
F R A N C Ø
Having Mastered the Art
of blowing my own trumpet


F R A N Ø
DESIGN CONCEPT MARKETING
The BROCHURES
Brochure

Best Viewed in Full-Screen Mode – Ctrl+L



“How about a brochure

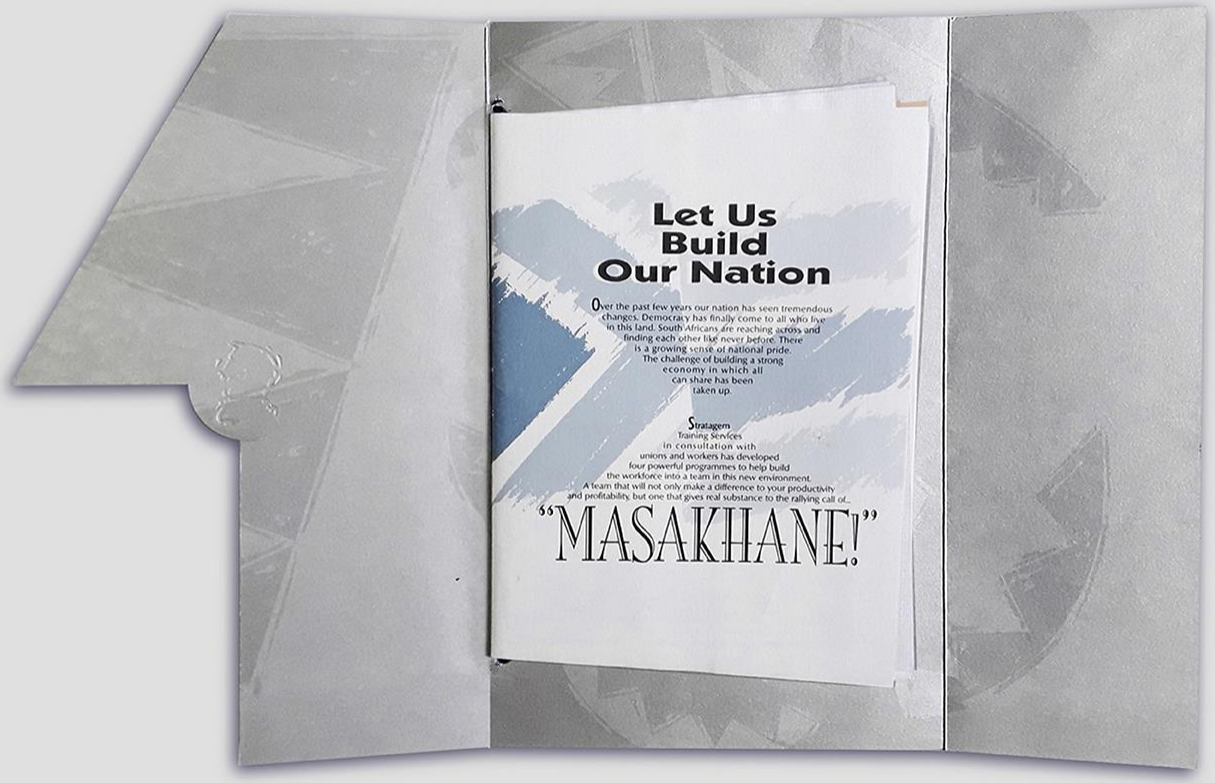
which is more than

just the usual book

with pages?”

FRANCØ
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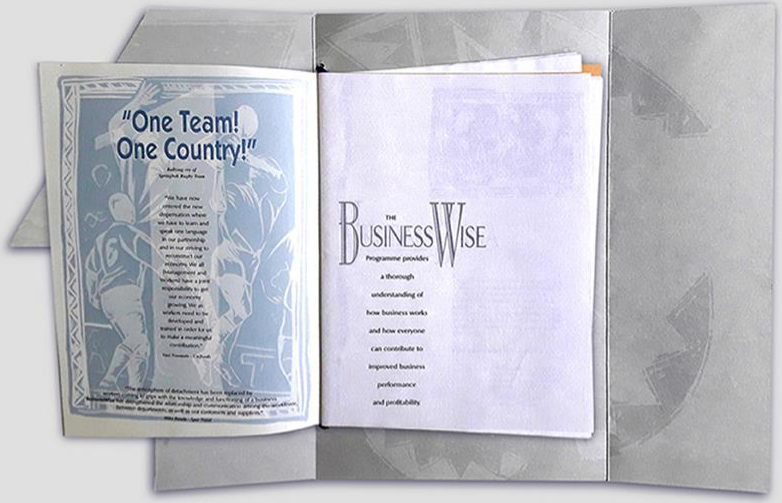


