direction.







# CLIENTS & PROJECTS

## CORPORATE

We are proud to have worked with these clients on corporate and consumer projects:



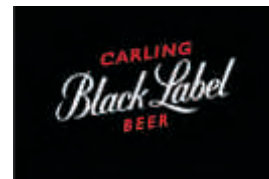




**PERONI**  
ITALY



**BRUTAL FRUIT**





#### Additional Resources

Apart from the core team that manages the client accounts, we have a pool of experienced conference producers and managers that we draw on.

They have worked in support capacities on numerous events and other previous functions that have been run by True North events. This resource means that we can tap into additional support when required to ensure that the levels of delivery are not compromised in anyway; and we can engage with resources that have specific skills sets

required by each event project.

#### Suppliers

True North events works closely with providers that we have used in the past as per event requirement e.g. production, entertainment, technical, gifting, event support staff, photography etc.

As we have worked across borders we have an established database of regional suppliers to assist in the execution of events and activations



*"Putting together a global safety leadership summit for 150 international delegates at short notice is a major undertaking, and we needed expert help in putting together a really top quality event. The True North team proved to be the perfect partners and they managed the event perfectly – allowing us to concentrate on content and output. I would, undoubtedly use True North Events again."*

*Dave Morris, Global Head of Safety, Anglo American*

*True North Events provided exceptional event logistical support for the National Environmental Skill Summit 2012. Their commitment to excellence and professionalism resulted in a well-managed and seamless event experience.*

*Chantal Ramcharan Kotze, Head of Marketing and Communications, GreenMatter*



*"True North Events created an event that really brought all aspects of the brand to life. They created a truly relevant and memorable experience for our consumers with precision, passion and creativity that was completely aligned with our strategy. Flawlessly planned and executed."*

*Claire Veicht, Carling Black Label - Night of Champions*

## MEMBERSHIPS



TRUE NORTH IS A  
LEVEL 1 BBBEE CONTRIBUTOR

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