Corporate Profile 2011
East & Southern Africa

QuantumIntellect - Corporate Portfolio East and Southern Africa 2011

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Introduction

QuantumIntellect is a Professional Business Solutions Provider specialising in strategic business development and communication services. Our organisation has been founded on the principles of shared values and mutual respect in ensuring that the business services we deliver are not only for the provision of superior strategic value to our clients, but also for leaving a favourable and lasting impression at those that we communicate to, on your behalf.

There is a combined experience level of more than 30 years and a vision of offering our clients a one-stop service whereby every aspect of their strategic business development is catered for. Our organisation is unique in that we also offer industry research on your business development needs that is combined with comprehensive implementation facilitation.

Our expertise lie in the fields of events for strategic business development, comprehensive marketing solutions such as brand management, educational training development, event based training execution, conference development and execution and industry wide business communication.

MISSION STATEMENT

Through our combined experience we have set up proven systems for strategic business development. We will continue to creatively develop simple and effective systems and strategies to service our clients. Transparency and honesty are the pillars of our moral and ethical business behaviour. We strive to build long and sustainable relationships with all our clients.

VISION STATEMENT

Our vision is to be a strategic link between the client, its staff and their customers. Our organisation will remain agile in every-changing work environments. We will conduct business in an ethically responsible manner.

CORE COMPETENCIES

- We have over 30 years combined experience in exhibitions, events, conferences, business management and consulting
- Our main focus is event management, business communication, developing training & conference programs and general marketing services
- We implement the latest trends, technologies, principles and protocols in order to develop all business opportunities to the maximum whilst minimising risks
- Transparency and honesty in all business conduct

SOME OF OUR MOST RESPECTED CLIENTS INCLUDE

Southern Africa

The Institute of Waste Management Southern Africa
The Health Care Waste Forum Southern Africa
City of Johannesburg
Gauteng Provincial Government
National Department of Health
DaimlerChrysler – Mercedes Benz SA
University of Johannesburg (UJ)
Africa Management Communications (AMC)
Danelin Education Group (EDUCOR)
The Business Ethics Network of Africa
The Forum for Professional Nursing
Projetech Project Management
Vaalmed Medical Centre

East Africa

Moi University
Retirement Benefits Authority (RBA) Kenya
CFC Stanbic Africa
Latrust, Kenya
National Bank of Kenya
Habib Bank AG, Zurich
Local Authorities Provident Fund
Family Health International
AON Minet Insurance Brokers
Oxfam GB Kenya Program
BRIEF OUTLINE OF PROFESSIONAL SERVICES

Large scale events (Project Management Assistance Provided)

Large scale international conferences / summits / exhibitions

Medium scale local and international conferences / summits / exhibitions

Training seminars & Workshops

Public relations surrounding events conferences and workshops

Association annual meetings / conferences

Add-on social functions

Tourism and incentive services

Road shows

Project management services for events

Specialized events

Golf days

Product Launches

Multimedia productions

Event Marketing Specialisation
OPERATIONAL ACTIVITIES

Reservations
Accommodation and airline reservations. We'll negotiate the best rates for accommodation.

Conference venue/equipment
From audio and visual equipment to the auditorium/room layout.

Meals
Menus will be drawn up with attention to special dietary requests.

Special services
Translation and secretarial services.

Announcements
Printing and distribution of announcements and other conference documents.

Conference support material
Printing and production of conference folders, name badges and personalised gifts.

Registration desk
Setting up and manning of registration and hospitality desk.

Cost control
Draw up the conference budget and manage all the financial aspects of the event.

Special functions
Special functions at hotels or private venues with a special theme and entertainment.

Transport
Daily transfers and airport shuttles.

Tours
Tours for delegates or spouses; specialised tours with a specific theme; technical tours, meetings with experts in a particular field.

Travel
Assistance with arrangement of travel documents.

Exhibitions
Managing all aspects involved in marketing and setting up exhibitions

Sponsorships
Provide the client with a sponsorship document to present to potential sponsors.

Security
Liaison with local security authorities with regard to the safety of the delegates and event attendees.

