

## A TO Z SCOPE OF SERVICES

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| <b>Accommodation</b>             | <p>Choosing the right accommodation is just as important as any other aspect of your conference, after all, you want your delegates to be rested and relaxed for the event. TNE will arrange accommodation for all delegates, speakers, VIP's, exhibitors and sponsors. We research the facilities and prices of suitable hotels and present these to you to choose from. We pass our industry discounts on to you and your delegates and we also ensure that our buying power gives you access to preferential room allocations and hotel facilities.</p>                  |
| <b>BEE</b>                       | <p>We are proud of our Level 1 rating and how we exercise preferential procurement every day to ensure small businesses like ours are given the opportunity to grow and develop. We aren't compliant because we have to be, we are compliant because we practice BEE on the inside and it makes sense to us.</p>                                                                                                                                                                                                                                                            |
| <b>Budget Management</b>         | <p>Our budget template and continuous management thereof are the winning formula behind keeping our client's and their budgets on track. Where clients rely on income from sponsorships and delegates, we constantly track income and chase outstanding monies vigorously. Our cost estimates are highly accurate and we pride ourselves on negotiating hard to increase budget surplus. Weekly reports ensure that you remain in touch with the budget without having to worry about it.</p>                                                                               |
| <b>Creative Concept</b>          | <p>A strong creative concept or theme is an essential part of making sure that your conference stands out and attracts the right delegate at the right price in a very cluttered space for choice. At TNE we immerse ourselves in your objective for the event and translate this into a creative brief. The brief is then passed on to a designer who will suggest a creative suitable to your subject and audience. A carefully selected creative theme sets the direction and enhances the message of the conference and will carry through to all event collateral.</p> |
| <b>Data Security</b>             | <p>TNE is fanatical about ensuring your data and IP are protected at all times. We offer advice on seeking the relevant trademark application and ensuring that your intellectual property remains safe at all times. All files, databases and other forms of property are handed back to clients once the project has been reconciled.</p>                                                                                                                                                                                                                                 |
| <b>Debtor Payment Processing</b> | <p>TNE will actively collect outstanding monies on your behalf. This is such an important aspect of the event with far reaching consequences. Problem debtors are reminded and encouraged to pay timeously to ensure accurate delegate numbers.</p>                                                                                                                                                                                                                                                                                                                         |

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| <b>Décor</b>                                  | With a plethora of ideas online and on Pinterest, no one is short of ideas but the conversion of the idea into reality without breaking the bank is where we excel. We bring ideas and concepts to life by sourcing décor that is unique and exciting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Electronic Mailers</b>                     | <p>An effective and inexpensive way to communicate with your audience is e-mail. Not the kind of e-mail that irritates people or bounces around in cyberspace. Hard hitting, current and interesting communication that tells you instantly what it is, where it is, how much it costs, who will be there and why you should be there.</p> <p>With TNE's advanced online system, you can reduce event costs by saving on postage and printing AND customise your email templates. The system will also help you secure a greater response rate by sending reminder emails that can reoccur to undecided invitees, track email open rates and undeliverable rates, plus “bounced back” emails.</p>                                                                                                                                                                     |
| <b>Entertainment &amp; Social</b>             | TNE will research, source, book and brief your choice of entertainment for your event. Delegates and guests love an event that became an experience and having the right kind of celebrity or personality to engage with your guests is the perfect way to give your event that extra special touch. An impressive opening or closing ceremony can make an impression that stays with your delegates long after the event and social functions are an essential part of the overall conference programme. Our extensive experience allows us to select the most appropriate event, function or ceremony and then to craft a performance that is in line with your creative concept. All technical and hospitality requirements for celebrities, artists and performers will be organised by the TNE team.                                                             |
| <b>Exhibitions</b>                            | Why not join the growing trend of hosting an expo at your conference or event? Creating a trade platform conducive to buyer and seller type meetings is a wonderful way to enhance your conference and increase profitability. A well organised display can educate and entertain your delegates, while also providing an ideal forum for the technical and service companies who support your organisation to network with industry peers. TNE offers a full-service exhibition management solution which includes the sale of sponsorships, stands and branding rights. Why not create a vibe around your conference lunch area with an exhibition of products and services for your industry.                                                                                                                                                                      |
| <b>Financial Management</b>                   | <p>At TNE we know that organising a conference is a complex and potentially costly process and we offer the perfect solution to ensure that expenses are kept under control from the onset. We will ensure that we paint an accurate and realistic budget picture for you, that we actively recruit and secure delegate fees and that we pay all suppliers timeously to ensure that the event is delivered on time and to world class standards. We also present you with a detailed post event report with critical feedback for future events and any new opportunities. We collect feedback from your delegates and work with you to improve where necessary and reinvent for the next year to keep your event up to date and topical. We make a point of understanding the long term plan for your event so that we can be a part of the year on year growth.</p> |
