

An abbreviated year

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This year has seen Litha Communications supply PR and events management services to multiple organisations in both the private and public sector.

“Most of the clients were characterised by the fact that their names were abbreviations, which made for momentary pauses, as we recalled which abbreviation stood for which organisation,” laughs Teresa Jenkins, MD of Litha Communications.

“We have entered into long-term PR contracts with cidb (Construction Industry Development Board), ATNS (Air Traffic and Navigation Services) and SAWS (South African Weather Services).

“In addition we have assisted with the editing, compilation and printing of annual reports for merSETA (Mechanical Engineering and Related Sector Education Training Authority) and COGTA (Department of Co-operative Governance and Traditional Affairs) and newsletters for MHSC (Mine Health & Safety Council) and LGSETA (Local Government Sector Education and Training Authority).

“On the conference side, we arranged the second GIIC (Gauteng Infrastructure Investment Conference), a massive undertaking completed within 26 days from the issue of tender. The conference attracted over 1 200 delegates, had 30+ exhibitors and 65 speakers over two days. Our scope of work included online invitations, pre-registration, registration, speaker acquisition and management and the complete exhibition package.

“Finally, on the commercial side we are offering PR services to Schneider Electric, the South African arm of the international electrical group, and are in the process of finalising a PR contract with Basil Read, one of the major construction companies in Southern Africa,” concludes Jenkins.

As a BBBEE company, Litha Communications is an integrated marketing and events management agency, offering full PR, communications and logistics services across South Africa and Botswana.

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Litha Communications

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

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