



# DICE EVENTS AFRICA

DESTINATIONS • INCENTIVES • CONFERENCES • EVENTS



## Company Profile

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[www.diceevents.co.za](http://www.diceevents.co.za)



Destinations Incentives Conferencing Events



# Company Profile

Thank you for your interest shown in DICE EVENTS AFRICA, an incoming Southern African destination management company based in Johannesburg, with a satellite office in Cape Town.

## Company Information and Contact Details

**Business Name:** DICE EVENTS AFRICA (Pty) Ltd

**Mailing Address:** 6 Swallow Close, Norscot Slopes, Fourways, 2055, Gauteng, South Africa

**Phone:** +27 11 467 1909

**Email:** iris@diceevents.co.za

**Website:** www.diceevents.co.za

**Business Type:** Private Company

**Primary Line of Business:** Comprehensive Destination Management Services Southern Africa

**Primary Audience:** Incentive Houses, Meeting and Events Organizers, and Tour Operators.

Corporates e.g. **Scania, Heidelberg AG, Porsche, Volvo.**

Individual guests who demand the privilege of an exclusive experience.

## Leadership/Management Team

**Iris Himmel,** Director, Dice Events Africa

**Helmut Neumann,** Director, Finance

## Details

**Purpose:** DICE Events Africa was founded to sustainably synergize creative travel experiences with lasting memories, successfully generating motivation within the traveler, beyond the obvious, with an open and informed mind.

**Vision:** Travel to Educate – to Experience – to Motivate into the Future.

### **Mission statement:**

DICE Events Africa plays a passionate role in educating and motivating inquisitive travelers with creatively and sustainably designed travel experiences to invest time and resources in exploring the countries, the people, the cultures, which make up the 'melting pot' of Southern Africa. Our guests leaving our shores invigorated and motivated, relaxed and creative, enthusiastic to return for more and passionate to carry this message into the future.

**Core values:** We believe integrity and authenticity, honesty and transparency.' The rest is not our business'.

**Goals:** We would like to carry our goals of successfully creating and sustaining a credible Southern African travel and motivation hub for the international travel and MICE community into the future. By motivating travelers today, future generations will dare to leave their shores to explore, learn and understand, different countries and cultures.

[www.diceeventsafrica.co.za](http://www.diceeventsafrica.co.za)

## Company Overview



Dear Colleague and Travel Partner,

I consider myself a lifestyle connoisseur, a passionate traveller and I am blessed with an abundance of creativity, always energetically exploring the world beyond the horizon. On this note, I am thus taking great pleasure to introduce you to **DICE Events Africa**, a Southern African Destination Management Company born out of passion, talent and energy, driven by an equally enthusiastic and creative team of travel specialists.

If you are also looking past the obvious, then **DICE Events Africa** is the right company to consult. We provide *comprehensive destination management services*, as well as *individual project management* at highest standards for Meetings, Incentives, Conferences and Events. Our team is keen to assist on *sourcing unique locations* for movies, events and weddings. The *unusual food events* we create range from a small intimate breakfast on Table Mountain, to home dinners celebrating 'the' special occasion, to themed Street Food Parties for unique events. Our passion for travel and exploring is best expressed in our *bespoke arrangements*, created for the *discerning traveller* or groups of travellers.

We work with creativity and attention to detail, utilizing our extensive experience, spanning over *25 years* in the world of incentives and travel. *Flexibility* and *integrity* are a given. At **DICE Events Africa**, '*Service is the rent we pay for living... and not something we do in our spare time*'... (Marian Wright Edelman).

Our travel specialists can competently advise you on travel to *South and East Africa, Namibia, Botswana, Zimbabwe, Zambia and Mozambique*, as well as on *selected islands in the Indian Ocean*. We invest our knowledge, our time and passionate engagement in all our projects.

Looking forward to being of service to you!



Iris Himmel and the DICE Team

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## Audience Overview:

DICE Events Africa was founded with two audiences in mind. Firstly, we service incentive houses, meeting and event organisers, and Tour Operators. As owner of Dice Events Africa, Iris Himmel takes great pride in becoming involved in individual project management which has led to exciting car launch events, incentives and conventions such as :



*Individual guests*, who demand the privilege of an exclusive experience, consult DICE Events Africa to conceptualize their travel dreams to give them the best and most memorable time of their lives. They share their unique experiences with the rest of the world, resulting in valuable repeat visitors, wanting to explore more exotic destinations in Southern or East Africa or want to make an island dream come true. Guests who wish to *shop* in a private and exclusive ambiance, send their wish list to DICE Events Africa, alternatively, our travel specialists assist them with expert advice and logistic arrangements. We also do location and venue scouting for wedding and other special events, as well as, the movie industry.

## Workforce:

The DICE Events Africa team is small, highly competent and the company's most valuable asset.