| <b>Flights</b>                                | At TNE we check the best routing for the best price and meticulously co-ordinate all flight arrangements so that you can have complete peace of mind. We understand the various airline terms & conditions and we are able to seamlessly manage flight arrangements for hundreds of delegates, speakers and VIP's.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Floorplans / Site Plans / Room Layouts</b> | <p>Whether we are calculating the number of stands that we can sell in a specific venue or plotting the number of marquees for a festival or plotting banqueting tables with a dance floor and stage, spatial planning is a critical aspect of every event. The last thing you want to hear is that your guests wont all have a seat to sit on!</p> <p>The plan is also used to apply for EMS approval of the event.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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| <b>Going Green</b>            | TNE will help you to produce an environmentally-responsible event and significantly decrease any waste of paper or other resources. By actively minimising paper with web-based invitations, online event registration and mobile conference devices, the implementation and coordination of green meeting standards is no longer difficult.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Marketing to Delegates</b> | At TNE we are really good at attracting the right delegates to our events and conferences. There is no point having an event unless it says something about your brand to your audience and we love coming up with ideas on how to get the right information in front of potential supporters of your event. Whether it's a potential sponsor, speaker, exhibitor or delegate, we will ensure that your objectives are clearly laid out. To capture the attention of your audience and attract potential business partners, a well thought out plan to market your conference will be required. TNE will develop an effective communication and marketing strategy to ensure that your markets are reached with powerful information tools ranging from emailers and websites, to billboard communications.                            |
| <b>On Site Functions</b>      | We will be here, there and everywhere leaving you to network with sponsors and stakeholders. TNE will ensure the delegate arrival process runs smoothly and is always representative of your company image. TNE is able to offer real-time reports on the number of delegates who have arrived, who are attending specific sessions, who has paid and other customised reports. TNE is a firm believer in team effort and when its event time, its all hands on deck! The TNE team are skilled professional individuals who are able to work together under pressure whilst maintaining a calm and professional approach.                                                                                                                                                                                                              |
| <b>On Site Management</b>     | When the day of your event arrives, we want you to feel confident knowing that everything is being attended to with a calm and smooth efficiency. TNE will provide a professional, experienced on-site Management team to manage all key areas of the conference. All staff are highly trained with extensive experience in all facets of conference and events.                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Partner Programmes</b>     | If partners are likely to attend the conference, TNE will make sure that they have plenty of opportunity to enjoy themselves. Our partner programmes are developed in line with the conference programme published in the registration brochure. Conference delegates are of course welcome to participate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Planning</b>               | TNE will collate all project information into a detailed project plan supported by the delegate marketing plan and budget. Regular project planning meetings are scheduled throughout the period, to assess progress, review finances and reconfirm tasks for the next stage. Comprehensive project plans are continually updated, ensuring progress according to pre-set objectives. TNE will appoint a dedicated Event Engineer for your project who will guide you through each intricate step of the process. Having one point of contact will allow you more time for the planning and implementation of the conference business or scientific programme and speakers. Progress reports are regularly presented to you, together with a checklist of forthcoming decisions and timings as well as the relevant financial reports. |
| <b>Pre &amp; Post Tours</b>   | Should your delegates include international guests, TNE is able to offer delegates and spouses, Pre, during and Post conference tours and safaris. These can be package tours for individuals or groups or specific tailor-made itineraries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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| <b>Preferential Corporate Rates</b>     | <p>Bulk buying discounts from venues, hotels, caterers and other suppliers are passed on to our clients. We ensure that your bottom line benefits from using our suppliers but this doesn't stop us from re-negotiating or negotiating for added value if that is what your project calls for. Our event reconciliations are backed up by actual invoices which often sets us apart from other event companies who charge a management fee and a supplier mark up.</p>                                                                                                                                                                                                                                                                                        |
| <b>Pricing / Management Fee</b>         | <p>Our transparent pricing model is something that we are really proud of. We charge a management fee of 15% plus the personnel cost of the team working on your event. We don't mark up suppliers and we are open to negotiating our fee based on a long term contract, size of project and any other circumstances. Our clients are King and we treat them that way, when it comes to spending their money, we always negotiate. We would never ask a client to pay a price that we don't agree with, besides we pass our bulk buying discounts on to our clients so it's often cheaper to hire venues and suppliers through us because we get better rates.</p>                                                                                            |
