

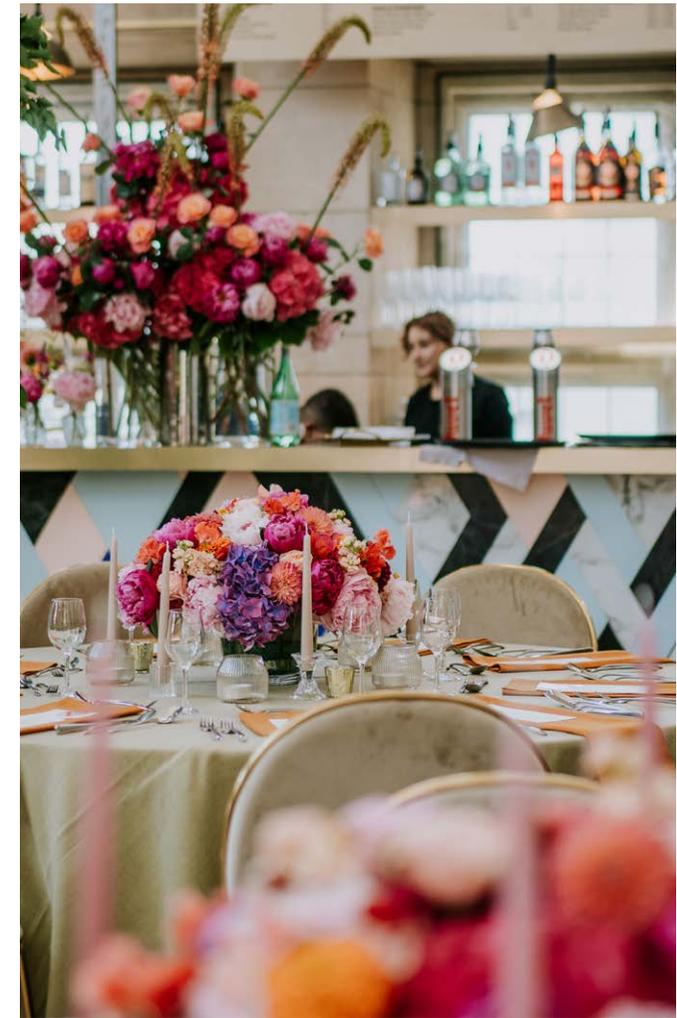


**ALEIT<sup>TM</sup>**  
**EVENTS**  
OUR PORTFOLIO

# ALEIT EVENTS

Aleit Events are unmatched celebrations of innovation, progress and style. Creators of lasting impressions, Aleit Events is unwaveringly dedicated to quality and trendsetting benchmarks. From stratospherically successful product launches, to corporate dinners, our exceedingly high standards for excellence are a constant throughout. From event conceptualisation through to marketing and execution, our skilled team will bring your best ideas to life while displaying our trademark sensitivity to your brand and its image throughout, and ensuring flawless event/brand alignment. There's nothing like an Aleit Event to help your company realize its strategic objectives; from sales to corporate social responsibility, networking and beyond.

Aleit Events is dedicated to uplifting the events industry through fostering a culture of inclusivity, positivity and social change. We choose to make a difference and to maintain service excellence in the events industry through our training and mentorship programs, as well as through the staff we choose to hire, the service professionals we choose to support. Investing in an Aleit Event is an investment in community upliftment, industry development, and progress.



# EVENTS WE DO

Aleit Events has an unmatched knack for turning run-of-the-mill events into unforgettable celebrations and experiences.



**VIP EVENTS**



**THEMED  
CELEBRATIONS**



**TEAM BUILDING**



**SEMINARS**



**PRODUCT  
LAUNCHES**



**PRIVATE EVENTS**



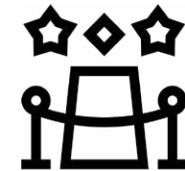
**CORPORATE  
CONFERENCES**



**DIGITAL  
ACTIVATIONS**



**CORPORATE  
CELEBRATIONS**



**AWARD  
CEREMONIES**



# OUR PHILOSOPHY

*"Your ideas, our expertise, one event to remember"*

Aleit Events are the realisation of your wildest dreams. We celebrate the cutting edge, we push boundaries, and we bring your unique visions to life in style, with particular attention to elegance, simplicity, and sophistication. Above all, Aleit Events is unwaveringly devoted to quality, and each and every curated event is an unrivaled opportunity for excellence, which is our bare minimum standard to be met at all times. Dare to have your expectations exceeded; choose Aleit Events.



# VIRTUAL EVENT

## ANNUAL FAMILY DAY

**FORMAT** Virtual

**PAX** 200 families

**THEME** Out of this World

**LOCATION** Streamed from the Multi-Media Studios

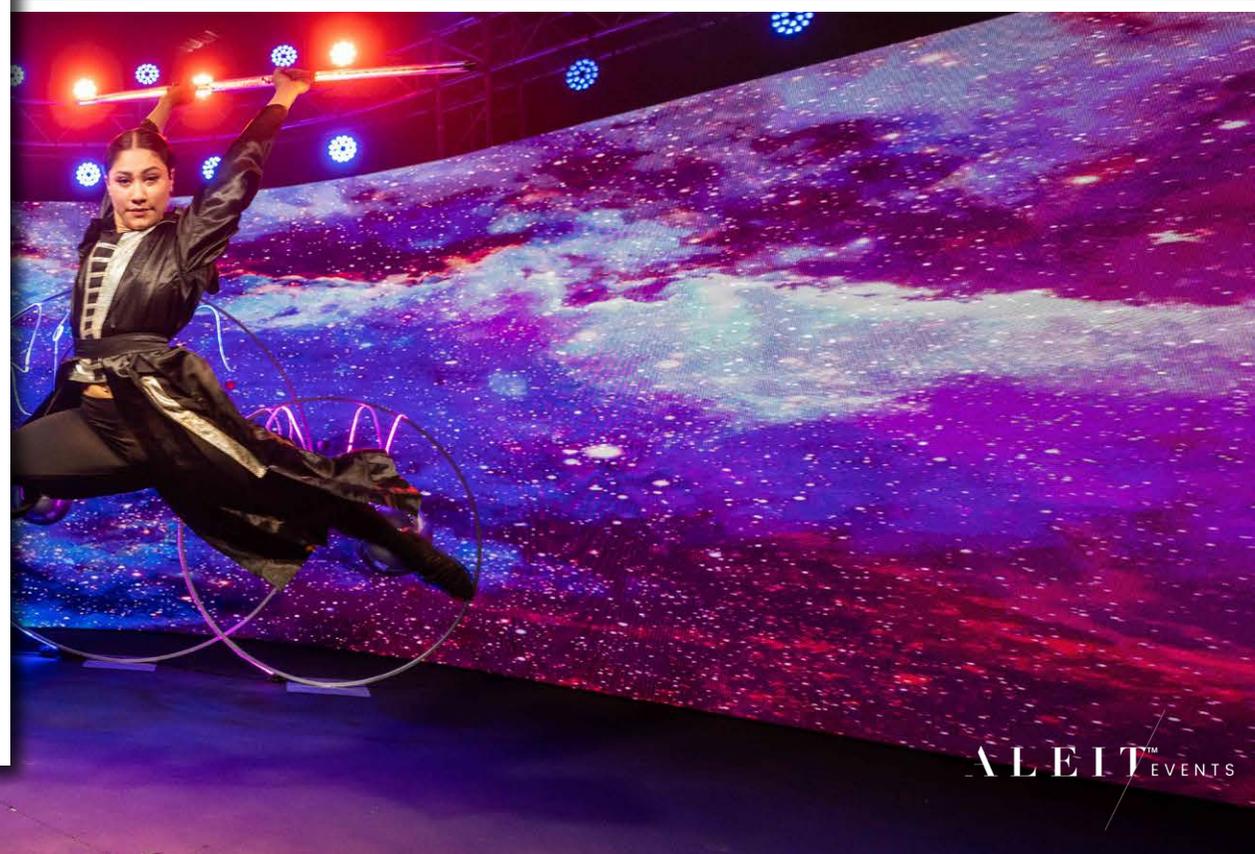
A family day whereby relationship managers could interact with their clients and families has been on the social calendar for our client for over a decade. Usually an in-person event, this day is filled with all things fun for all ages.