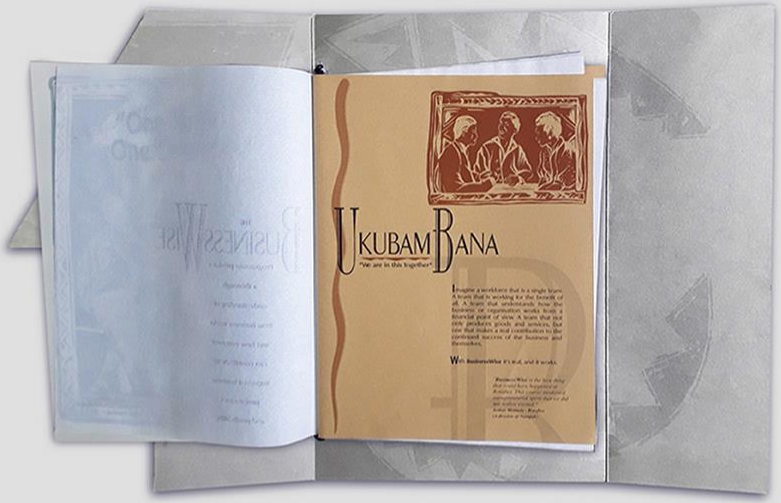
Let Us Build Our Nation

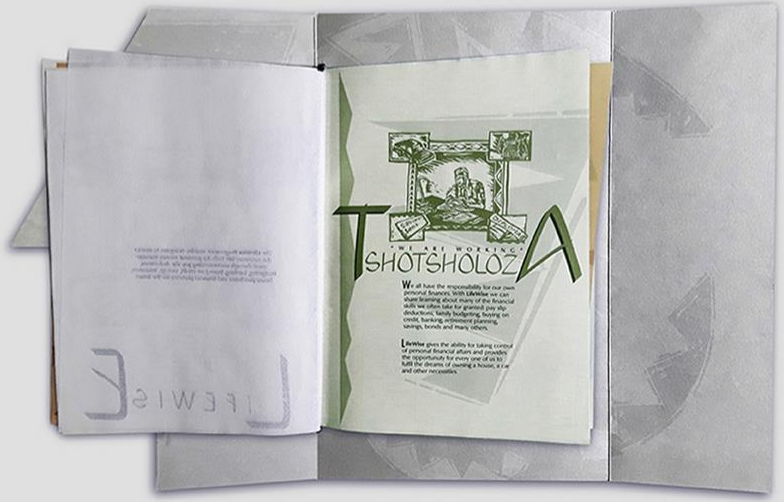
Over the past few years our nation has seen tremendous changes. Democracy has finally come to all who live in this land. South Africans are reaching across and finding each other like never before. There is a growing sense of national pride. The challenge of building a strong economy in which all can share has been taken up.

Stratagem
training services
in consultation with
unions and workers has developed
four powerful programmes to help build
the workforce into a team in this new environment.
A team that will not only make a difference to your productivity
and profitability, but one that gives real substance to the rallying call of...

"MASAKHANE!"


"One Team!
One Country!"
THE BUSINESS WISE
Programme provides
a thorough
understanding of
how business works
and how everyone
can contribute to
improved business
performance
and profitability


UKUBAMBANA
"We are in this together"


WE ARE WORKING
TSHOTSHOLOZA


UMBONO
PERSONAL
EMPOWERMENT




"I have a Dream..."
Martin Luther King Jnr.
These Stratagem Programmes are recognised by tertiary institutions and various training boards
where companies receive recognition for their investment and workers receive credits for their academic achievements

