

TS&A EVENTS

Credentials & Corporate Profile

2017



Where Magic and Imagination Meet

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Woodlands Office Park, Building 16, Woodlands Drive, Woodmead

P.O. Box 105, Woodlands, 2080

Vat no: 4010217810 CK: 2005/023603/23

www.tsanda.co.za

OUR APPROACH

What determines whether your event is going to be a success or a failure?

The execution, determines whether your event is going to be a success or a failure.

You can have a great creative and a great strategy, but if the event is not run and managed correctly you can have a disaster.

TS&A Events commits to offering a world class service that ensures we cover each and every aspect of your event. By appointing best of breed suppliers, we know from the beginning that we are dealing with suppliers that are capable and professional in their areas of expertise.

Our experience makes us one of the best event companies around and we make sure that you receive our personal attention at all times. Too often you will get the so called "A" team coming in to impress you with the initial presentations but soon find yourselves dealing with the 'back office' once the event goes into production.

We handpick our project management team and are involved every step of the way.

We have weekly internal meetings to discuss each and every job so that there is a clear understanding of what is to be delivered.

Our project managers and our suppliers are appointed so that they are appropriate to each and every job.

Our commitment is to produce **extra**ordinary work that will cement a working relationship that is built on trust and honesty.

BACKGROUND

TS&A Events have worked both locally and internationally. Our clients have taken us to Kenya, the Serengeti, Dar es Salaam, Namibia, Swaziland, and Zambia and as far afield as the Caribbean.

This has allowed us to form joint ventures with people and companies that understand our business ethic.

VISION

To produce **extra**ordinary work for exceptional clients, offering exemplary service.

MISSION

To make our customers feel like they are the most important people in the world, because to us, they are. We accomplish this by delivering exceptional service, going the extra mile, and doing whatever it takes to go above and beyond our customers' expectations.

TURNKEY OFFERING

- 20+ years' experience
- Full turnkey offering
- Event management
- Audio Visual & Technical
- Creative
- Live performance

- Video production/ Multimedia
- Design and Content Development (Power Point Presentations)
- The RSVP Agency

COMPANY OVERVIEW

- BEE – Level 2
- Experience
- Outsource to best of breed suppliers
- Competitive pricing
- Personal service
- Measurable results

THE TS&A TEAM

Yolandi Michaels – 25.5% Shareholder and Project Director

With a love for the performing arts, Yolandi pursued a Dramatic Arts degree from Wits University, exiting with an international festival of schools award for Best New script and Wits merit award for directing.

Extending into corporate theatre, BTL advertising and classic marketing, Yolandi worked for industry heavy weights FCB, The Brand Union and Unplugged.

Yolandi owns Living Masks Experiential, events and activations agency, operational since 2012 and became a shareholder in TS&A events in 2016. Yolandi has worked as a Project Director with TS&A Events since 2012.

She is founding board member of Creatives First – a full service financial co-operative aimed at the creative and cultural industries, with the desire to build a culture of wealth creation in this industry.

Skilled in creative concept development, project and programme management, Yolandi operates fluently in both the creative sector and in the marketing sector.

Maxwell Goba – 25.5% Shareholder and Production Manager

Maxwell studied Civil Engineering, while studying he was scouted by a model scout in Port Elizabeth at the tender age of 21, he was later signed by Storm International modelling agency and has modelled for various fashion brands. Maxwell was the face of SABC1 Mzansi Fo Sho where his face was seen on billboards in and around Gauteng, he appeared on various TV adverts and has also done corporate campaigns for Nedbank.

Maxwell has travelled abroad for campaigns as a model.

Maxwell worked as a promoter, he then later started his own Promotion & Events Company. One of his main clients included Ford and Mazda for the annual Auto Africa Car Show.

While modelling Maxwell worked as a brand ambassador for Camel and Ford, that's how he was introduced to the world of Events. Max joined TS&A Events 2012.

SUE AERTS – 24.5% Shareholder and Head of Projects

Sue joined VWV Group in 2001 as a project manager and worked her way up the ranks to senior producer. Within the 5 years at VWV she worked on a number of massive events and campaigns such as Pick n Pay Vusalela, Coca-Cola, SAB to name a few.