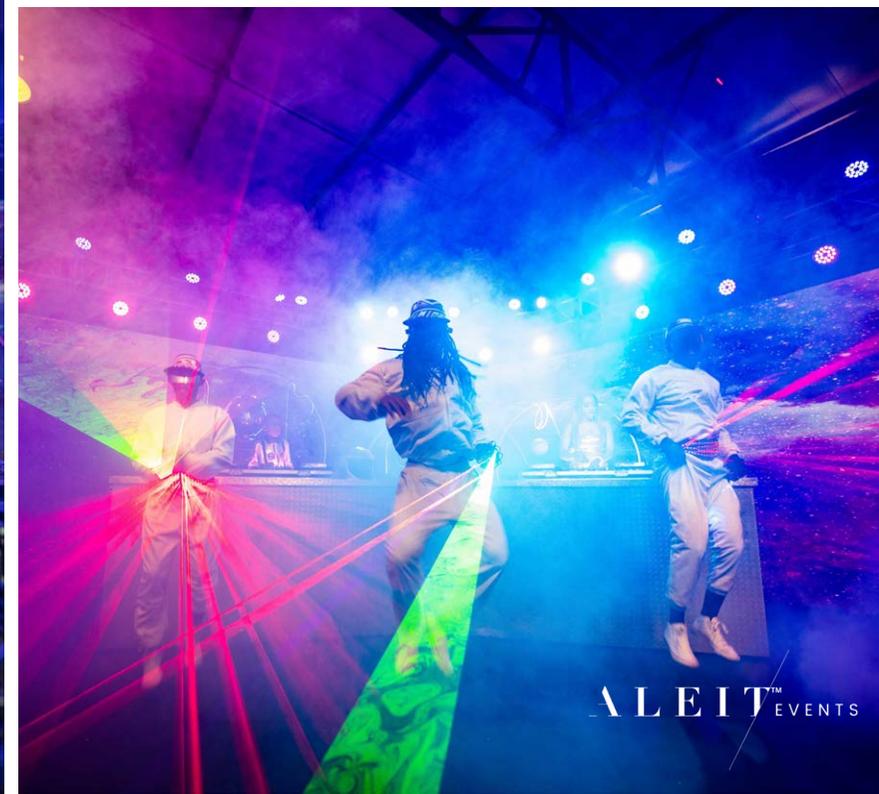
In mid-2020, a virtual event was our only option. Ultimately, the success of this first virtual family day proved that a virtual event can be just as engaging, interactive and stimulating as an in-person event and therefore there was a second version.

We decided that instead of doing a live-streamed event, we would package an event in a delivered box to feature all the goodies that guests would normally have experienced at the event and also include a pre-recorded video to feature entertainment and speakers.

The theme for this virtual event was Out of this world where the idea is to take the attendees on a galactic experience, right in the comfort of their own home. This theme will do well to appeal to everyone's sense of exploration and wonder, as well as bring out the inner child.

The delivered hampers featured a branded USB with entertainment by Stormtrooper hip-hop dancers, Ms Cosmo, DJ Arch Junior and Joey Rasdien. It truly was well received and an "event" to remember!





# ANNUAL EVENT

## STANDARD BANK JOY OF JAZZ

**FORMAT/SEATING STYLE** Mix of informal and formal seating

**PAX** 1800

**THEME** Congo jungle box

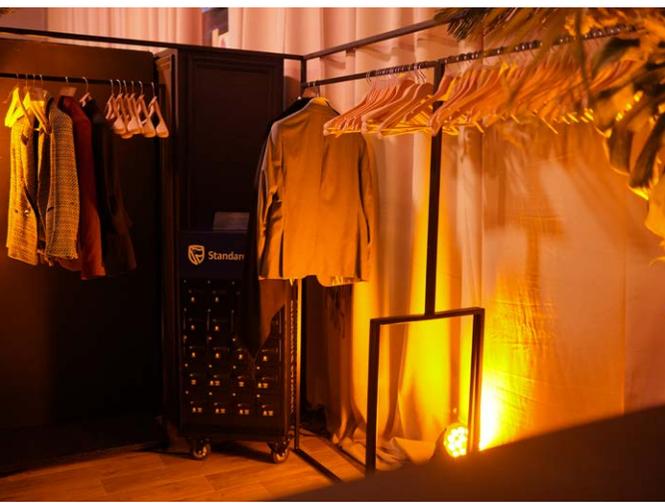
**LOCATION** Sandton, Johannesburg

The Standard Bank Joy of Jazz is the oldest jazz festival in the South Africa, which brings together all nations of people who want to immerse themselves in the finest music found all in one place, by the best in local and international blues and jazz artists.

This year, the VIP Hospitality Suite was designed to engage exclusively invited guests who are passionate about jazz in a relaxed environment. Throughout the three days of Joy of Jazz, VIP's were entertained in the hospitality suite.

A sophisticated and elegant atmosphere was created with moody shades of yellow, gold and green décor elements, complimented by textures such as wood, rattan and leather to create a jazzy aesthetic. Delectable culinary delights by the catering team were served throughout the evening.