| <b>Project Management</b>               | <p>True North utilises the Project Management Body of Knowledge guide to manage our projects. PMBOK is based on 5 phases to any project ie. 1. Initiate, 2. Plan, 3. Execute, 4. Control, 5. Close - if you have ever organised an event, you will quickly understand why this is a natural fit with the various phases of an event. PMBOK is also the backbone of the Project Management Institute and whilst it isn't a methodology, the processes described in the PMBOK are generally accepted best practices that apply to most projects most of the time.</p>                                                                                                                                                                                           |
| <b>Registration</b>                     | <p>Registration should be a quick, functional and informative procedure that is also pleasant for the delegate. At TNE we ensure that this function is available as soon as possible so that delegates can begin to register as early as possible. An online registration system is available for conference bookings and can be customised for each event. On site registration is handled by highly trained staff to ensure fast, efficient and accurate registration of delegates at the venue. The online registration page can be added to your existing company website or form part of a dedicated website for the event. All information is stored on the back end of the system and specific registration reports can be pulled from the system.</p> |
| <b>Room Drops</b>                       | <p>Whether you are wanting to send your delegates a bed time story and chocolate or a reminder of their early start, a room drop is a wonderful way to reach out to delegates. At TNE, we research, source, brand and organise room drops that are memorable and unique.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Safety &amp; Disaster Management</b> | <p>At TNE we take safety seriously and not only because we are required to by law. We will ensure that the responsibility and risk we undertake as the event management company is measured and mitigated by a competent Safety &amp; Disaster Company. A risk analysis is performed for every event and all our Event Engineers are highly experienced in event safety.</p>                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Security</b>                         | <p>Each event is secured and made safe to decrease the risk of any incidents occurring. Where it is necessary to utilise the services of security guards, TNE will ensure the guards are PSIRA registered and trained accordingly.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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| <b>Shuttle Services</b>    | <p>A solid transport plan is imperative to ensure that your delegates and guests are moved from one place to another safely and timeously. At TNE we have established relationships with transport companies offering a wide variety of transport options. All drivers are scrutinised and comply with the requirements of the Safety Officer and legislation for events.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Social Media</b>        | <p>We are equipped to create and manage a social media campaign (using Facebook, Twitter, Google+, LinkedIn, etc.) and fully integrate these platforms into your web and email marketing solution. Share updates and announcements from your site using social media and build a significant online presence to promote your event and stay in touch with your target audience.</p>                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Sponsorship</b>         | <p>TNE understands the importance of engaging with suitable sponsors who can purchase branding rights to various elements of your event. We create sponsorship opportunities and take them to market for you. We also manage the confirmed sponsorship to ensure that the sponsor receives their full return on their investment. TNE has an extensive network of potential sponsors who actively seek opportunities for sponsorship.</p>                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Teambuilding</b>        | <p>Teambuilding is a brilliant way to light a fire in a team's spirit or break down barriers holding individuals back and TNE will source and co-ordinate the perfect activity for your conference in line with your objective.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Technical &amp; AV</b>  | <p>State of the art av can set your event apart from the rest but it can also be the biggest downfall. At TNE we will ensure that your presentation incorporates the latest techniques available and doesnt cost the earth. From small one screen presentations to multi screen plenary presentations with state of the art staging and lighting is facilitated. Technical offerings include: RFID to track delegate attendance (integrated with the registration system), Interpretation and translation equipment, Digital Voting devices, Conference synopsis DVDs and Live iPhone App streaming. At TNE we build relationships with trusted suppliers to ensure the highest quality productions and reliable technical support, as well as drawing on a wealth of in-house expertise and experience.</p> |
| <b>Transport Logistics</b> | <p>TNE offers a comprehensive transfers and logistics management service. Our meticulous attention to detail is vital in ensuring that every person is transported timeously and safely. For larger conferences, a dedicated transfer and logistics manager is appointed.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Venue</b>               | <p>Venue selection and site inspections are a critical step in the planning process. Choosing the right venue with suitable facilities (break-away rooms, dinner venues etc.) is vitally important to ensuring a successful event. TNE has established excellent relationships and partnerships with various suppliers. These relationships not only ensure preferential rates but most importantly guarantees high service levels and quality.</p>                                                                                                                                                                                                                                                                                                                                                          |

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| <b>Website</b> | <p>A personalised URL for your conference website is just the start. We create beautiful original website designs (supporting your creative theme and marketing strategy) using an advanced database-driven backend system that supports fast updating, built-in Search-Engine Optimisation, social media integration and endless possibilities for customised features. Our goal is to create a site where your delegates can find information easily and will frequently return to – the marketing and information hub of your conference. Your dedicated Project Manager will manage your conference website and ensure your site remains up to date.</p> |
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