Tourism assistance
Liaison with local tourism authorities to assist with brochures, maps, VIP packs and meet-and-greet arrangements at the airport.
OUR A-Z PROJECT MANAGEMENT METHODOLOGY

QuantumIntellect Events are based on an advanced project management methodology that include the management of all related event functions, duties and responsibilities that include:

- Accommodation
- Accompanying persons tour
- Achieving a marketing ROI of at least 10 AV
- Awareness Campaign
- Back-up and security
- Banqueting and entertainment operations
- Bill reconciliation and post event analysis
- Brand development and maintenance
- Budget control
- Calendar listing
- Catering
- Clean-up crew
- Collection of endorser member list
- Collection of media subscriber lists
- Collection of target lists
- Collections of sponsor/exhibitor wish lists
- Complete profit and loss report
- Conceptualisation
- Conduct market research at event
- Conference Management
- Coordinate post event sponsor, speaker, exhibitor follow up
- Coordinating event branding with marketing
- Coordination of all event literature
- Copy writing
- Create links
- Creating an event experience with entertainment activities
- Customer service with speakers, press, sponsors, exhibitors, visitors
- Customer Services
- Database development and growth
- Delegate event documentation pack
- Delegate file
- Delegate information pack
- Delegate Management
- Delegate registration and processing of credit card payments
- Develop marketing plan
- Developing a sponsorship sales plan
- Development of website copy
- Draft contracts and sales packs
- Draft evaluation forms
- Driving traffic to the website
- Early adopter buy-in
- Email
- Email campaign
- Establishing and managing the advisory body
- Evaluation forms
- Event brochure/catalogue
- Event budget control
- Event business plan
- Event décor
- Exhibitor information pack
- Exhibitor manual
- Expo breakdown
- Expo buildup
- Expo contractors
- Facilitate networking
- Fax
- Fax campaign
- Get exhibitor/sponsor details for delegate file
- Get quotations for budget
- Get speaker presentations and white papers for delegate file
- Get testimonials
- Internet
- Internet access
- Internet campaign
- Invoicing and maintenance of delegate contracts file – processing payments
- Invoicing and maintenance of exhibitor file
- Invoicing and maintenance of sponsor file
- IT Management
- IT Set-up in different venues
- Lead generation
- List research
- Logo development
- Maintaining speaker contracts file
- Maintenance of endorser and press file
- Marketing
- Marketing budget management
- Marketing Plan
- Menu selection
- Networking
- Networking activities scheduling
- Official publications, newsletters, forums
- On-site conference management
- On-site cost tracking data, attendance records, payment received/made
- On-site marketing
- On-site speaker management
- On-site sponsor and exhibitor management
- On-site staff selection and travel co-ordination
- On-site staff tasks memo/resume. Scheduling
- Operations
- Post event coordination
- Post-event marketing
- Prepare conference documentation pack
- Prepare website copy
- Pre-research
- Press office management
- Press releases and PR, press office

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Print conference documentation
Print entrance tickets
Print invitations to evenings’ entertainment
Print name badges
Produce profit and loss report
Production Plan
Project Meetings
Proof reading
Provide sponsor/exhibitors with feedback from delegates on their required products/services
Research
Research & analyse previous campaigns
Retrieve evaluation forms and tally
Sales database development
Sales material management
Sales: Sponsor sales
Security
Set up draft event schedule
Set-up, registration, scheduling and event management
Shipping, transport scheduling and arrangements
Signage
Signage design and positioning with floor plan and venue
Shipping management
Software co-ordination
Speaker information kits
Speaker invite and confirmation
Speaker Management
Speaker papers on website/CD’s
Speaker thank you letters
Sponsor liaison
Sponsor/Exhibitor Management
Sponsorship campaigns
Staff Management
Storage on-site
Supplier Management
Table seating
Telecommunications
Telephone

Telephone campaign
Telephone research
Testimonials
Thank you letters
The Sponsorship Manager as marketing consultant
Theme dinner décor
Time management and production schedules
Tracking and evaluation of no-shows
Tracking and reporting of marketing campaigns
Tracking of web traffic, usage and patterns
Tracking website statistics
Transfer on-site changes to office database
Transport for staff, speakers, and guests
URL development and registration
Venue Management
Venue negotiations and contracts
VIPS and protocol
Website copy
Website marketing and maintenance
Welcome letter
Why do companies sponsor conferences?
Write marketing messages
Writing the conference program

QuantumIntellect Online Booking Pages
HOW WE COMMUNICATE

QuantumIntellect Events is produced, recorded, managed and marketed through an advanced web-base application that creates the perfect mobile office environment for all tasks.

The basic functions of all operations are done electronically and our events are marketed in order to obtain maximum exposure for our clients. The web-base application is at use from event conceptualisation to post event reporting. The advantages of our online platform include:

- Bulk Email
- Instant SMS Notifications
- Database development and support for clients
- Brand development
- Online event registrations
- Event Photo Albums
- Newsletter Subscriptions
- Sponsor management
- Media management

OUR COMPETITIVE ADVANTAGE

QuantumIntellect is a company that encourage development through all our business practices...

We strive to become the market leader in Africa for hosting, planning, executing and managing events of the utmost highest standards...

There is a proven personality and a positive ambiance that is given to every individual event...

We strive to adhere to professional conduct of the utmost highest standards...

We are well recognised in a general industries and our expertise serves all industries...