# CORPORATE EVENT

## ABSA AFRICA ENERGY FORUM DINNER

**FORMAT/SEATING STYLE** Seated dinner

**PAX** 90

**THEME** Greenhouse

**LOCATION** Plein Publiek, Brussels

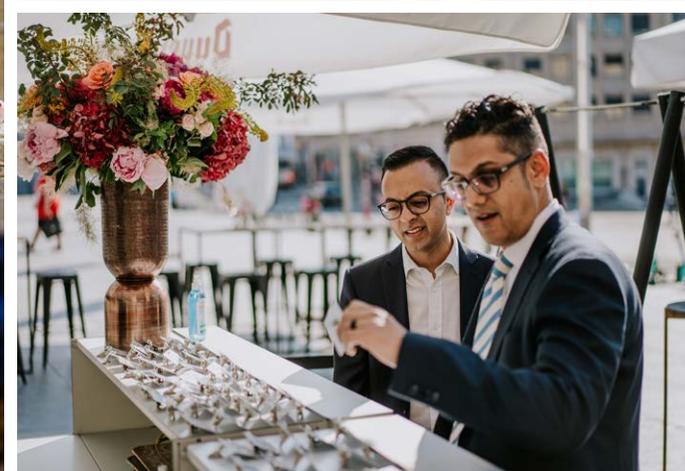
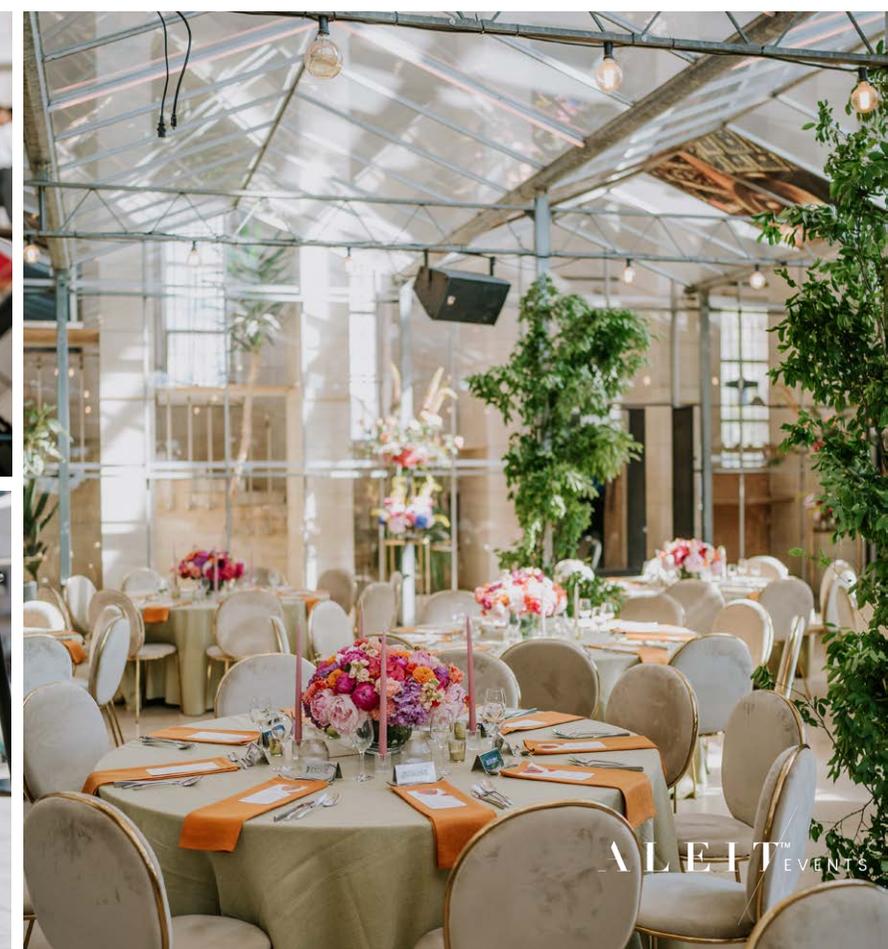
The dinner hosted by Absa during the annual Africa Energy Forum has become an institution – a highlight on the calendar that Absa clients, potential clients and associates look forward to every single year!

The red poppy is regarded as Belgium's unofficial national flower. Regardless of its certified status, we love how the poppy itself is so versatile and available in several colours featured in Absa's CI, from deep reds to bright reds and oranges and yellows.

Merging the symbolism of Belgium and the colour significance of Absa's CI is our aim for this dinner. The poppy was used as the hero bloom within the floral arrangements, flanked by other bright and seasonal flowers.

The greenhouse was set with round tables seating between 8-10 guests each. Flower centerpieces and candles was kept low to encourage conversation between guests. For arrival and mingling on the terrace, there was space with comfortable lounge pockets and cocktail furniture to allow for ample seating during networking and a pianist for ambiance.





# ANNUAL EVENT

## ABSA CHAMPAGNE FESTIVAL

**FORMAT/SEATING STYLE** Hospitality, lounge & cocktail style

**PAX** 1500

**THEME** An Experience for all Five Senses

**LOCATION** The Polo Room, Inanda Club

The Absa Champagne Festival is one of the events that the entire events team always really looks forward to. This is the event where all your favourite things come together to create the perfect event; glamorous décor, stylish guests, impeccable cuisine and a lot of French Champagne.

The Absa Champagne Festival has been fully established as the singular 'Champagne-only' Festival in the country. As such, the latest concept for Champagne Festival ensured that guests fully immersed themselves in the world of Champagne by fully invigorating all five of their senses in a luxury lifestyle experience filled with a touch of art, high fashion, the finest cuisine, and, of course, a plethora of Champagne!

All the different areas of our venue was monochromatic, following the colours in the Absa colour palette with the use of furniture, décor and other styling elements such as balloon arches.

We also created an indoor greenhouse for our bespoke night-time - Champagne Garden - where guests was able to enjoy a beautiful Joburg sunset while sipping on Champagne. This area was whimsical, decorated in plenty of greenery, elevated by the vineyards, lush furniture, and plenty of sparkle.





