

Rapidly delivering branded event collateral

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The Litha Communication team has been very busy with delivery of branded promotional material for various clients over the past few months.

It recently produced branded collateral for the Gauteng Department of Cooperative Governance and Traditional Affairs at very short notice. This included umbrellas, cricket hats, cooler bags and laptop trolley bags for its special disaster management conference.

"The challenge is always the time requirements, as procurement processes can be lengthy," explains Beulah du Toit, Operations & Logistics Director at Litha Communications. "The quote is sent in many weeks in advance but the order may often only arrive a few days before the delivery date.

"Fortunately, we have a very creative in-house design and procurement department, with many years of experience in the shortest route between receiving the purchase order (PO) from the client to delivering within seven days, including the weekend.

"This is when our relationships built up over almost two decades with our trusted partners in the manufacturing, printing and production industry, stands us in good stead. We leverage these partnerships to the benefit of our clients, where tight deadlines and stringent budgets often look like unsurmountable obstacles."

Litha Communications is an integrated marketing company providing 360-degree turnkey project management to roll out its clients' brand activations through targeted media liaison, experiential marketing, events architecture, professional conference organisation and exhibition management.

It guarantees large-scale international marketing experience, broad financial capacity, published writers and editors and an incomparable PCO and event management team. It is the company of choice for international and local blue-chip clients looking to boost their communication efforts.

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