



**SUCCESSFUL EVENTS**  
*event management*

**EMPOWERMENT STRATEGY**

A. OBJECTIVES IN IMPLEMENTING AN EMPOWERMENT STRATEGY

B. IDENTIFIED EMPOWERMENT CATEGORIES

C. PROGRESS TO DATE

## **A. OBJECTIVES IN IMPLEMENTING AN EMPOWERMENT STRATEGY**

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 :

## **B. IDENTIFIED EMPOWERMENT CATEGORIES**

### **1. Skills Development**

Successful Events commits to spending its own resources, with a focused mentoring programme and through the giving of management time and through financial investment, to train formally, improve and recognize the skills of our employees.

### **2. Mentorships and sponsorships**

Successful Events has implemented a mentorship programme.

Margaret Tsoai, Gladys Mabuya and Tshepiso Shongwe are currently participating in the mentorship programme. A fourth applicant is being considered to join by the end of May.

Participants are on a two year programme, during which time they will gain experience in each of the four divisions of the company – events, roadshows, accounts, call and contact centre.

Regular, formal training sessions on a specific area of the business are held on a Friday morning by an expert in the selected area. Time is allocated to mentor training by the particular division heads, so that participants benefit from exposure to all aspects of the business.

At the end of the two year period, participants will be given a certificate of competency and will confidently be able to call themselves event managers.

### **3. Representation and employment equity**

Successful Events has committed to the goal of identifying and promoting qualified and /or competent previously disadvantaged employees to positions of responsibility and authority, and Successful Events has adopted a policy of employing new black staff members where ever possible.

### **4. Ownership and joint venture partnerships**

Successful Events is owned and managed by its shareholders and management team, who share in the risks and rewards of the business. At present 26% of the company is owned by ECE Consulting Pty Ltd, a black owned

company and 5% is owned by Margaret Tsoai. Successful Events further has a policy of seeking joint venture opportunities with other empowered companies where the joint venture has the mutual benefits for both parties.

## **5. Preferential Procurement**

Successful Events aims to increase its procurement expenditure with empowered businesses, and aims to spend 100% of its annual procurement expenditure with empowered businesses by the year 2008. At present Successful Events spends 25% of its procurement expenditure on empowered businesses. Successful Events also encourages its non empowered suppliers to become empowered businesses.

## **6. Enterprise Development**

Successful Events commits to support previously disadvantaged South Africans.....

## **7. Social Responsibility Programmes**

Successful Events commits to support and /or implement projects that assist the aged and abandoned and abused children. We aim to invest in 1 real community initiative in 2005, through the giving of our time and through some financial investment.

### **D. Progress to date:**

- we have implemented a programme 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

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

**Margaret Tsoai**

**Manager - Roadshow Division**

**Successful Events**

Margaret Tsoai was employed in 1990 in the position of domestic worker and child minder. She attended a number of courses, including cooking and sewing, in which she achieved very well. It was a short period of time before Margaret was a member of the family and a dedicated and trusted friend.

The company Successful Events was registered in 1995 and started to grow and establish itself. Margaret was called on a number of times to assist with answering the phone and to assist with the setup at events. It soon became clear that Margaret had a great deal of potential. The company initiated computer and phone skills training, both in house and externally. Margaret applied herself to her studies and remained conscientious and attentive to all mentoring.

It is now 2005 and Margaret has been working as a full time employee of the company for over 9 years. She co-manages the company's Road Show division. It is truly an inspiration to see her contacting clients, coordinating events, managing staff and flicking between Word documents and Excel spreadsheets. She has

been sent on a driving course and will soon be able to get to venues independently with her team of helpers, to set up décor, branding and registration.

On a personal level, Margaret is now looking at buying her own home.

As a trusted, valued and respected colleague, Margaret is an inspiration and a shining example of what can be achieved, when a person is given the opportunities and support to reach their potential. Successful Events is proud to have been a part of Margaret's life. The company aims and strives, on a daily basis, to grow, empower and uplift the lives of all its employees.

To quote Margaret, "I never in my wildest dreams thought I could achieve what I have done in my life – I have been given strength and I have been given courage"