**Iris Himmel**, the Director, is highly motivated, hands on, and the creative head of the team. Twenty-five years ago, following her political studies in Cape Town and a few years of broadcasting fun as a journalist, Iris changed direction to travel and tourism, and arranging incentives and events. Of German decent, born and bred in Namibia, nothing gives her more pleasure than introducing visitors, whether incentive groups or individual travellers, to Southern Africa. Her aim is to ignite our visitors' enthusiasm by creating exceptional travel experiences and long-lasting memories. Together with her ambitious team, they plan and execute perfect incentives and events in Southern and East Africa – as passionate as ever, and with a vast amount of experience to apply to our projects.

**Tersia Heyns** *Artistic and creative 'beyond the obvious'*

Tersia, born and educated in Johannesburg, has two great passions in life; events and art. She excels at figures and thus began her working career in the financial field before moving into the tourism industry. Being as talented as she is, Tersia still mainly works in finances but is also active on the creative side of the MICE industry.

Her enthusiasm for MICE stems from the valuable experience she gained over a period of 30 years in specialised events, launches, creating and organizing African markets, gifting for incentive groups, and everything from controlling budgets, logistics, and coordinating to the final detail of these events. Tersia's

creativity turns any event or function, from high profile to the smallest party, into memorable, creative and above all fun experiences for our partners!

As part of the DICE Events Africa Team, Tersia's reliable role in the accounts department is complimented by her contracting skills with suppliers and she simply has to add her creative input on events and incentive projects like 'spice to a good curry'.

### **Ruth Rick-Walther** *Representative office in Germany*

As from January 2019, Terra Allegra, a well-established sales and marketing company in Germany, headed by the ever so creative and highly efficient Ruth Rick-Walther, is the official representative office for DICE Events Africa in the German speaking and Benelux countries in Europe. Ruth has become an integral part of our team bringing on board a wealth of experience for our company to gain a foothold in Europe. DICE Events' product itineraries are being continuously improved and streamlined for the relevant markets, new ideas added, quite apart from the out of the box events and activities which Ruth initiates to highlight DICE Events as a creative and extraordinary MICE think tank.

## Company Achievements/News

At DICE Events Africa, we believe that our valued clients are an indication of our achievements. We believe in the personal touch. To this end we have appointed a highly competent representative in Europe, to attend to our markets in both Western and also in central Europe.

We are proud members of , indicating our commitment to the MICE market, both internationally and locally.

To support our efforts in the German speaking markets, we are members of  ASA, Anerkannte Spezialisten für Afrika-Reisen. DICE Events Africa prides itself in hiring multilingual staff. At this stage we are perfectly by-lingual in English and German both in the Johannesburg office, as well as in our satellite office in Cape Town.

Currently, we are working on formalizing our sustainability profile and will add these critical elements to our company profile soonest. DICE Events Africa is already operating according to highly ethical sustainability standards mainly reflected in its choice of partners and suppliers but it is 'work in progress' in order to perfect the picture.

## Present Conditions

**Look past the obvious! Consult DICE EVENTS AFRICA!**

**Comprehensive destination management services at highest standards**

Meetings, Incentives, Conferences, Events

**Individual MICE- project management**

According to components required per project

**Unusual Food Events**

**Unique Locations**

For movies, events, weddings

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## **Luxury arrangements**

Adapted to the individual client request

Our Team works with creativity and attention to detail, utilizing our extensive experience, flexibility and integrity, in South and East Africa, Namibia, Botswana, Zimbabwe, Zambia and Mozambique, as well as on selected islands in the Indian Ocean. We invest our specialist knowledge, our time and passionate engagement in all our projects.

Our project management competencies are offered in the local South African market as well, targeting Corporates, Professional Conference Organizers and Incentive Houses within the local MICE industry. These services are also well received by Tour Operators and fellow Destination Management Companies, which may require additional competency levels for specific projects. Highly specialized market research services are offered to the local and international market to assist with building new roads into the domestic tourism industry.

In the not too distant future, DICE EVENTS AFRICA plans to venture into outgoing special interest travel from South Africa to handpicked unusual destinations in the company of a highly qualified and specialist international tour leader. Our team will carry the theme of bespoke, unique travel experiences forward for tailor-made MICE events, as well as for special interest travel groups operating at fixed dates.

## **Sustainability and Social Responsibility**

From its inception in December 2016, DICE Events Africa, has been dedicated to the subject of sustainability and social responsibility, fully aware of the fact, that this is a growth process, that requires continuous and dedicated attention in bigger and small steps.

The first step was thus to ensure, that we contracted/contract only suppliers which follow a clear and committed path to sustainability and social responsibility and thereby form a perfect synergy with DICE Events Africa.

We also ensure that we conduct business with hand-picked start-up businesses belonging to previously disadvantaged citizens of the respective countries our footprint takes us to i.e. not only in South Africa, service excellence never being compromised.

At the same time, it is equally important and responsible to ensure, that wildlife projects receive equal attention and a synergy between nature and humans is promoted at all times. We have always supported special nature projects as the relevant suppliers utilized have committed to. This will continue to be the case. At DICE Events Africa we have grown into a position where we will choose and support two special projects close to our hearts, both for animals, as well as for humans. This process takes some time as there are so many projects to choose from and we will make an announcement in this regard on our website by mid-year 2019.

