



CREDENTIALS AND SERVICES

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Quo Vadis Communications is a family-owned business that was registered in 1990 as a close corporation by Theo and Ruth Coggin. In line with a strategic move in 1996 to operate as a specialist marketing communications entity, Executive Chairperson Theo Coggin took the company to a new era. Quo Vadis prides itself on providing first-rate service to all its clients – small organisations and blue-chip alike. With over 100 years' combined marketing communications experience amongst its creative staff, the company is able to call on an impressive body of knowledge.

"I have always been impressed with the professional service provided to the Black Management Forum by Quo Vadis Communications, and by their commitment to seeing projects through to their completion. They are good people with whom to work." Nolitha Fakude, as Managing Director, Black Management Forum.

Whether it's writing, editing, proofreading, media relations, training and other marketing communications, many clients have had the satisfying experience of having their exact needs met. Quo Vadis' services are centred and focused entirely on the client to such an extent that the whole team at some point or other provides input on different client initiatives, thus providing tailor-made solutions to a wide range of communication needs.

The late Dr Ivan May, former Chief Executive of 1485 Radio and doyen of marketers in Southern Africa: "Having worked with Quo Vadis for many years, I can safely say that there are three hallmarks of their product: 1) Professionalism and quality, 2) Quality and professionalism and 3) Professionalism and quality."

Media releases are written to the high standards of the business partners who are the first "editors" before it is approved by the client and sent to the media. The project is then seen through to completion while the client is kept updated along the way. The same quality control is applied to all work.

"I can't tell you how wonderful it is to have you guys [QVC] there to critique and produce documents – this is really incredible back up," Shelagh Gastrow, Executive Director, Inyathelo-The South African Institute for Advancement



The QVC team pays close attention to media needs at events as they ensure various tasks, such as the arrangement of interviews, scheduling photo opportunities and generally looking after the media, are carried out to the satisfaction of the client.

Caroline Smart, KZN Editor and journalist: "Quo Vadis always takes the time and trouble to give me information appropriate to my readers. Information is provided on time and, if something is needed urgently, as quickly as possible. Requests for information, interviews, etc, are handled efficiently and pleasantly."

When seeking the services of a public relations company, many companies are aware that the media is a powerful tool in forming opinions in large sections of society. Having worked both in newsrooms and executive positions in corporates, the executive team at Quo Vadis knows how to leverage this to ensure you are sending the right messages that raises your profile to the public.

"I have been fortunate to have had the benefit of the unique services of Quo Vadis, to get the real story out to the audience that counts, when it mattered most." Stuart Rees, founder of the former SA Futures Exchange.

Quo Vadis offers its clients lasting good service and loyalty, quality of service and the positive vibe that is experienced by clients who know they are dealing with professionals who put themselves out for the benefit of the client.

Dot Field, former Chief Communications' Officer, Vodacom Group: "Thank you so very much for your excellent PR and Media Liaison efforts and hard work...and...for making us all shine!" Comment made after obtaining return on investment of 16.8 to 1 on a specialist media campaign. (Media satisfaction rating of Quo Vadis' performance for this campaign was 91.6%).

The company is level 4 B-BBEE compliant. It has a staff complement of six, including three women.



Our specialities

Media Relations:

Having worked on “both sides of the desk” – ie having worked in the media and in the corporate world - Quo Vadis understands the media industry and its needs. This has seen the company achieve excellent print, electronic, broadcast and television coverage for its clients on a regular basis.

Quo Vadis Communications is the link between our clients and their publics. We provide a professional service that promotes our clients' credibility and exposure. We do this through:

- Identifying our clients' needs,
- Identifying our clients' target audiences,
- Keeping abreast of the changes within our clients' audience's environments,
- Conveying the organisations' messages through targeted communication, and
- Disseminating them through mediums that are most suited to the message.

We have an enviable reputation for understanding our clients' needs, and the needs of the media.

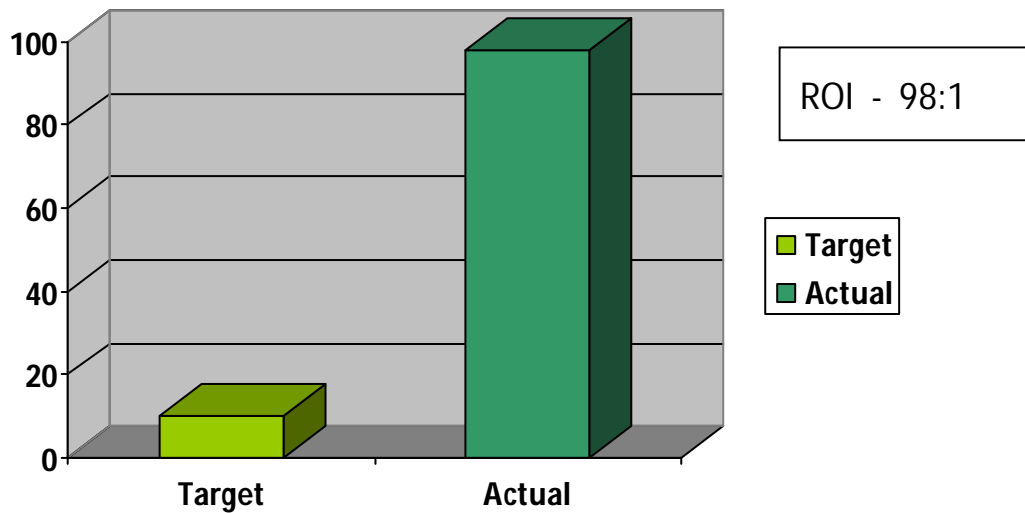
Public relations is an important tool used by a company, organisation or entity to build rapport with all its stakeholders, whether customers, employees, investors, voters, suppliers, creditors, government or the general public.