# CORPORATE EVENT

## MAURITIUS CORPORATE CLIENT DINNER

**FORMAT/SEATING STYLE** Banquet dinner

**PAX** 120

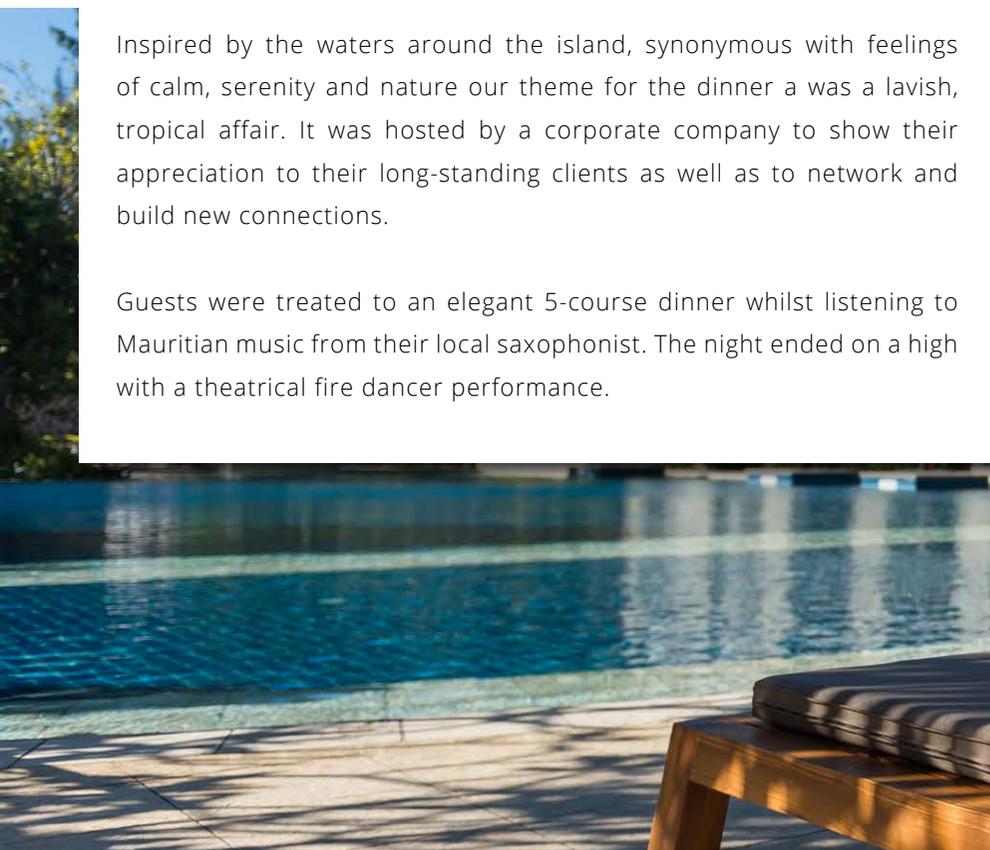
**THEME** Lavish Tropical affair

**LOCATION** Le Morne, Mauritius

The dinner was hosted during the 2018 Africa Energy Forum at The St. Regis Hotel in Le Morne. The St. Regis Mauritius Resort is a five-star luxury resort with ocean views and a magical setting where lavishly amenities meet world-renowned service.

Inspired by the waters around the island, synonymous with feelings of calm, serenity and nature our theme for the dinner was a lavish, tropical affair. It was hosted by a corporate company to show their appreciation to their long-standing clients as well as to network and build new connections.

Guests were treated to an elegant 5-course dinner whilst listening to Mauritian music from their local saxophonist. The night ended on a high with a theatrical fire dancer performance.







# BIRTHDAY CELEBRATIONS

## PASCAL 70TH BIRTHDAY EVENT

**FORMAT/SEATING STYLE** Seated dinner

**PAX** 50

**THEME** African

**LOCATION** Taaibosch Wine Farm, Stellenbosch

We recently coordinated a 70th private birthday event for an international client at the beautiful Taaibosch Wine Farm. The Birthday event had two different aspects; An arrival dinner and a formal banquet event. The client desired for all family and friends to celebrate his birthday in a uniquely South African way.

For the arrival dinner, our team of décor stylists used the beauty of true South African sunsets as inspiration. We curated streamlined wooden tables with wooden cross-back chairs styled with hues of fresh orange and pink floral centerpieces, clear glassware paired with silver cutlery to create an elegant but simplistic look, and feel. Guests enjoyed inspired South African braai stations paired with craps craft gin while enjoying the simplistic but stunning sunset of South Africa.

For the formal banquet event, our client desired a more formal approach to celebrate his birthday and we were inspired by a long banquet table, to showcase the unity of one. Our inspiration for all décor elements was elegant royalty and used hues of fresh white floral, paired with grey table cloths, and white Victorian chairs balanced with clear-cut glassware and polished silver cutlery to create an evening of glamour.





