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Article by CGF Research Institute (Pty) Ltd

CGF's Governance Beyond Boards™ Interventions - Winners and MAD Donation

The **Governance Beyond Boards™** Interventions 2010 were rated highly by the almost 150 delegates in attendance, followed by a closing cocktail and networking ceremony at the IBM Gauteng head office, being CGF's anchor tenant of the Interventions. The networking function was attended by many of the delegates, including some of CGF's partners of these Interventions. The event included a lucky draw of two fabulous prizes where Deon van Staden from Bidfreight Management Services drew the **Exclaim** ERM software prize worth R46 000, and Michael Boyns from Metmar Limited drew the **Lenovo®** Thinkpad® laptop prize worth R6 500. CGF also donated a cheque of R10,000.00 to the **Make a Difference (MAD) Foundation**, which is chaired by Francois Pienaar and focuses on providing academically talented students, from less fortunate backgrounds, with educational opportunities.

Getting the Interventions off the ground required tremendous support, and CGF wanted to deliver the one-day Interventions that would be significantly different to the routine approaches adopted by the training and conferencing industries in South Africa. Thanks to the fantastic support received from IBM South Africa, who acted as CGF's anchor sponsor, we were able to achieve the following differentiators within our seven Interventions;

- ✓ delegate fees were drastically reduced, thereby allowing many more companies and their employees to participate without having to compromise the high standards of training, venue and refreshments,
- ✓ the Intervention programme was designed to impart practical knowledge, using powerful video clips and inter-active business examples to illustrate various points,
- ✓ delegates were 'rewarded' with prizes, which were generously donated by additional sponsors, thereby energising delegates with their active participation to maximise knowledge transfer, and
- ✓ sponsors of the Interventions were invited to participate on a basis not driven by profit, but rather on value.



Ilse Coetsee (left) from Make a Difference (MAD) receives a R10,000.00 donation from one of CGF's Honorary Patrons, Prof. Shirley Zinn (center) and Terry Booyesen (right), CEO of CGF Research Institute (Pty)

The success of the Interventions highlighted the fact that both sponsors and partners did not have to make exorbitant outlays in order to obtain value for money. Contributions in terms of capital outlay, promotional items and prizes were made cost-effectively, which in no way compromised either course content or material. Intervention delegate fees were therefore affordable, benefiting participants in terms of knowledge gained and the industry as a whole as organisations of all sizes were able to participate

Our gratitude goes to all our sponsors, who assisted CGF to make the Interventions a great success. Our sponsors were; IBM South Africa, Exclaim, CURA Software Solutions, The People Business Group, Lenovo, Exxaro Resources, Savage, Jooste & Adams Attorneys, Infixion Media, The Gaffney Group, Circuit City Electronics, ProudlySA, Transcend Corporate Advisors, BEESA, IIR, Palladium Strategic Consultants, Spescom, ABSA Bank, Sabinet, 3S Media and Ndalo Media.



Both IBM and our other sponsors made the Interventions a truly memorable event, so much so that every delegate left the Intervention with a renewed understanding of Corporate Governance and its application, including a business related prize which could be used within their workplace environments.

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