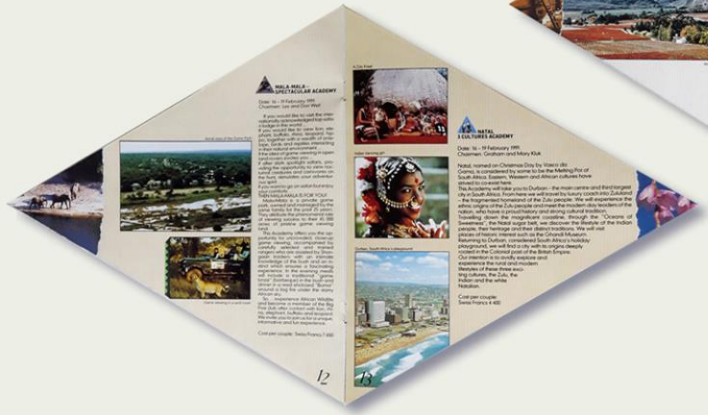

THE WAY AHEAD
EUROPEAN
AREA
CONFERENCE
YPO
1991


6
7


8
9


Sea Point
Camps Bay
Hout Bay
Cape Point




12
13


16
17

Master Crafters - Exclusive Design

Karella

BESPOKE LIFESTYLE

Master Crafters - Exclusive Design


Master Crafters - Exclusive Design
Karella
BESPOKE LIFESTYLE
Master Crafters - Exclusive Design
Styling


Conferences and Business Travel
SIYABONA AFRICA

Representing award winning hotels, resorts, safari lodges, and magnificent country estates in nine African countries, as well the Indian Ocean islands, Siyabona Africa is one of the continents foremost destination marketing companies.

With Siyabona Africa as your Business Travel partner, your company works with a travel industry leader who will design and manage a travel program that meets your business needs.

- Business Travel Management
- Conferences and Event
- Banquets and Function
- Team Building Event
- Unique Destination
- Executive Leisur
- Incentive Trav
- Luxury Car Hi

Making Business a Pleasure



Siyabona Africa Business Travel goes beyond merely taking care of your accommodation and transport arrangements for conference hosting, business seminars and corporate functions. We also provide your visitors with pre or post conference vacations and tour options.

As your Travel Partner, we also manage your company's day to day travel and accommodation requirements for your people whose business takes them from city to city, all over Africa.

And when the work is over and it's time to get away and relax we are your very own in-house travel agent - always ready to suggest and prepare your holiday itinerary, for your staff and their families.



Inspire and Motivate



From conferences and trade conventions to company board meetings and seminars we have exactly the venue you need.

Plan your event with Siyabona Business Travel and:

- Utilise our years of experience as a leading convention & conference travel specialist
- Enjoy our exclusive arrangements with some of Africa's largest hotel convention groups
- Take advantage of a 'one stop shop' when it comes to planning and organising delegate requirements

Trust our team to arrange venue, accommodation, car rental, and delegate information packages, as well all those little 'extras' that accompany convention planning and design.



A Memorable Impression



There is no doubt that corporate events are a major marketing tool and utilising Siyabona Africa is the stress-free way to ensure the success of your:

- Product or service launch
- Gala award dinner, cocktail reception or soiree
- Private company event
- Dinner presentation
- Themed show or company party

From classy product launches to gala dinners, we pride ourselves on events that are enjoyable and rewarding.
Designing, budgeting & financial control and risk management is our job - making it a less stressful event for you.



Rewarding Performance

'If the frontline people do count, you couldn't prove it by examining the reward systems in most organizations'
Karl Albrecht



We know that incentives for retaining and motivating your star performers and key people is a real concern in an ever competitive market, and you have to continuously seek new ways to reward and recognize the people you most value.

Instead of a money incentive, reward your star performers with a memorable holiday, or just a week-end getaway.

They get to have a break from the office, and return to work with renewed vigour.



Energizing Team Experience

'Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.'
Margaret Mead

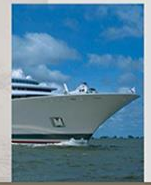


If you want to get your team really motivated, there is no better way to build team spirit than with a competitive challenge.

Our team building events services begin with selecting the most suitable destination, activities and motivation speakers to suit your specific corporate requirements.



Unique Venue Destinations



We have a variety of unusual destinations with unique venues that are so inspiring, that whether you want a location in the middle of the open savanna, or out at sea - we have it.

Ask us about our:

- Luxury safari lodges
- Premier desert lodges
- Luxury yachts and other sailing vessels
- Mountain side destinations, replete with golf courses
- River boats and lake house-boats
- Wine and dairy estates
- Unusual locations: castles, mansions, ware-houses...