# GLOBAL EVENT

## YPO PRESIDENT'S DINNER

**FORMAT/SEATING STYLE** Formal sit-down dinner

**PAX** 1 900

**THEME** Life of Re\_

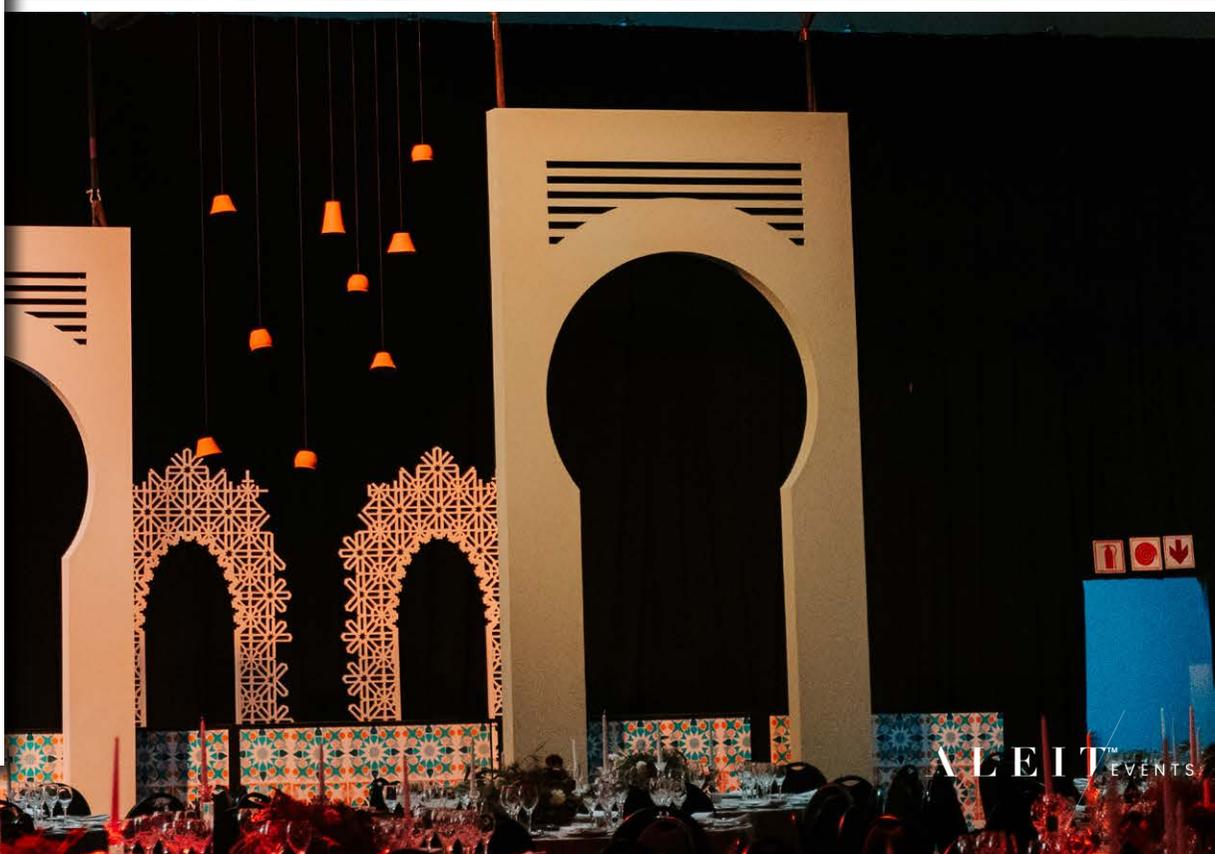
**LOCATION** Cape Town

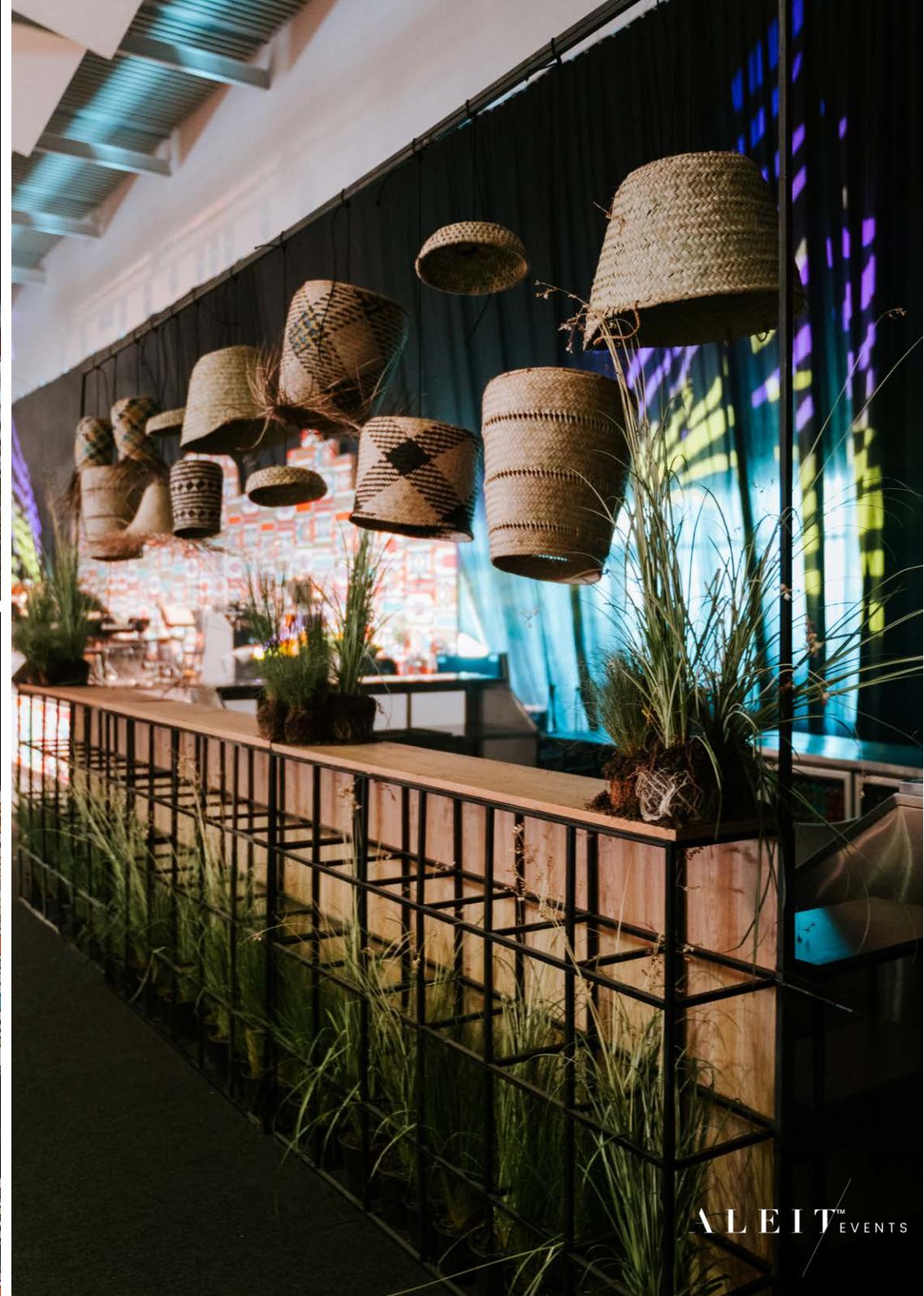
YPO (Young President's Organisation) is the premier global leadership organization for more than 27,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow.

Each year the YPO GLC and EDGE conference is hosted in a different country. In 2019 Cape Town, South Africa was chosen to host the conference for 2400 YPO members.

This semi-formal sit-down gala dinner, was served as the start of the YPO EDGE conference, featuring a mix of inspiration and entertainment to build energy and prepare attendees for the YPO EDGE content to follow. This social event's main focus was on networking and entertainment. Entertainment consisted of over 150 entertainers including Grammy Award Winners Soweto Gospel Choir, Cape Town Philharmonic Orchestra, Zolani Mahola, Jeremy Olivier, Cape Town Minstrels and African inspired acrobats, puppets, musicians and dancers.

His Excellency, MC Ramaphosa: President of the Republic of South Africa, His Excellency President Kagame of Rawanda, The Minister of Economic Opportunities Mrs Beverley Schafer, Minister of Economic Safety Mr. Alan Winde, the US Consul General Virginia Blaser and United States Ambassador to South Africa Charge De Affairs Jessye Lapenn attended the event.