The nature and combination of our skills set is complementary to our operational goals and ambitions...

We strive to develop our client’s events into Annual specialist functions...
### SOME OF THE EVENTS ON OUR PORTFOLIO

**CONFERENCES:**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nursing 2002</td>
<td>October 2002</td>
<td>Emperors Palace</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Technology in Mining Conference</td>
<td>October 2003</td>
<td>Mintek</td>
<td>Randburg, South Africa</td>
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<tr>
<td>The South African Public Transport Conference</td>
<td>November 2003</td>
<td>Crown Plaza</td>
<td>Sandton, South Africa</td>
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<tr>
<td>Information Technology Risk Management Conference</td>
<td>January 2004</td>
<td>Sandton Convention Centre</td>
<td>Sandton, South Africa</td>
</tr>
<tr>
<td>The Steel Industry Summit 2004</td>
<td>February 2004</td>
<td>Birchwood Convention Centre</td>
<td>Kempton Park South Africa</td>
</tr>
<tr>
<td>The 11th Annual Artisan Training and Development Conference</td>
<td>April 2004</td>
<td>Birchwood Convention Centre</td>
<td>Kempton Park, South Africa</td>
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<tr>
<td>International Six Sigma Symposium 2004</td>
<td>May 2004</td>
<td>Sandton Convention Centre q</td>
<td>Sandton, South Africa</td>
</tr>
<tr>
<td>The 11th Annual Pension Funds Conference 2004</td>
<td>July 2004</td>
<td>Park Hyatt Hotel</td>
<td>Rosebank, South Africa</td>
</tr>
<tr>
<td>Governmental Fraud and Corruption Summit 2004</td>
<td>August 2004</td>
<td>Sandton Convention Centre</td>
<td>Sandton South Africa</td>
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<tr>
<td>Open Source Impact Africa 2006</td>
<td>February 2006</td>
<td>Sandton Hilton Hotel</td>
<td>Johannesburg, South Africa</td>
</tr>
<tr>
<td>Eastern and Central Africa Pension Fund Seminar 2006</td>
<td>May 2006</td>
<td>Nairobi Hilton Hotel</td>
<td>Nairobi, Kenya</td>
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<tr>
<td>The African WI-FI Summit 2007</td>
<td>June 2006</td>
<td>Sandton Hilton Hotel</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Adding value to the Financial World Conference 2006</td>
<td>October 2006</td>
<td>Conference Centre</td>
<td>Sun City, South Africa</td>
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<td>Business Continuity and Disaster Recovery</td>
<td>March 2007</td>
<td>Sandton Hilton Hotel</td>
<td>Johannesburg, South Africa</td>
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<td>Next Generation Networks 2007</td>
<td>June 2007</td>
<td>Sandton Hilton Hotel</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Eastern and Central Africa Pension Fund Seminar 2007</td>
<td>May 2007</td>
<td>Nairobi Hilton Hotel</td>
<td>Nairobi, Kenya</td>
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<tr>
<td>Eastern and Central Africa Pension Fund Seminar 2008</td>
<td>May 2008</td>
<td>Sarova White Sands</td>
<td>Mombasa, Kenya</td>
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<tr>
<td>WasteCon 2008 (Audiovisuals and Exhibition)</td>
<td>October 2008</td>
<td>Durban International Convention Centre</td>
<td>Durban, South Africa</td>
</tr>
<tr>
<td>The Health Care Waste Forum Imbizo Road Show</td>
<td>April 2008</td>
<td>Development Bank Southern Africa</td>
<td>Johannesburg, South Africa</td>
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<tbody>
<tr>
<td>The Health Care Waste Forum Imbizo Road Show</td>
<td>May 2008</td>
<td>Southern Sun Elangeni</td>
<td>Durban South Africa</td>
</tr>
<tr>
<td>The Health Care Waste Forum Imbizo Road Show</td>
<td>June 2008</td>
<td>University of Stellenbosch (USB)</td>
<td>Bellville, Cape Town</td>
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<td></td>
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<td>Bellville Business Campus</td>
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<tr>
<td>The ISBEE World Conference 2008</td>
<td>July 2008</td>
<td>Cape Town International Convention centre</td>
<td>Cape Town, South Africa</td>
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<td>Cape Town, South Africa</td>
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<td>South Sun Cullinan</td>
<td>Cape Town, South Africa</td>
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<tr>
<td>The Health Care Waste Forum Imbizo Road Show</td>
<td>October 2008</td>
<td>Victoria &amp; Alfred Guest House</td>
<td>Port Elizabeth, South Africa</td>
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<tr>
<td>Eastern and Central Africa Pension Fund Seminar 2009</td>
<td>May 2009</td>
<td>Sarova White Sands</td>
<td>Mombasa, Kenya</td>
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<tr>
<td>The Health Care Waste Summit &amp; Expo 2009</td>
<td>May 2009</td>
<td>Southern Sun OR Tambo</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Africa MasterClass on Strategic Business Risk Management</td>
<td>June 2009</td>
<td>Zambezi Sun, Victoria Falls</td>