The Four Day Week(end)

'Human beings can alter their lives by altering their attitudes of mind'
William James



Extend your Incentive Rewards program to your customers.

Rewarding your best customers need not be a challenge and generating excitement amongst your existing customers through a competition or campaign, offering a short holiday, always creates memorability and awareness.

Reinforce your brand, service or product with a customer loyalty progam that is both impactful and enduring.



Invigorate and Rejuvenate

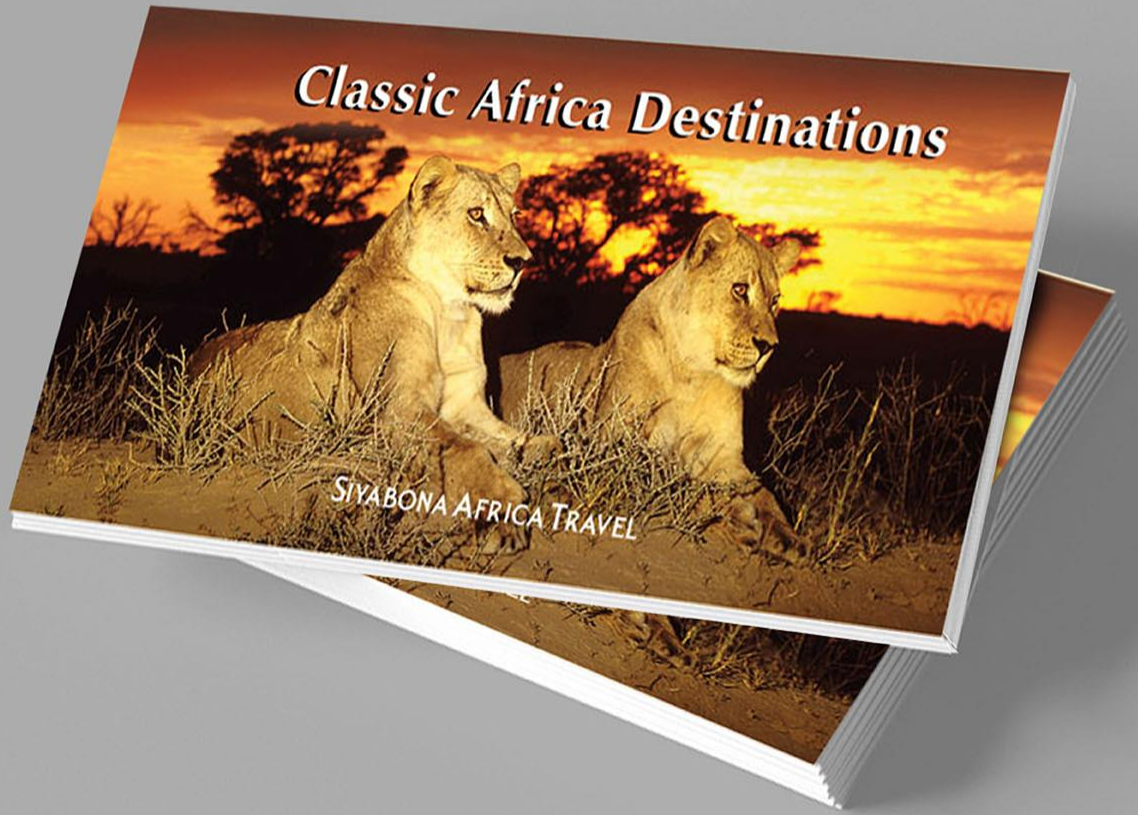
'If it is so easy to work hard - why is it so difficult to Relax'



We know that your executives are too busy to run their own lives. That's why we take care of all their holiday travel arrangements, leaving them to get on with running their business.

Siyabona Africa offers a full spectrum of premier leisure and travel choices, catering exclusively to your executive level.

These include pre and post conference break-away trips at luxury game lodges, golf resorts and beach villas.
Or even adrenaline-fueling personal adventure sports.


Classic Africa Destinations
Siyabona Africa Travel



Enigmatic Namibia

'Where distant horizons and silences touch the beauty of loneliness'

With distant horizons and dust stained skies this is a country like no other, a country where the horizon and the sky melt into one and the silence is broken only by our thoughts.