# SPORTING EVENT

## STANDARD BANK POLO IN THE PARK EVENT

**FORMAT/SEATING STYLE** One day sporting tournament

**PAX** 400

**THEME** A Signature Experience

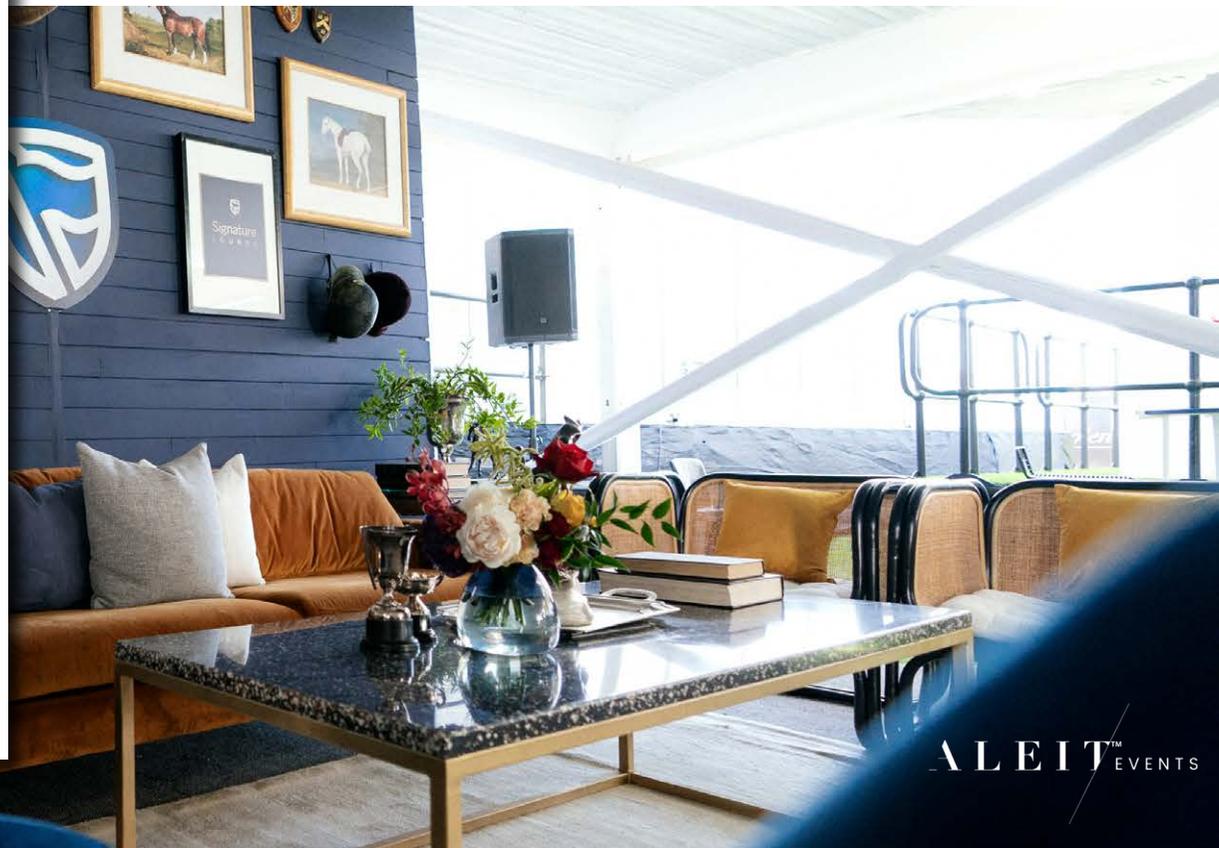
**LOCATION** Cape Town

Polo In The Park is a lifestyle event (this event is a combination of the sport of polo, entertainment and hinges on luxury overall) which is opened to both our clients and the public.

This event hosted clients and members of the public and this event presented an opportunity to really make the brand shine. We coordinated the Standard Bank Polo In The Park VIP suite, where we created "A Signature Experience" – where guests left at the end of the day feeling as they were totally treated and looked after by their financial partner of choice.

The colour palette for the furniture, décor and styling within the marquee was navy blue and rose gold, tying into the entire Signature Banking CI and various campaigns. Hardwood floors and wooden accents added an element of luxury to the marquee, making guests feel as though they are within a luxurious stable.

It is of utmost importance that guests who attended this event had a memorable experience, therefore immaculate décor, impeccable service and fantastic food are a must but we also introduced other unique touches to set this event apart from the rest. This included beautiful and functional signage directing guests to the VIP suite, a shoe shine service, water stations placed around the room and a professional photographer for the photo booth.





# GOVERNMENT

## DEPARTMENT OF INTERNATIONAL RELATIONS AND COOPERATION (DIRCO) DINNER

**FORMAT/SEATING STYLE** Banquet dinner

**PAX** 800

**THEME** African Chic

**LOCATION** Sandton, Johannesburg

20 years of democracy definitely serves as reason for celebration and that is exactly what happened when we put together this celebratory event for 800 guests.

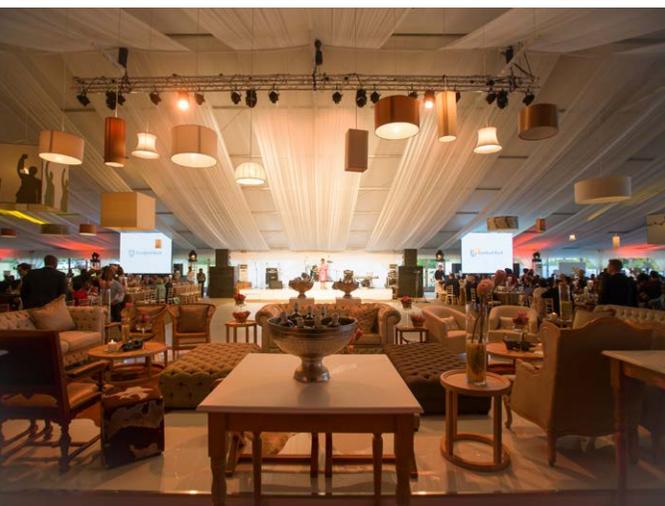
For the pre-dinner drinks area we used the colours of the South African flag and colour blocked the flag in the Bedouin tent with the use of pillows, flowers and other décor items. This set a very patriotic atmosphere for the event from the very beginning.

Usually, the first challenge with 800 guests is how you can make the seating process more effective. So we decided to dream up 8 of our very own local 'heritage sites'. These sites consisted of the following:

- Nelson Mandela
- O.R. Tambo
- Table Mountain
- Moses Mabhida Stadium
- Traditional Huts
- Mapungubwe Cave Drawings
- Johannesburg Skyline
- Union Buildings

These heritage sites were separated from each other by creating a unique look and feels for each area. The first being a white opulent look with round tables. The second was an indigenous look with proteas and earthy colours with rectangular tables. We used oversized lampshades as table placements, which had the insignia of each heritage site on it. The shades hung above each of the heritage sites assisting guests in finding their table quickly and easily.





