



EVENTS • COMMUNICATION • EXPERIENTIAL • BRAND MANAGEMENT



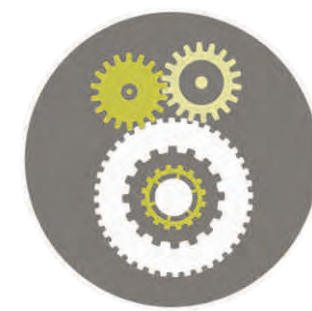
# ABOUT TRUE NORTH EVENTS

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, 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 WE WORK

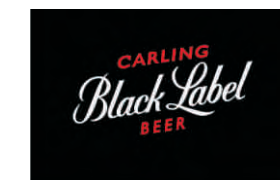
How can we be sure that what we do is a perfect fit for your brand? Because we work with you every step of the way. We have created experiences and communications with brands as vast as Anglo American and Discovery. Through talking and meeting and thinking and then talking some more, we work intimately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

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





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







True North Events has also been involved in a number of private celebrations for clients nationally.

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

TNE provides creative and logistics management for weddings, engagements, anniversaries and other family events.







# PROJECT SUPPORT

## 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**

**TRUE NORTH EVENTS**

info@truenorthevents.co.za

+27(0)10 500 1581

+27(0)86 544 9532

147 Bram Fischer Dr, Randburg

www.truenorthevents.co.za

**E  
T  
F  
A  
W**