Sue joined TS&A Events as Head of Projects in 2006

Since joining Sue has managed a large number of successful events and has managed her teams with precision

Sue has the unmistakable ability to delegate responsibility effectively, get the job done within budget and exceed client's expectation, while maintaining a trusting and enduring client relationship

Sue's capabilities include technical conceptualization from start to finish, development of content and video production to live performance, event execution and logistical roll out. All aspects of the event, including executive production, show calling and overall management of the event management team

TERRY SUTHERLAND – Original founder of TS&A Events - 24.5% Shareholder and MD

Terry started her career in 1979 in the motor industry selling BMW's

After 14 years in the Motor Industry, Terry left to open her own executive car business called "Sutherlands Executive Cars"

Two years later she sold the business and in 1994 Terry joined VWV Studios as an Account Director

In 1995 Terry became a board member and shareholder in the VWV Group

Terry left VWV in October 2003 to start her own Agency – Terry Sutherland and Associates (TS&A Events)

An entrepreneur at heart, Terry started The RSVP Agency in 2012

In 2016 TS&A Events became a 51% black owned events company

THE PROCESS

- Understanding the brief
- Understanding the strategy
- Research
- Concept
- Costs
- Budget approval
- Pre-production
- Approval process
- Post production
- Forming a partnership

BEE AND EMPOWERMENT STRUCTURE

TS&A Events is currently a level 2

TS&A Events use BEE suppliers where possible

TS&A Events offer a mentoring program

WHO WE ARE

TS&A Events is a company built on a flexible capacity to access best-of-breed resources, according to need.

We are not constrained by finite salaried resources. We do however, restrict ourselves to superior manpower. This set us apart, and ensures that we maintain one of the lowest client turnover rates in the SA live event industry.

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RESOURCE CAPABILITY/CREATIVE CONCEIVING

Yolandi, Terry and Sue act as major contributors in the creative process. Their vast experience in the industry and overall focus, leads to the conceptualization of exemplary creative.

We know that when we work closely with our clients we are able to understand what they want out of an event, what they want it to say to the patrons of the occasion. In the modern business era, events are no longer tax rite-offs and "parties for party's sake".

Every event is a marketing opportunity; an opportunity not to be missed. It must be structured to communicate a brand message.

We know how to take a message, package it attractively (the concept & design) and allow it to communicate through every possible medium. Each and every element of any concept should reflect a message that is specifically designed to improve brand equity. Those elements include stage & set, choice of venue, invitation process, music, décor, branding, lighting, AV, etc.

RESOURCE CAPABILITY AND PROJECT MANAGEMENT

Planning is key to ensuring that **TS&A Events** remains an industry leader. Thorough planning obviates 90% of the possibilities for mishap, and our senior management is rigid in its expectations in this regard.

DELIVERY AND TURNAROUND

It goes without saying that the live event industry requires impressive turnarounds... the show goes on at a certain time on a certain date, no excuses. We can't ask our audience to come back tomorrow because we experienced a few "unavoidable"

delays!"

This breeds in live event professionals, urgency found in few other industries.

Of course we encourage our clients and suppliers and agencies with whom we work to be considerate of the consequences of "last minute rush jobs". It is seldom beneficial to any project. But more often than not, it is unavoidable.

TS&A Events is in a stronger position than most in this regard. Our company is "management intense"; this allows us the luxury of being able to supervise our resources vigilantly, and support them wherever necessary.

When we need to deliver within short periods, we are able to bring in the people we need to get things done. We are one of the few companies not restricted by consideration of costs based on the salary-roll. This doesn't mean that we are able to throw endless resources into projects. It simply means that we are not constrained by the usual fears of bringing in outsiders – cost, employment contracts, monthly overheads, etc.

Every project we undertake is cost-structured according to an assessment.

In case of exceptional developments, we can inject limited resources then and there and withdraw them the moment they are no-longer required. It is a cost effective and productivity-efficient business model.

"CAN DO" ATTITUDE

"YES, WE CAN!" **TS&A Events** has grown on the back of our willingness to tackle tasks that others have rejected.