# CONFERENCE

## ABSA CIB ELT CONFERENCE

**FORMAT/SEATING STYLE** Conference seating

**PAX** 100

**THEME** African Sunset

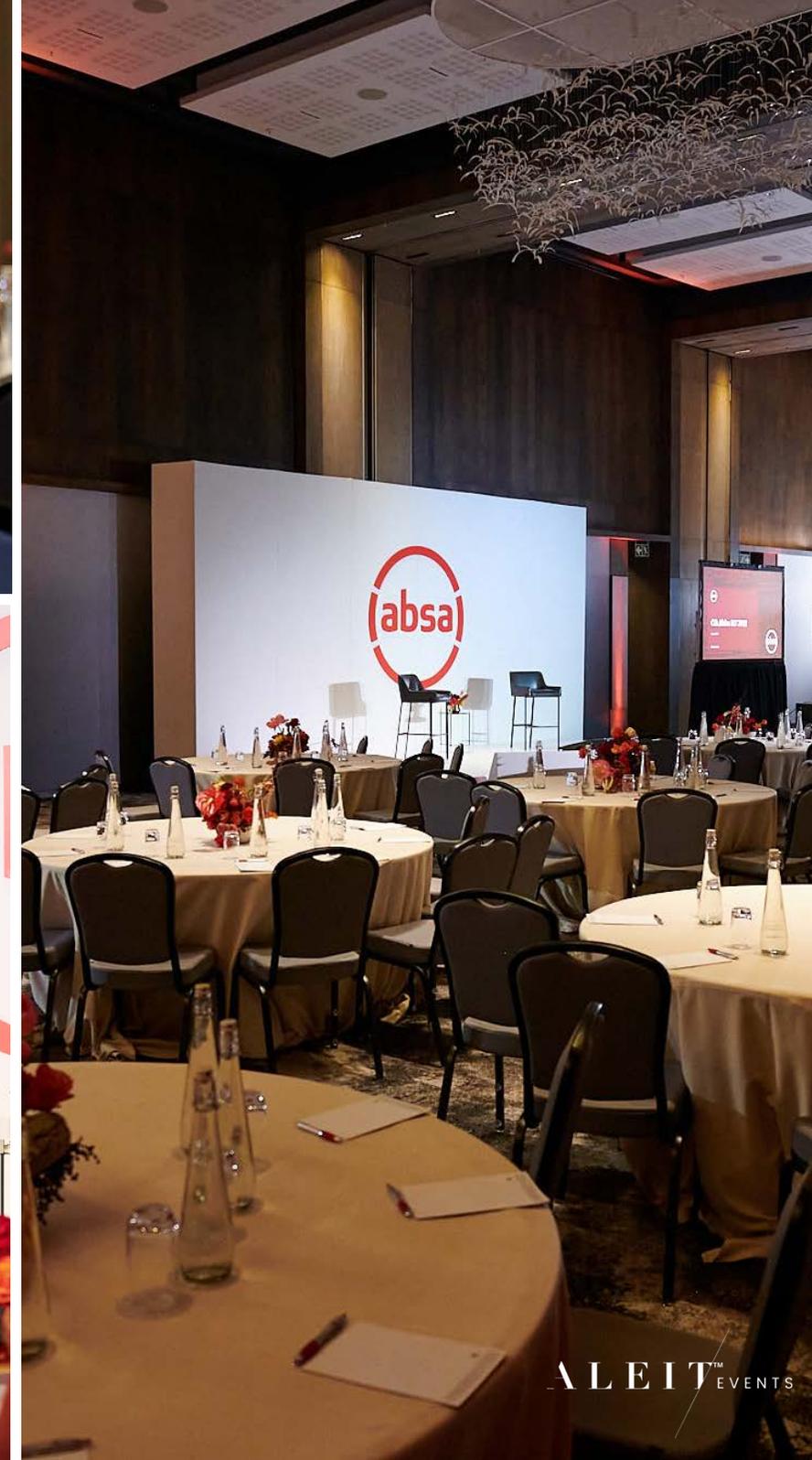
**LOCATION** Sandton, Johannesburg

We transformed the conference venue into an African sunset with shades of red, orange and yellow. Guests were amazed as they enter the venue to find this bold and bright colour front and center.

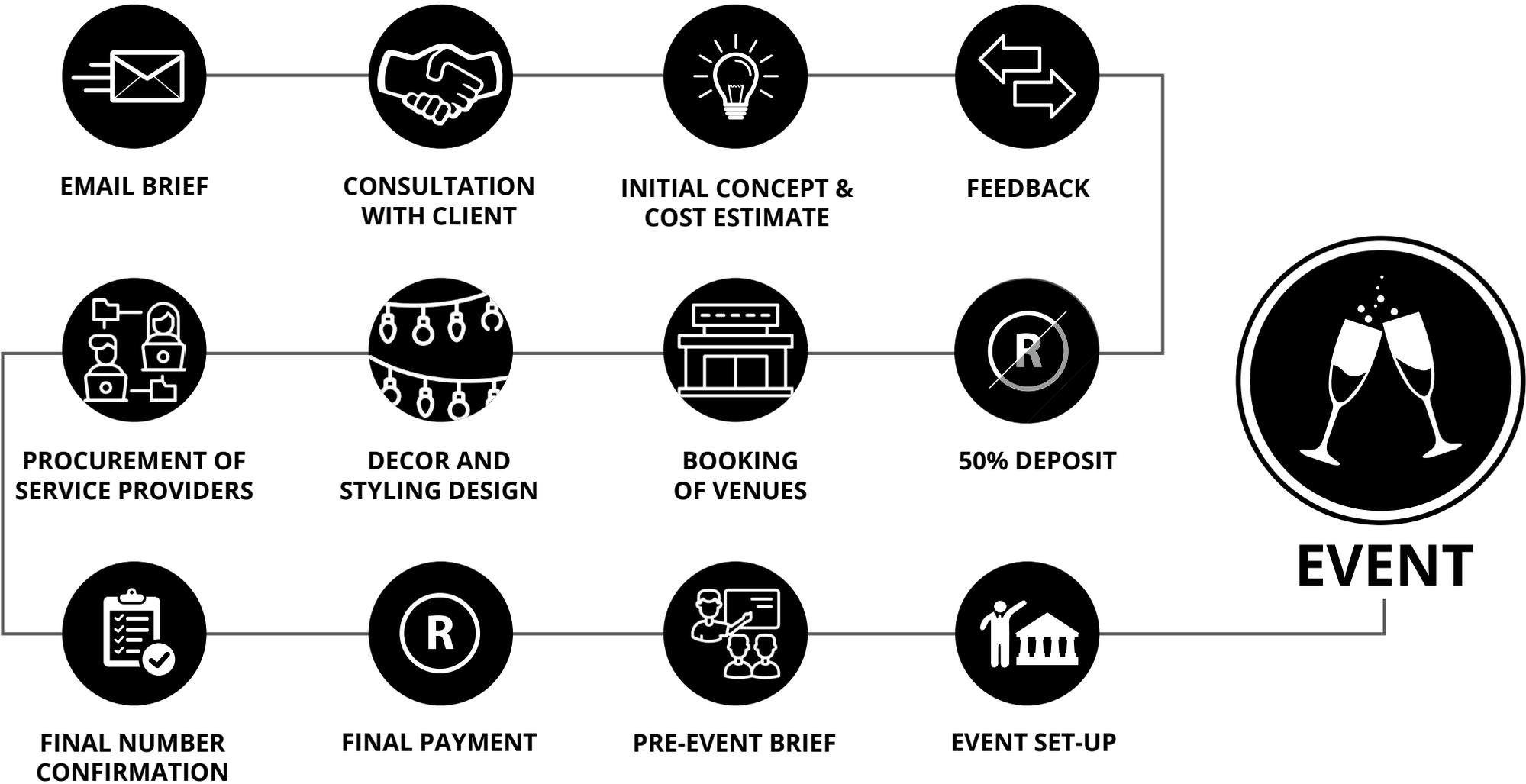
Round tables were spaced evenly throughout the venue that were used as seating for the conference. The different colours such as red, orange and yellow, were the main focus for the floral centrepieces used on each table and at the welcoming area of the venue.

