

PenQuin International makes Intel's Women's Day memorable

Issued by [Penquin](#)

8 Sep 2010

PenQuin International was responsible for ensuring that Intel South Africa hosted a successful and memorable women's day celebration for special guests, its first event of this nature. In addition to the VIP treatment, top speakers motivated the women on the topics of health and wellness and the power of positive thinking.

Says PenQuin International's Wendy Mitrovich, "Our brief was to create an event those attending would not forget in a hurry, would make a difference in their lives and at the same time would also highlight Intel's new consumer focus.

"Location is just as important as the event itself, so we chose The Saxon Boutique hotel in Johannesburg. After all, it is an award winning boutique hotel set on 10 acres of land and was also home to Nelson Mandela as he wrote his biography, 'The Long Walk to Freedom'. This exclusive hotel epitomises authentic African elegance combined with discretely personalised attention to detail making it the perfect setting."

Intel South Africa, apart from wining and dining guests in lavish surroundings, empowered the ladies through pertinent topics presented by respected speakers knowledgeable in their fields.

Celynn Erasmus and Joni Peddie talked about health and wellness whilst renowned SABC presenter Noleen Maholwana-Sangqu spoke about the power of positive thinking.



Ntombezinhle Modiselle (in red) Public Relations Manager, South and Sub-Saharan Africa, Intel Corporation SA, with the models at the event.

[click to enlarge](#)

Goodie bags were presented to each guest consisting of Bling memory sticks, silk scarves by Moloko fashion designers whose garments were showcased on the day, Body Butter from Matsemela Spa and health biscuits from the wellness speakers Celynn Erasmus and Joni Peddie. An HP Vivienne Tam netbook was also up for grabs as the main prize in a lucky draw.

"We arranged, compiled and co-ordinated the whole event on behalf of Intel South Africa, ensuring it ran smoothly without any hitches or glitches," adds Wendy, "allowing the client the opportunity to concentrate on its brand awareness and relationship building amongst their guests. These included CEO's, managers, decision makers and influencers from a variety of core companies invited to the event by Intel South Africa.

"We would also like to thank our partners Acer, Asus, HP and Fujitsu who assisted us in making this day possible," says Ntombezinhle Modiselle, Public Relations Manager, South and Sub-Saharan Africa, Intel Corporation SA.

"The day was extremely successful and we received nothing but positive feedback from all those who attended," she concludes.

About PenQuin International

PenQuin International is a complete advertising and marketing solutions company. Our focus is on developing and implementing unique, cost effective solutions tailored to meet our client's strategic marketing and advertising objectives. Clients benefit from a dedicated communications partner who takes responsibility for the total project - from concept to execution.

" **#CareerFocus with Mandy Davis co-managing director at Penguin** 4 Apr 2024

" **How effective rebranding can redefine and elevate your business** 3 Apr 2024

" **Stars align for Penguin's brand evolution as agency unveils new logo and corporate identify** 2 Apr 2024

" **Four Leadership Strategies For A Dynamic Start To The New Year** 6 Feb 2024

[Penguin](#)



Penguin is an independent, mid-sized integrated marketing agency nestled in Johannesburg, with a team of insightful and creative individuals at its core. Established in 2000, our two-decade journey has seen us become a driving force behind the growth of several market-leading brands.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>