



# SUCCESSFUL EVENTS

*event management*



## EMPOWERMENT STRATEGY

- » Introduction
- » Identified empowerment categories
- » Progress to date
- » Summary
- » Ownership / Shareholding
- » Company organigram
- » Staff profiles
- » Annual Skills Priorities
- » Procurement: Stakeholders
- » Social Responsibility
- » An Example of our commitment to Empowerment

## **Introduction**

Successful Events sees Black Economic Empowerment as the imperative process of seeking, pursuing and managing opportunities to enable real and sustainable participation of previously disadvantaged people in the company and hence in the South African economy.

Our goal is at a Company level to re-dress the imbalances of South Africa's past, and to contribute to the real transformation, growth and success of South Africa. We aim to use the Broad Based Black Economic Empowerment Act, the Codes of Good Practice on Broad Based Black Economic Empowerment for guidance and in order to measure progress with the defined empowerment objectives. We have put in place processes to ensure that year on year our empowerment initiatives per broad based category are pre-determined, pre-planned and that we achieve the goals we have set. We also will ensure that year on year the empowerment initiatives we have implemented can be measured, are measured and are documented. Our goal is to ensure that year on year there is an upward movement on the empowerment of Successful Events:

## **Identified empowerment categories**

- » Skills development
- » Mentorships and sponsorships
- » Representation and employment equity
- » Ownership and joint venture partnerships
- » Preferential procurement
- » Enterprise development
- » Social Responsibility programmes

## **Progress to date**

- » we have implemented a company structure that has resulted in 31 % black ownership of Successful events
- » we have implemented a mentorship programme.
- » we have provided opportunities for wealth creation to previously disadvantaged groups by promoting and supporting them within the company – and through following a structured employment equity programme
- » we have implemented a programme to do business with like-minded supplier partners
- » we have implemented a programme to support black business at a procurement level
- » we have an active social responsibility programme

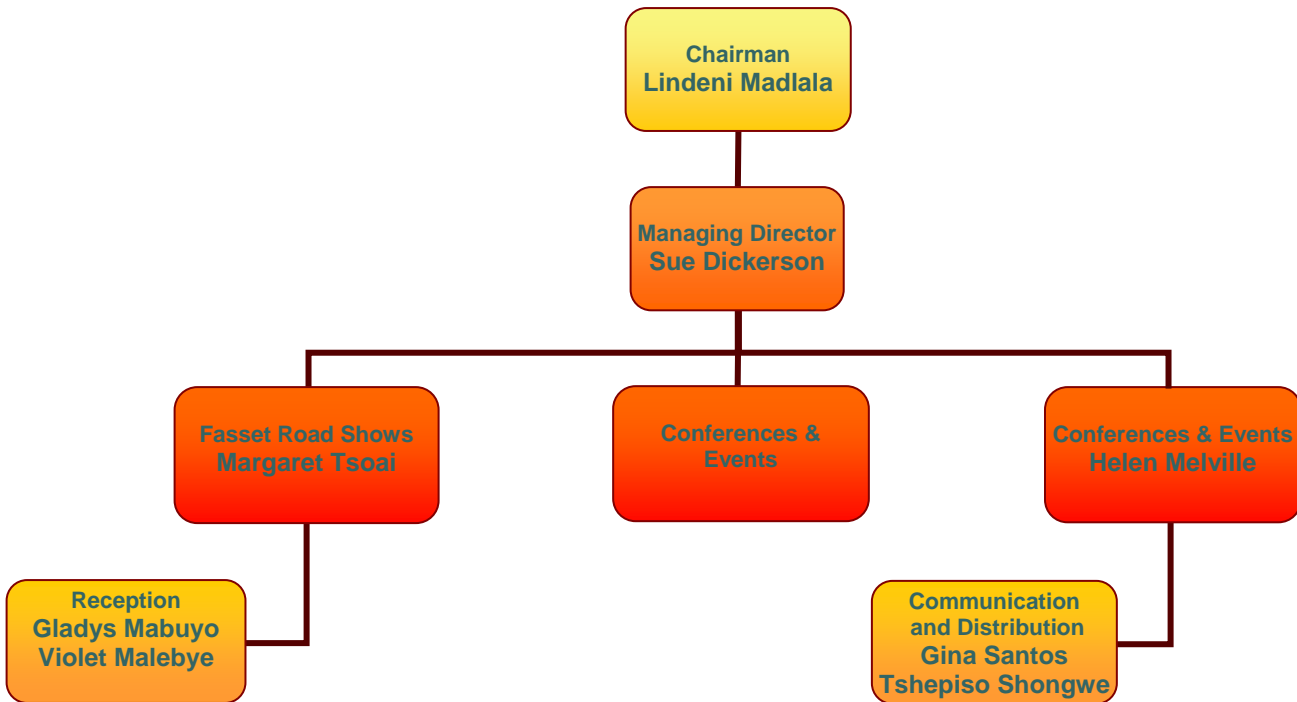
<b>Summary</b>		
Direct Empowerment	Black Shareholding	31%
	Shareholding Female	84.4%
	Shareholding Disabled	0%
	Executive Directors Black	33.33%
	Executive Directors Female	66.67%
	Executive Directors Disabled	0%
	Non-Executive Directors Black	0%
	Non-Executive Directors Female	0%
	Non-Executive Directors Disabled	0%
	Human Resources Development	Employment Equity Management Black
Employment Equity Management Female		100%
Employment Equity Skilled Black		25%
Employment Equity Skilled Female		100%
Employment Equity Total Black		50%
Employment Equity Total Female		100%
Employment Equity Disabled		0%
Skilled Development Payroll		1.99%
Indirect Empowerment	Skilled Development Learners Black	25%
	Skilled Development Learners Female	100%
	Preferential Procurement Black Owned	10%
	Preferential Procurement Empowered	10%
Social Investment	Enterprise Development	0%
	Percentage Investment	1%