Namibia stirs the lonely part of our being.

Feel the soul of the world's oldest desert, in its shifting sands, and be awed at the space and absolute silence or experience the ancient dramas of the African wilderness on the wide plains of Etosha.



Essential Zambia

'Where your footprints are stolen by the wind'

Here is a place where your tracks are not deleted by the advance of man but by the march of the seasons, a place where you can listen to the wilderness as it was before our arrival. This is a land of mighty rivers and valleys throbbing to Africa's pulse.

Legendary walking safaris in some of the truest wilderness coupled with the exhilarating power and adventure of the world's greatest waterfall, the Victoria Falls, makes Zambia a connoisseurs destination.

Visit www.zimbabwe.co.za



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Visit http://namibia.safari.co.za



Timeless Tanzania

"A fulfilment that lies in consciously acknowledging and rejoicing in this living process..."

From the endless plains of the Serengeti to the tropical Indian Ocean shores of Dar-es-Salaam you can feel the wash of time. Follow the footsteps of early safari hunters, and hear the voices of the first Arab traders.

They came seeking fortune and, captivated by the spell of this ineffable land, stayed. Visit the islands of Zanzibar, and you too, will feel the temptation.

Visit www.tanzania.co.za



Classic Kenya

'I found a place where tribes still dance to the tune of the seasons Ringing with the echoes of our distant past'

In this endless land is the Africa of romance and the great white hunters. The safari was born in the wild regions of the African frontier that was East Africa at the beginning of the last century a time when we were part of the cycle of the seasons.

It is a place where moments stretch into each other across the landscape, a place of romance and fading memories. Kenya awaits your arrival into its past.

Visit www.kem



Welcome to Paradise

'I had a fear of been stranded until I discovered Mozambique, now I have a fear of return'

Stop dreaming of paradise and indulge! Scent the sea breeze caressing the palms as you spread out on the white sand under a tropical sun. You will be far from the crowds, in Mozambique where paradise is redefined.

Scuba diving, fishing, or just relaxing on perfect beaches are some of the activities to be experienced in Mozambique where an exceptional piece of paradise awaits you.



Timeless Botswana

'My quest to find the Eden of our yearnings has been stilled in Botswana'

Feel the rhythm of an ancient continent take hold of you as you scent the dust of the elephant herds infused with damp in this paradise of desert and delta. Here you will find the remote, yet accessible and wild yet luxurious wilderness of Botswana.

From the pristine waterways of the Okavango to the harsh paradise of Savute, the emotion that is Botswana will capture your imagination.



Luxury Game Lodge Safari

'Where dawn is not a beginning... but a continuation of the season'

Follow the tracks of our ancestors and feel a part of the wilderness on an open vehicle game drive, or from the back of an elephant, as you experience the Africa of old in ultimate comfort. Dine in silver service style or savour fine wine around an open fire at a luxury safari lodge of your choice!

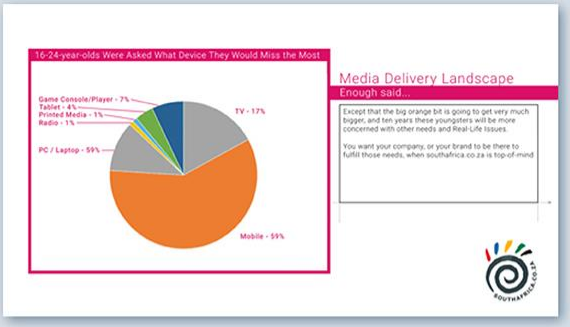
Breathe in fresh mountain air, or be mesmerised by a desert sunset. Fall asleep to the distant roar of the lion, or listen to the choir of the waking dawn...

