

New blog assists with events organiser's risk management

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Litha Communications has started a blog, [Learn with Litha](#), that shares some of its knowledge gained over 13 years in events management. Aimed at the events industry, it has begun with a multi-part introduction to risk management.

"The new blog is part of our extended marketing plan that goes beyond simply retelling our story, to enhancing the industry that we have seen build up over the past decade," says Teresa Jenkins, MD of Litha Communications. "We have recently engaged the services of Virtual Voice, a social media company and Freelancers Writing Services, a PR consultancy, to increase our footprint across our identified target markets."

"The team is committed to green events, sustainability and world heritage," says the company's CEO, Andile Ncontsa, a newly elected board member of the Event Greening Forum. "A trend we incorporate in all our client planning."

"Also of importance to us are social and international eventing trends, use of technology for easy communication of client's brand and offering knowledge-sharing solutions, grounded in marketing practices, which move conferences, events and exhibitions beyond the mundane to speak to the hearts and minds of a selected audience," adds Beulah du Toit, creative and operations director.

The company exists to promote its clients' brand and messages through successful, well-attended, well-publicised events that not only excite delegates, meet specified communication objectives but also further its passions for event greening and ubuntu in Southern Africa.

It has been doing this since 1999, both locally and internationally, giving it an unparalleled expertise in events management. It achieves this through integrated project management systems that offer a seamless service that incorporates events management, risk management, environmental considerations, logistics, RSVP management, the marketing of client events, from pre- to post-event and transcriptions of events.

View the blog on <http://learnwithlitha.blogspot.com/>

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Litha Communications

Litha Communications is a 51% black-owned full service agency established in 1999.

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