We are entrepreneurs who realised very early on that if we took on challenging work, it would pay off.

To date we have grown (an average of) 400% per year since our establishment. We know full well that if we'd opted for office hours, the easy gigs, simple concepts and short-cuts, we wouldn't be in the privileged position in which we find ourselves today.

We can, because we want to!

HANDS ON APPROACH

The special structure of **TS&A Events** demands that the management you deal-with over weeks of pre-production are present at the execution of the event. This is the way our business model works! And it works well.

Your dedicated **TS&A Events** client service person knows what you want and why you want it. They must be with you when the big moment arrives.

Your project manager is always present. Building a world-class service means sticking to the highest norms. The primary goal of our company is to continue our growth pattern without being hamstrung by client turnover. We can do this by ensuring that our clients' needs are met – every time. Our project staff is best qualified to supervise delivery of the specifications you have stipulated.

Our commitment is to you, because we need commitment to us.

A RECORD OF QUALITY EVENTS

TS&A Events has serviced Nedbank for an extended period and are their appointed event agency. We believe that we have been fortunate to work on some of the most prestigious events Nedbank has staged in recent years, not to mention those for the Mandela Family. Madiba's 85th & 90th Birthday Celebration in Qunu and the wedding of his granddaughter, Nandi.

Nonetheless, **TS&A Events** recognises the need for in-depth briefing, each time around.

Previous experience counts for a lot; willingness to learn and understanding counts for just as much.

CUSTOMER PROFILE

Our insights into your business are most valuable, which is why we prefer to work closely with you – nobody can understand your business better than you do.

It sounds like an oxymoron, but it makes the world of difference when your business is properly understood.

It falls to us to make your message heard and understood. What could be more important than knowing why it is being said and to who it is directed?

JHB BASE.... LOCAL/INTERNATIONAL EFFICIENCY

In the past twelve months our project team has delivered events (using JHB based people and equipment) in:

Cape Town, Durban, Bloemfontein, Lesotho, Swaziland, Namibia, PE, EL, Kimberly, Paarl, PMB, Nelspruit, Polokwane, Caribbean, Zambia, Kenya....

The cornerstone to our logistical efficiency is supervision of the people YOU deal with. Drawing upon diverse resources only works when it is managed directly and in person, by the people who took the brief.

RSVP CAPABILITY

TS&A Events offers design and facilitation. Our in house RSVP system is tried and tested and offers the perfect solution for all your RSVP needs. We offer a full service from the start to the end of the entire process. **The RSVP Agency** runs as an independent company with an impressive list of blue chip clients.

- Database integrity check
- HTML designed invitation
- E-mail and SMS based invitation process
- Database send out with automatic response system and field completion
- Telephonic follow up
- Onsite registration – name tags, iPad
- Post event report back with comments from attendees

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VENUE SOURCING

Sound familiarity with SA's leading venues enables us to present you with a range of options according to your need, be they price/size/location/facilities-based.

In certain circumstances we will engage the serviced of a professional venue finder to procure the ideal venue for your function, anywhere in SA or worldwide.

AV & TECHNICAL

Our preferred suppliers are experience and are the best and most cost effective in the industry.

CORPORATE GIFTS

The emergence of a plethora of websites devoted to these products in recent years has transformed this element of live event support from a "headache" to a "piece of cake".

It is truly one of the most easily handles aspects of modern live eventing. A massive range of products can be located, priced and inspected at the touch of a button.

LOGISTICAL CO-ORDINATION

As per previous references, all logistics are handled directly by **TS&A Events** senior management. Poor logistical planning is a certain recipe for hiccoughs. Your project manager will provide you with contact reports, a comprehensive schedule, accompanied by a running order, call sheet etc. Everything that you will need to ensure the event runs smoothly.

IN CONCLUSION

TS&A Events is a very unique company in our industry.

We've been fortunate to find a business model which combines well with our experience. That model enables blue-chip solutions on a cost-effective basis.

TS&A Events has benefited from tremendous growth out of our business model and a stable of premier clients that is the envy of many.

We'd like to say "Thank-You" for this opportunity.

Attached please find a visual showcase of our work.