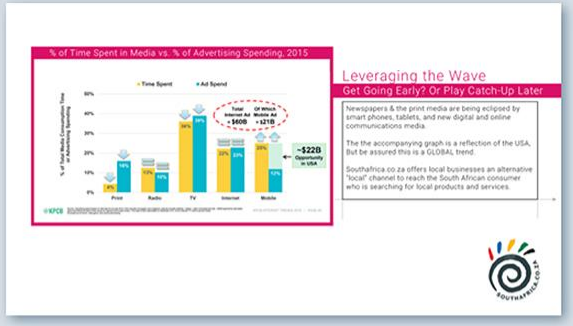
Visit http://sabi.krugerpark.co.za

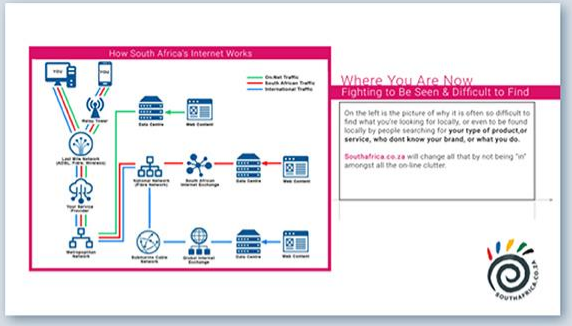


Discover southafrica.co.za

Brands Built by People for People Who Love Brands

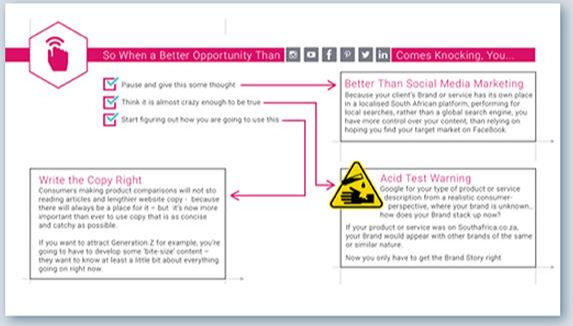

16-24-year-olds Were Asked What Device They Would Miss the Most
Game Console/Player - 7%
Tablet - 4%
Printed Media - 1%
Radio - 1%
PC / Laptop - 59%
TV - 17%
Mobile - 59%
Media Delivery Landscape
Enough said...
Except that the big orange bit is going to get very much bigger, and ten years these youngsters will be more concerned with other needs and Real-Life Issues.
You want your company, or your brand to be there to fulfill those needs, when southafrica.co.za is top-of-mind


% of Time Spent in Media vs. % of Advertising Spending, 2015
Time Spent
Ad Spend
Print
Radio
TV
Internet
Mobile
~$22B
Opportunity in USA
Leveraging the Wave
Get Going Early? Or Play Catch-Up Later
Newspapers & the print media are being eclipsed by smart phones, tablets, and new digital and online communications media.
The the accompanying graph is a reflection of the USA, But be assured this is a GLOBAL trend.
Southafrica.co.za offers local businesses an alternative "local" channel to reach the South African consumer who is searching for local products and services.


How South Africa's Internet Works
On-Net Traffic
South African Traffic
International Traffic
Where You Are Now
Fighting to Be Seen & Difficult to Find
On the left is the picture of why it is often so difficult to find what you're looking for locally, or even to be found locally by people searching for your type of product,or service, who dont know your brand, or what you do.
Southafrica.co.za will change all that by not being "in" amongst all the on-line clutter.

