

SAGE ADVICE

The ladies at the JEC do a fantastic job of juggling their numerous tasks, and give us some insights into how it's done.



TRACY MALEBANA

Marketing and Communications Executive

In her role, Tracy is responsible for developing and implementing marketing strategies and delivering on various objectives agreed on and set out by JEC's management. In order to do this, she carries out extensive research into the JEC's competitors' offerings and analyses other market trends. Tracy also manages daily public relations activities and interfaces with both press and marketing communications agencies. She is actively involved in developing partnerships and relationships with third parties to meet the strategic objectives of the JEC, and is tasked with coming up with innovative ways to leverage the brand within print and digital spaces, including social media.

Tracy sets and manages marketing budgets and measures the JEC's spend based on return on investment. She then reports to CEO Craig Newman on the effectiveness of the various strategies and campaigns rolled out.

Among Tracy's greatest challenges as a working woman who is also furthering her studies by undertaking a BBA in Marketing Management, is time management. "It's not easy but I am learning how to adjust," she says.

One of Tracy's most inspiring quotes is a verse in the Holy Bible (2 Timothy 1:7): "For God did not give us a spirit of timidity, but a spirit of power, of love and self-discipline."



BELIEVE SIBIYA

Receptionist + PR

Believe is the face of the JEC. Her role is to serve visitors by greeting, welcoming and directing them appropriately. She notifies company personnel of the arrival of their visitors, maintains the company's telecommunications system, and assists wherever she can and whenever it is needed.

She has been a receptionist for around three years and during exhibitions and events, it gets exceptionally busy.

Her greatest challenge was already overcome on her first day at the JEC. She recalls that the Rand Show was running and it was extremely busy. She was still learning the ropes, handling reception while trying to sound as professional as possible and answering all the questions she was presented with telephonically and at the front desk.

Although not yet at a managerial level within the JEC, Believe is driven to aspire: "My greatest achievement is yet to come; I am currently studying and am looking forward to finishing my studies," she says.

On inspiring others, Believe follows the advice of Hillary Clinton: "Take criticism seriously, but not personally. If there is truth or merit in the criticism, try to learn from it. Otherwise, let it roll right off you."



VANESSA WILSON

Personal Assistant to CEO

As the personal assistant to CEO Craig Newman, and GM Hannes Venter, Vanessa almost always has her hands full. In addition to general secretarial and admin responsibilities, Vanessa's role is primarily focused on managing Craig's diary and helping him meet his various work commitments. She has access to just about every aspect of his life, so that she is able to put together his full schedule and itineraries for travel. She is also responsible for managing all client contracts as well as agreements with tenants. In all of this, she also has some HR responsibilities.

Vanessa is expanding her job spec and, most recently, completed a course in HR for non-HR managers, for which she has a certificate.

Vanessa says that, 13 years later and after many challenges, she now manages to juggle everything pertaining to her role with relative ease, to the point where she can evenly pace her day's tasks.

Her advice to anyone working for what they want is to "just be fearless".



REFILWE MOKGAOTSI

Marketing and Communications Officer

Refilwe plays an important role at the JEC as she tracks trends and monitors competition from a venues perspective, maintains its online assets in the form of its website and social media, and strategises campaigns to create venue awareness. In addition, she is responsible for the coordination of events and digital marketing upkeep.

Refilwe's current greatest challenge, like most, is managing her time wisely in order to meet deadlines.

She is most proud of her work on the recent Youth Month Expo where she had the opportunity to help co-ordinate the preparations for the nine-day expo.

"It ended up being a great opportunity to learn and show what I'm capable of. I was able to deliver to the best of my ability throughout," she says.

On inspiring others, she says, "Give yourself some credit; you've come pretty far."



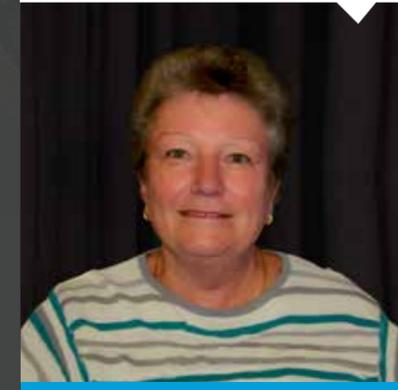
LINDA BOUWER

Marketing and Communications Executive

Linda's focus is within the JEC's Finance Department. She puts in place all the checks to ensure the company books and bank statements balance. She reports directly to the CEO on the accounts on a monthly basis and helps bring together the reports for board meetings. She also does the books and invoicing for Dogan Exhibitions and Events, owner of the Rand Show – the JEC's biggest annual event.

Linda takes great pride in her work and has to have all books reconciled in time for month end at the JEC. She has found it incredibly rewarding teaching fellow employees the ropes and derives great satisfaction from teaching them something new.

On tackling the challenges, she says, "You may encounter many defeats but you must not be defeated. Winning doesn't always mean being first. Winning means you're doing better than you've ever done before. Don't give up on your dreams. Tough times never last, but tough people do. Go out there and reach for the stars."



TRACY TLADI

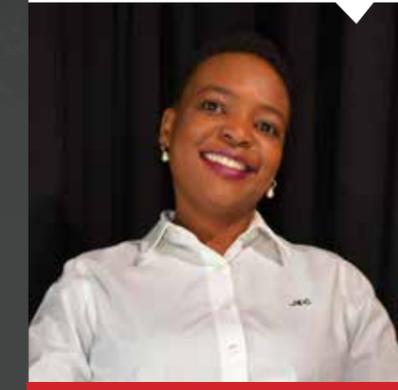
Financial Assistant

Tracy works in the Finance Department at the JEC, where she has been for the last six years. Prior to her role as financial assistant, Tracy was working as a receptionist; after furthering her education in bookkeeping and accounting, she was ready to take on more responsibility.

She currently does monthly invoicing of customers and keeps records of all accounts, while also being responsible for debt collection. She then submits a record of all overdue accounts to the CEO. She also needs to have supplier invoices properly authorised with signed purchase orders and processes all invoices on a daily basis.

Tracy works hard to meet month-end deadlines, as creditors are paid at the end of the month and VAT payments are due within the first week of the month. "It's a great challenge to get all of them done at once, but the good thing about it all is that tasks are completed," she notes.

Tracy's advice for anyone in the working world is: "Don't watch the clock. Do what it does – keep going."



MEETING YOUR DEMANDS, EXCEEDING YOUR EXPECTATIONS



DESRAE MCDONNELL

Events & Exhibition Manager

As part of her function as events and exhibitions manager, it is up to Desrae to see that all requirements are met to guarantee that the client has a successful event. Her role is also key in ensuring client satisfaction and making sure clients continue to support the JEC. She believes that we are often our own greatest enemy. "We limit our thinking to what we have always been told – 'can' or 'can't'. If we believe that 'can't' does not actually exist, then we see all the possibilities that are out there," she says.

Desrae feels that the transfer of knowledge to the young, dynamic talent out there is what will take the industry into new dimensions and she says that young people, in particular, must believe with conviction that anything they set their sights on can be achieved, and that "the heart and mind have no limits other than the restrictions and judgements we place on ourselves."



EXPOCENTRE
JOHANNESBURG

- Facebook - @jhbexpocentre1
- Twitter - @jhbexpocentre
- Instagram - Johannesburg expo centre

+27 (0)11 494 1920
info@expocentre.co.za
expocentre.co.za