



**Southern African
Destination Management**

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COMPANY PROFILE

THE INSIDE EDGE has been operating exclusively within the Incentive and Meeting Destination Management discipline in Southern Africa for over 14 years. The experience gained in operating/managing a host of diverse groups over this period, for select clients in the UK, Europe and Australia, has engendered the reputation that THE INSIDE EDGE now deservedly enjoys – one of the very top DMC's in South Africa.

This reputation has been gained by rigidly adhering to the one principle many espouse to – but few actually deliver on – that of SERVICE. It is this commitment to service, allied with a high caliber of team members, that has set THE INSIDE EDGE apart from its competitors.

A further benchmark of distinction, is that THE INSIDE EDGE has branches in the key cities of South Africa, not just the one office, and this commitment to branch infrastructure has provided rich rewards in our relationships with a multitude of suppliers and properties throughout the region. Being 'on the ground' not only provides quick intelligence of new developments and properties, adding to the effectiveness of the creative process, but also enhances the relationship so necessary to maximize the contributions of suppliers to the overall success of programmes. As demanding as our clients are of our services, so too are we of our suppliers. The communication links afforded us by this close proximity, far outweigh the cost of infrastructure.

THE INSIDE EDGE, recently the recipient of the BI Worldwide 2005 award for "Best Longhaul DMC" in the world, pays particular attention to the enhancement of relationships with clients, and the amount of repeat business we continue to enjoy is of immense satisfaction to us all. We are also acutely aware that we are only as good as our last event/group or our next one.

Welcome to our world – a world of professional service excellence amidst the pulse and rhythm of Southern Africa – a combination of the rawness and drumbeat of the African Soul with the sophistication and elegance of cultural diversity in the 21st Century.