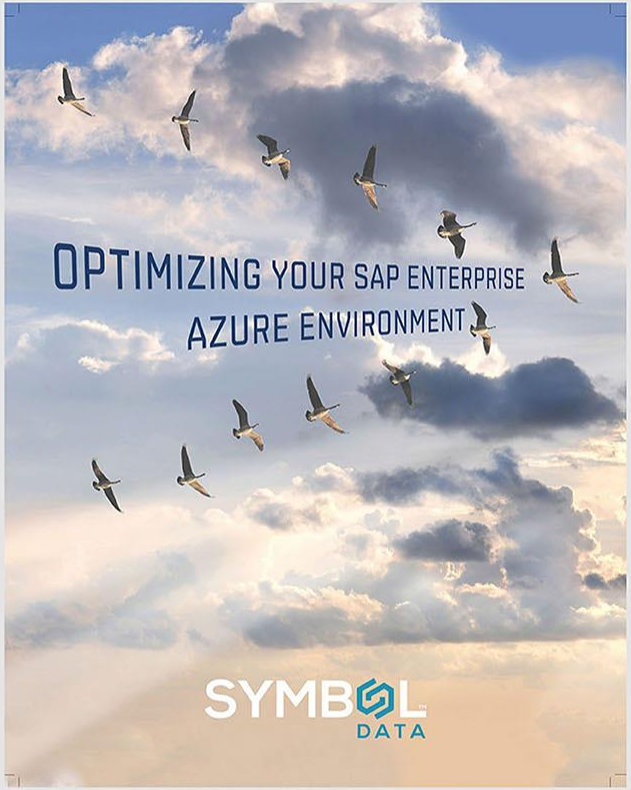

How southafrica.co.za Works on the Internet
On-Net Traffic
South African Traffic
International Traffic
Southafrica.co.za
Where You Need to Be
Position.Position. Position
Once people become aware of Southafrica.co.za's existence, and begin discovering what it encompasses, the user up-take is projected to accelerate
With everything South African on southafrica.co.za, and our ability to market our Brand, local consumers will soon know where to come to when they are seeking local products or services.


Behind Every Brand There is A Story
Brands Built by People for People Who Love Brands
The best brand stories are ones that demonstrate a commitment to making the world a better place to live in.
southafrica.co.za will be the repository for all this country's creativity and workmanship, and a show-case to The World.
And we'll be able to find our own stuff. Locally
Why Should This Matter to You?
Just like you, many consumers are looking for a type of product or service, or company, on the internet.
They are not searching on FaceBook or Twitter, even if your brand is there
They dont know you or your brand.
Search results are becoming polluted by Paid Ads
SOME OTHER REASON HERE


So When a Better Opportunity Than Comes Knocking, You...
Pause and give this some thought
Think it is almost crazy enough to be true
Start figuring out how you are going to use this
Better Than Social Media Marketing
Because your client's Brand or service has its own place in a localised South African platform, performing for local searches, rather than a global search engine, you have more control over your content, than relying on hoping you find your target market on Facebook.
Write the Copy Right
Consumers making product comparisons will not sto reading articles and lengthier website copy - because there will always be a place for it – but it's now more important than ever to use copy that is as concise and catchy as possible.
If you want to attract Generation Z for example, you're going to have to develop some 'bite-size' content – they want to know at least a little bit about everything going on right now.
Acid Test Warning
google for your type of product or service description from a realistic consumer-perspective, where your brand is unknown., how does your Brand stack up now?
If your product or service was on Southafrica.co.za, your Brand would appear with other brands of the same or similar nature.
Now you only have to get the Brand Story right.


What You Will Be Getting
A Unique Business Opportunity with southafrica.co.za
Consumer-targeted channel focusing on South African businesses, industries, travel, sport, interests products and services.
Your Brands's own Feature Page with-its own unique business address, such as: southafrica.co.za/my amazing-brand
Four further pages you will require to feature your product or service line, and anything else you want to share.


What You Will Be Able to Do... Just About Anything
A Unique Advertising Channel to Position Your Brand
Once your agency has registered on Southafrica.co.za you will be provided with your address:
www.southafrica.co.za/Your-Brand
What You Have:
• Five content pages to contain your own product or service copy, client company information, banners and links out to your clients own website.
• A media gallery to provide your own images, video and sound tracks
You can also register as many brands as you wish.




SYMBOL DATA

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Security 04
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Overcoming Azure Environment Optimization Challenges 06
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Optimizing SAP Enterprise Azure Environments

01


02


03


Common Challenges of SAP on Azure Optimization

04


Microsoft Azure

Security

05


Optimizing Costs

06


Overcoming Azure Environment Optimization Challenges

07


Migrating to Agility, Efficiency and Automation

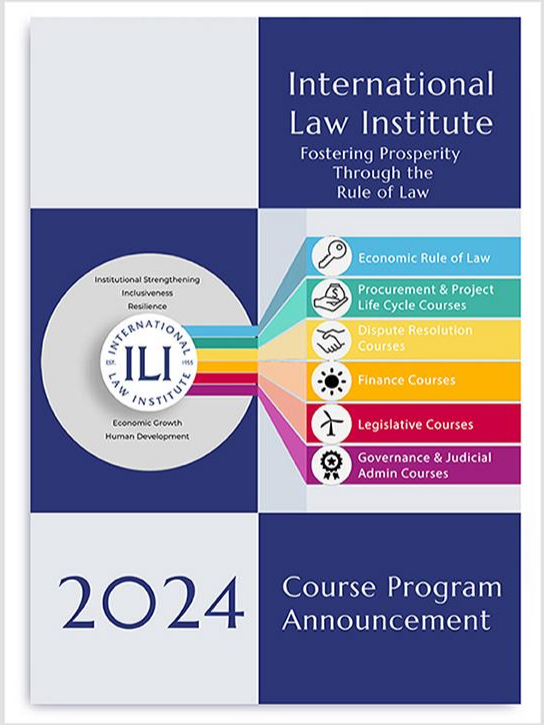
08



Conclusion

SYMBOL DATA

08



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* SEE: Course dates on the inside back cover of this brochure