## Ownership / Shareholding

Ownership / Shareholding					
			ECE		
	Black	White Female	Black Female	Black Male	White Male
ECE Consulting	26%		40%	50%	10%
Susan Dickerson / de Waal		59%			
Kate Watkins		10%			
Margaret Tsoai	5%				
	31%	69%			

Directors / owners / partners				
ECE Consulting	Title	Identity No	% Shareholding	Nationality
Lindeni Daphne Madlala	Chairman	5603030831081	10.4%	South African
Graeme Poultney Dorrington	Alt Director	6201235204096	1.3%	South African
Keith Matthee		5409125156008	1.3%	South African
Nkosemntu Gladman Nika		5804125384081	1.3%	South African
Successful Events				
Susan Jane de Waal / Dickerson	Managing Director	5011020033081	59%	South African
Kate Susan Watkins		7310030111088	10%	South African
Margaret Tsoai		6205251063086	5%	South African

## Company organigram



## Staff Profiles



**Sue Dickerson – Managing Director**

Sue Dickerson has operated as a specialist event manager for a period of over 15 years. She founded Successful Events in 1995, has a good track record of delivery, and a vast amount of experience in the industry. She has undertaken the management and delivery of a number of large international and local conferences and has provided services within the Seta industry for a period of 5 years.



**Margaret Tsoai – Manager Fasset Roadshow Division**

Margaret Tsoai has operated within the event management industry for a period of 10 years. She forms an integral part of Successful Events as one of the founding staff members. Her specialised areas of expertise include travel and accommodation co-ordination, registration, event set up, delegate registration and coordination. Her recent experience includes 5 years as assistant manager, now manager, of the Successful Events Fasset Roadshow Division. She has strong experience and is well grounded in Seta Roadshow and conference delivery.



**Gladys Mabuya – Receptionist, Assistant Administrator**

Gladys Mabuya currently works as the receptionist of Successful Events. She assists all divisions with filing and general administrative duties. Gladys is a capable and friendly individual, who enjoys her days interacting with customers, suppliers and delegates.



**Helen Melville – Manager Events Division**

Helen Melville has operated as an event project manager for a period of over 8 years. She gained valuable international experience as the head of the Deutsche Bank Global Corporate Finance event management division in London. Her experience includes the management of a number of conferences, roadshows, incentive trips and sporting events. Her areas of expertise include project management, marketing, public relations, media liaison and travel coordination.



**Tshepiso Shongwe – Assistant Event Coordinator Call Centre**

Tshepiso Shongwe recently graduated with her Senior Matric Certificate. She completed a course in call centre management and immediately showed great skill in interacting with delegates within the call centre agent position. She has completed a number of projects to date, in which she has taken RSVP's, made follow up calls and provided telephonic confirmations and sales calls. Many compliments have been received on her professional manner, knowledge of her events and cheerful and friendly personality.



**Kate Watkins – Event Manager Roadshows and Conferences**

Kate Watkins spearheaded the management of the Fasset Seta Roadshow Division, and has provided services within the Seta industry for the last two and a half years. She has gained solid knowledge and experience of the aims, market and complexities within the Seta environment. Her experience in HR has been a significant contribution to the company, specifically in the implementation of the internal training and mentorship programme, and ensuring that the company's skills objectives are achieved.



**Violet Malebye – Tea Lady, administrative assistant, trainee receptionist**

Violet Malebye provides a cheerful backup to the team. Keen to learn, she assists with reception and switchboard, packing and general administrative tasks.



**Gina Santos – Event Coordinator Call Centre**

Gina Santos has four years experience working at Successful Events. She gained valuable insight into the industry as a member of the Successful Events team which coordinated the Pan African Consultative Forum on Corporate Governance. Her strong administrative skills and natural attention to detail contribute significantly to the successful management and delivery of events managed by the company. She supports all divisions with her communication and call centre service.

