

From: [Borland, Tim](#)
To: [Marieta Van der Sandt](#)
Subject: Immaculate Events - letter of reference and recommendation
Date: Tuesday, March 13, 2018 11:23:35 AM
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Dear Marieta

By way of this e mail, I would like to provide a letter of reference and commendation, reflective of my experience in working with Immaculate Events.

When starting in my role at Mundipharma in August 2017, one of my first tasks was to plan the 2018 Mundipharma National Pain Symposium to be held in February, the most important meeting in the Analgesics portfolio calendar.

The 2017 Pain Symposium was considered to be a resounding success, to quote certain colleagues it was "a flawless and exceptional event. Immaculate Events partnered Mundipharma in the planning and execution of the event and, based on strong recommendation, I had no hesitation in asking Marieta to assist me in the running of the 2018 version.

To plan an event of this magnitude takes an immense amount of know-how, experience and acumen in the field of Event Management. From our very first interaction and planning meeting in September, I could clearly see that IE were the right team for the project. My brief was to improve on the 2017 version and the challenge was met with such a positive and can-do approach.

To facilitate the logistics for a 2 day educational event which invites 80 Doctors of varying specialties from around the country is a very challenging task. Not only did IE arrange seamless logistics to the event in Gordon's Bay, but also were able to successfully manage all the promotional and branding elements around the event. To manage this, in the very challenging regulatory environment that is Pharma, also speaks volumes about IE's ability to tune into, and understand, the customers intimate requirements.

Over a 5 month period, we held regular meetings and I was updated on a weekly, sometimes bi-weekly basis, by way of spreadsheets, feedback forms and both telephonic and face-to-face updates.

Running up to the event, the challenges and potential pitfalls were too many to mention, but each one managed professionally and with a total solution oriented approach.

The event itself was another phenomenal success. The IE Team's personal attention to detail, constant presence, professional and positive attitude and ability to solve the most challenging of issues were the bedrock of the event's success. Without keeping the delegates happy, comfortable and feeling welcome, any educational component may be lost and throughout the course of the weekend, Marieta and her team went to great lengths to ensure that we could concentrate on the most important element of the Symposium.

I want to add that IE also undertook to support the Mundipharma Start Up meeting in January, at very short notice. With the same dedication and focused attention to all our

requirements, we were able to enjoy a highly successful conference for a staff compliment of over 50 people. Decisions on theming, speakers, dinners and the gala evening were left to IE and Marieta was able to tune into our culture, our needs and our tastes to ensure that the different events were enjoyed and valued by all.

IE's strength lies in the ability to execute any task, no matter how challenging, without reflecting any effort, stress or challenge. Their customer centric focus is unparalleled and the ability to run an event from A-Z is certainly amongst the very best I have worked with in my 24 years in the Pharma Industry. The attitude with which Marieta engages her customers is so positive, but also creates a feeling of assurance and confidence to them. Every member of her team is highly skilled and trained and my experience with Marieta's team is that each individual upholds the high expectations that Marieta has set for the company.

Not only will I motivate for IE to partner Mundipharma with our next Pain Symposium, but also for future conferences, launches and important events.

I can highly recommend IE to assist with all events, no matter how big or small, as well as for marketing and communication projects. In fact, click on the Products & Services link on their website, there isn't a challenge this wonderful company will not take on!

Kindest regards

Tim



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