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www.ili.org/about/china
www.ili.org/about/latin
www.ili.org/about/arabic

WASHINGTON DC . KAMPALA . ABUJA . CAIRO . SANTIAGO

International Law Institute

The International Law Institute was founded in 1955 as part of Georgetown University. Since 1983, ILI has been an independent, non-profit training institution.
ILI offers training to assist government officials, practitioners and the private sector in finding solutions to the legal and economic challenges faced by developing nations and emerging economies. ILI participants are exposed to best practices in good governance, management, and transparency standards that will give them the tools to improve the performance of government agencies, promote public accountability in government and achieve economic growth.
More than 28,000 participants, from over 185 countries, have been trained by ILI and its global affiliates.

The Mission

Fostering prosperity through the Rule of Law
Economic growth is achieved through a sound legal infrastructure. ILI's mission is to raise the level of professional competence and capacity in all nations so that professionals may achieve practical solutions to present and future problems in ways that suit their nations' own needs.

The Need

Nations must build capacity at home for the sake of their own development.
Economic growth is achieved through the right combination of enlightened policies, capable administration, and an active private sector. The process includes developing a transparent, efficient, and stable legal system, sound financial institutions, and a core of trained, able individuals in various professions – involving changes often collectively referred to as "the rule of law" and "capacity building".

The Solution

A nation's most valuable asset is its people.
The institutions that matter – good government, stable legal and judicial systems, transparent procurement policies and functioning capital markets – are fundamental, but ultimately they are only as effective as the people who create and manage them. ILI has trained exceptional individuals from both the public and private sectors of developing countries and we are proud that a number of ILI's participants have become prime ministers, supreme court justices, law makers, heads of various ministries, and leaders of international organizations.

Workshop on Legislative Drafting >> June 18-29

This seminar stresses learning by doing. Participants will convert specific legislative proposals into the drafting of a bill. Instruction will include the basics in drafting common statutory provisions.
The United States legislative process will be introduced as a case study.

Legislative Drafting Principles and Analysis
• Applying legislative drafting principles and analysis to proposals for new legislation

Elements of Legislative Drafting : Rules and Exercises
• Achieving the intended legal effect • Drafting clear legislative sentences
• Structuring and organizing bills and other legislation
• Drafting amendments, repeals, and superseding language to existing law

Hands - On Drafting of Legislation
• Drafting a bill from a specific legislative proposal • Legislative devices to avoid constitutional confrontation with executive authority: exceptions,

Drafting Common Legislative Provisions
• Enforcement provisions
• "Power of the purse" funding provisions
• Grant programs • Governmental commissions

Legislative Process
• Development of legislative policy
• Comparison of U.S. and foreign legislative processes • Implementation of treaties through domestic legislation
• Role of legislative committees in developing legislation
• Role of professional legislative drafting services and other legislative support services.

Course Advisor: Arthur J. Rynearson served as the Deputy Legislative Counsel of the United States Senate from 1999 to 2003.
For over 26 years, he was an attorney-drafter in the **Office of the Legislative Counsel, United States Senate,** where he drafted thousands of bills, resolutions, and amendments. He has 20 years experience teaching legislative drafting and legislation to foreign parliamentarians, attorneys, and law students. He also served as a legislative researcher for the **Congressional Research Service of the Library of Congress.** He is a graduate of the **Cornell University Law School,** where he specialized in international legal affairs, and a **Phi Beta Kappa graduate of Hamilton College,** where he majored in Government.

Seminar Schedule '24

MONTH
- Private Participation in Infrastructure Development & Project Finance August 20-31 $3950 *$4550
- Private Participation in Infrastructure Development & Project Finance August 20-31 $3950 *$4550

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- Private Participation in Infrastructure Development & Project Finance August 20-31 $3950 *$4550
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