



Events & Communications

## **Kadoro enters year four with a thank-you to clients**

Forward-looking Kadoro Events & Communications has entered its fourth year in business by sweetening already solid client relationships and potential clients with a celebratory chocolate bar distributed to all.

A belly band around each slab of oversized dairy chocolate carries the message 'Putting a glass and a half of effort into every event' accompanied by a die-cut seal carrying the Kadoro logo.

Kadoro managing director and owner Amanda Rogaly said the chocolate metaphor was appropriate because repeat and referral business had driven growth for three years and into year four.

"You take one bite and come back for more," she commented. "That pretty much sums up our business experience. The 'glass and half' crystallises our policy of adding value through extra effort and keeping things running smoothly has to be core competence at our events company."

A tasty treat to celebrate our birthday was also a positive signal that sustained growth is anticipated over the next 12 months.

Amanda added: "New business gains have continued into the fourth quarter of 2009. We've seen total year-on-year growth of 22.8% and foresee further gains next year.

Ends

### **About Kadoro Events and Communications:**

Kadoro Events and Communications is a leading event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues.

Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

Issued on behalf of : Kadoro Events and Communications Pty Ltd

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