<td>Livingston, Zambia</td>
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<tr>
<td>Retirement Reforms Southern Africa</td>
<td>October 2009</td>
<td>Southern Sun OR Tambo</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Africa Sport Administration Congress 2009</td>
<td>December 2009</td>
<td>Southern Sun OR Tambo</td>
<td>Johannesburg, South Africa</td>
</tr>
<tr>
<td>The Pension Fund Home Loan Seminar</td>
<td>Jan 2010</td>
<td>Intercontinental Hotel</td>
<td>Nairobi, Kenya</td>
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<tr>
<td>The East and Southern Africa Pension Funds Conference</td>
<td>May 2010</td>
<td>Zambezi Sun</td>
<td>Victoria Falls, Zambia</td>
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<td>The 20th WasteCon 2010 Confex</td>
<td>October 2010</td>
<td>Emporer’s Palace</td>
<td>Johannesburg</td>
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<tr>
<td>The 2nd Annual Retirement Reforms Southern Africa 2010</td>
<td>October 2010</td>
<td>Southern Sun OR Tambo</td>
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<tr>
<td>The 2nd Annual Africa Sport Administration Congress 2010</td>
<td>December 2009</td>
<td>Southern Sun OR Tambo</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>The 6th Annual East and Southern Africa Pension Fund Conference</td>
<td>May 2011</td>
<td>Sarova White Sands</td>
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<tr>
<td>The 2nd Biennial Health Care Waste Summit &amp; Expo 2011</td>
<td>May 2011</td>
<td>Emporer’s Palace</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>The 4th Annual Africa Railway Safety Summit</td>
<td>July 2011</td>
<td>Southern Sun Grayston Hotel</td>
<td>Sandton, South Africa</td>
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**CHARITABLE EVENTS:**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>City, Country</th>
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<tbody>
<tr>
<td>Starfish Foundation Charity Golf Day</td>
<td>October 2006</td>
<td>Leeuwpkop Golf Course</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>Cotland’s Charity Fund Raiser</td>
<td>August 2006</td>
<td>Barnyard Theatre</td>
<td>Randburg, South Africa</td>
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<tr>
<td>Mr and Mrs Damelin</td>
<td>May 2007</td>
<td>Ruby Blue</td>
<td>Randburg, South Africa</td>
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<td>Mr &amp; Mrs Damelin 2006/7/8/9/10</td>
<td>May 2006 – May 2010</td>
<td>Varios Venues</td>
<td>Johannesburg, South Africa</td>
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<tr>
<td>CHOC Charity Fund Raise Dinner</td>
<td>July 2006</td>
<td>Brayston Country Club</td>
<td>Sandton, South Africa</td>
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<tr>
<td>Hospice Golf Day</td>
<td>January 2010</td>
<td>Ruimsig Country Club</td>
<td>Sandton, South Africa</td>
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QuantumIntellect - Corporate Portfolio East and Southern Africa 2011
André Snyman is the General Manager of QuantumIntellect. He has been actively involved in the conference and event management arena since 1998. He started his career in London where he was exposed to the highest standards of event management and execution at a major international hotel chain. After completing a BA Degree in Tourism Management at the Potchefstroom University in South Africa, he furthered his career as participant in the strategic development and execution of various tourism related products around South Africa. These products varied from conferences, tour itineraries and specialised reconstructive surgery travel packages for the mainly American Markets.

In 2001 André started as Senior Facilitator at the Damelin Education Group for the Oxford Brooks (UK) B.Com Travel and Tourism Degree as it was made available by Damelin at the time. In that same year he started operations for Quantro Tourism Services, a local travel supplier to the South African market. During this time he represented a variety of clients at large scale conferences as Professional Conference Organiser (PCO). Some of the industries he still consults to include Medical, Nursing, Building and Construction, Mining, IT and Steel.

In 2003 André furthered his PCO career as Conference Producer at the Institute for International Research (IIR) in Johannesburg, South Africa. His responsibilities included the research and production of business performance based events that catered for speakers and delegates from around the world. André currently specialises in the production, sales and operations of events for a variety of clients.

KEY REFERENCES

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organisation</th>
<th>City</th>
<th>Phone</th>
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<tbody>
<tr>
<td>PROF GIDEON ELS</td>
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<td>AFRICA MANAGEMENT COMMUNICATION</td>
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</tr>
</tbody>
</table>
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