## Annual Skills Priorities

			Level of planned Education and Training							
			General	Further			Higher			
	Skills Priority Number	List Education & Training Priorities	Up to & including Level 1	2	3	4	5	6	7	8
1	2	Call Centre				1				
2	1	Reception	1			2				
3	3	Logistics				1				1
4	5	Office Management							1	
5	4	Summit Software						2		
6	10	Marketing	1							
7	6	Event Management				2				
8	9	Event Creation						1		
9	8	Post Event Reporting							2	
10	7	Financial Management				1				
Total			2			7		3	3	1

## **Procurement : Stakeholders**

<b>Service</b>	<b>Supplier</b>	<b>Status</b>
Print	Remata iNathi Communications & Printers (Pty) Limited	Black-owned
IT Support	Pathways Outsourcing	Black empowered
Switchboard & Telecommunications	Dotcom	Black empowered

## **Social Responsibility**

Successful Events currently supports the following two charities

- » Meals on Wheels                      Monthly financial contribution
- » Botshabelo                              Monthly financial contribution  
  
Three staff members volunteer their time in the babies home in Midrand  
  
Collection of clothing / other items

Botshabelo, "A Place to Run to", is a non-profit organization which addresses the needs of abandoned, sick and abused children, abused women and economically disadvantaged people. It is a Non Profit Organisation registered with the Department of Welfare and has been operational since May 1999.

It provides a home for abandoned babies, food garden programmes for the unemployed, a safe house for abused women and an empowerment project which includes computer skills, fabric painting, beadwork and a Creche teachers forum.

## **An Example of Successful Events Commitment to Empowerment**

Margaret Tsoai

Manager - Roadshow Division

Successful Events

"We want black economic empowerment to be real in our company. BEE is not about window dressing or complying with quotas, simply to be awarded points for a tender. It is about empowering others and through this process, empowering our business in the true sense. In this way one then helps to build a better South Africa," says Successful Events Managing Director, Sue Dickerson.

Successful Events Chairman, Lindeni Madlala adds: "As with most small businesses our company has faced the challenge of empowerment with a limited budget and with all the other constraints that a small business faces when trying to remain competitive, while at the same time, still meeting empowerment criteria. Our proactive approach has enabled us not only to address BEE challenges, but by empowering people, we have also been able to open up new markets and opportunities, hitherto unexplored. This strategy has had a very positive impact on the company and we are very excited about our future."

Established ten years ago, Successful Events is an empowered company. Strategic partner, black owned ECE Consulting Pty Ltd, has a 26% stake in the company and Successful Events Assistant Manager: Road show Division, Margaret Tsoai has a 5% shareholding.

Dickerson says "true empowerment" is about recognising the potential in others and providing a nurturing environment in which people are able to flourish and reach their true potential.

"I employed Margaret Tsoai in 1990 to assist me in the daily running of my home, and the care of my children. She soon proved my right hand, enabling me to focus on building the company. As the company grew, I needed someone to assist me, so I asked her to answer the phone and to assist me with setting up at events. Always eager to learn, it soon became apparent that Tsoai had tremendous potential, which I was eager to develop, particularly since she had indicated that she wanted to work in a business environment.

*We pride ourselves in our professionalism, quality, long term relationships, solutions, exceptional service and value*

"Starting with the basics, I decided to formally mentor her, allowing her talent, and her ability to ultimately determine her destiny within the company. We sent her on computer and telephony skills training courses and she flourished. She has been with the company for nine years now. Starting as a junior assistant, she has risen through the ranks, and today, manages the company's Road Show Division. This is a very challenging position, and one which requires excellent organising and problem solving skills as over 6 000 individuals attended these functions last year. We are very proud of her achievements and she has certainly earned her stripes in our company," she recounts.

The company has recently purchased an additional company vehicle and it is giving Tsoai time off, and also paying for her driving lessons. "Tsoai wants to be able to get to venues independently with her team of helpers, to set up décor, branding, and registration. It is a small thing, but it shows how both parties can benefit from the empowerment process. Obtaining a drivers licence will opens all sorts of doors for her. It will also enable her to contribute that much more, to the company," Dickerson observes.

Tsoai adds: "I never thought even in my wildest dreams that I would be able to achieve what I have done with my life. Successful Events has given me the strength and the courage to do so."

On a personal level Tsoai is now planning to buy her own home.

Dickerson says Tsoai is not only a shining example for Gladys Mabuya and Tshepiso Shongwe, two young women whom the company is currently mentoring, but to all young South Africans. "It proves that if one empowers oneself, the sky is the limit," she observes.

Prior to being employed by Successful Events, Mabuyo, a single mother of three, did piece-meal cleaning jobs. She has been with Successful Events for one year now. Mabuya operates the company's switchboard, and serves as the company's receptionist. "Mabuya has grown a great deal over the past year. We have put a lot into mentoring and training her, and in turn, she has grown and derives a lot more job satisfaction with the added responsibilities. Her value to the company has increased in line with her improved skills levels," Dickerson explains.

Twenty-one year old Shongwe worked at a gym previously. She has been placed on a two-year in-house mentorship programme.

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"BEE has been a truly empowering experience for everyone in our company. By encouraging everyone to achieve their true potential, we have been able to achieve far more than would have otherwise been possible," Dickerson concludes.

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