We tried to keep this event minimalistic and the main focus on the speakers and the actual conference program.





# HOW WE WORK



# CLIENTS WHO PARTNER WITH US



# TESTIMONIALS

## WHAT OUR CLIENTS SAY ABOUT US

*"On behalf of Young Talent, I would like to recognise and appreciate you for the exceptional job you have done in helping us deliver an outstanding conference this year! Your commitment to excellence, your expertise and of course your sheer passion has made all the difference to our experience in planning and executing this conference. You are a role model of our values. We could not have asked for a better partner! Thank you for bringing the WOW factor into this project. We look forward to collaborating with you in future!"*

*"Just a formal note to say thank you so much for helping make ArtAngels such a huge success. We have had such positive feedback from guests and of course we exceeded expectations on the fundraising side. Andéle, Ellerman House can't stop raving about you."*

*"I would like to take this opportunity to thank you and your team's organization for Mining Indaba. We have received positive feedback from hosts and clients and we couldn't have done it without the outstanding staff members of Aleit Events. It was an absolute pleasure working with Fanie as well, he is simply brilliant!"*

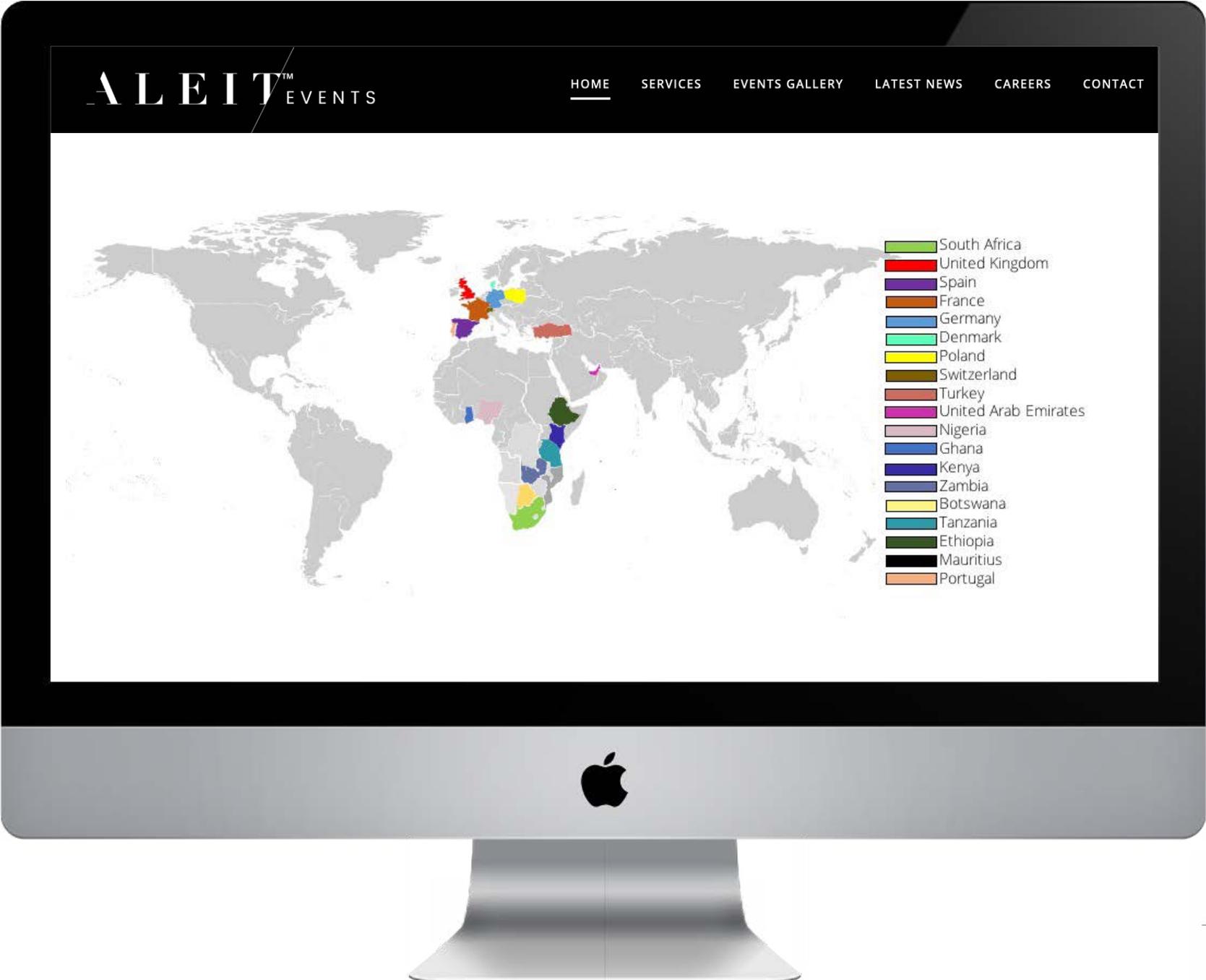
*"I would also like to thank you for the hard work you put into this event. It was a truly testing one and you handled us and event elements so well. We lost our cool at times and you held it together and forged on. Everything ran smoothly and looked great!"*

*"I would like to take this opportunity to congratulate you and the team on one of the best, if not THE BEST, football and volleyball tournament that we have had in the last 25 years of this tournament's history. We have only had the best reviews from our colleagues and bosses who were blown away at the production we in Africa were able to produce."*

*"Over the three day event, everything ran seamlessly. Anything we asked for or needed was exactly where we needed it when we needed it. After the event we received several comments from many of the attendees on how well the event was organised and executed, with several people commenting that it was one of the best ran events they have ever attended in their time at the company. Thanks again for the fantastic support and professionalism."*



# EVENT EXECUTION FOOTPRINT



# MEET THE TEAM



**THABO MATLHAKO**

Chief Executive Officer |  
Aleit Events



**COURTNEY LORD**

Project Manager | Aleit Events



**KIRSTY COOK**

Project Manager | Aleit Events



**LEBOGANG MOGALE**

Project Manager | Aleit Events

# MEET THE REST OF THE ALEIT GROUP COLLECTION



# THANK YOU

## GET IN TOUCH

### **The Aleit Group - Johannesburg**

10th Floor, Fredman Towers  
13 Fredman Drive  
Sandton, Johannesburg  
2196

### **The Aleit Group - Cape Town**

Lourensford Wine Estate  
Lourensford Road  
Somerset West  
7130

Thabo Matlhako  
Email: [thabo@aleitevents.com](mailto:thabo@aleitevents.com)  
Mobile: +27 82 797 8921

[www.aleitevents.com](http://www.aleitevents.com)