The objective of public relations is to build and protect the good reputation of a company. Positive editorial coverage in the mass media is an essential tool in achieving this and provides a high level of credibility for the company that, in some cases, is valued at up to ten times that of traditional advertising.

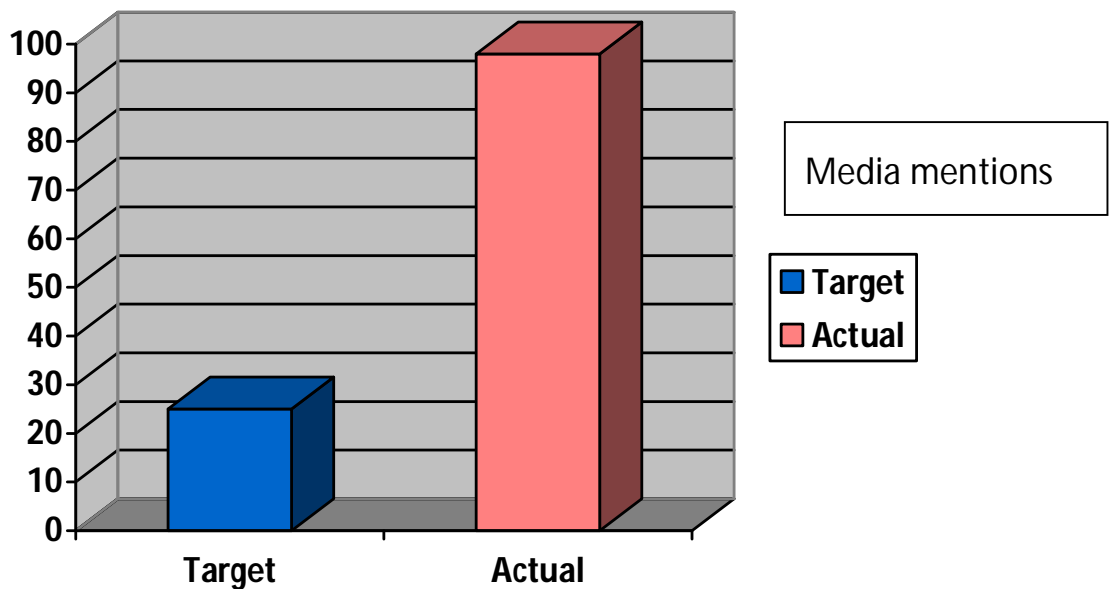


Some of our results:

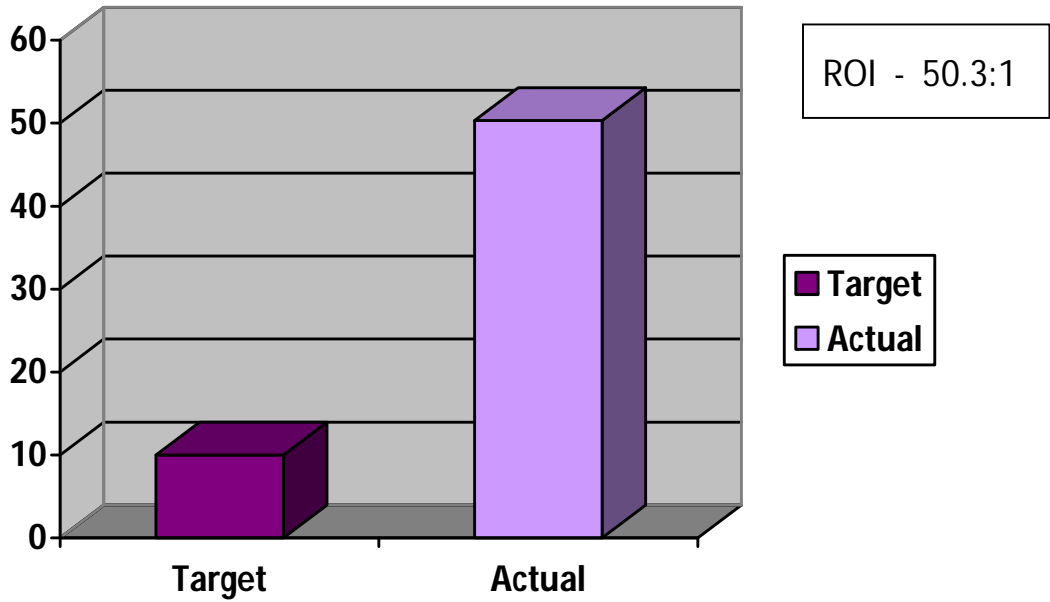
Through the years, the company has grown from strength to strength. Leveraging off the skills and experience of its principals, Quo Vadis has a proud record of achievements on behalf of its clients.



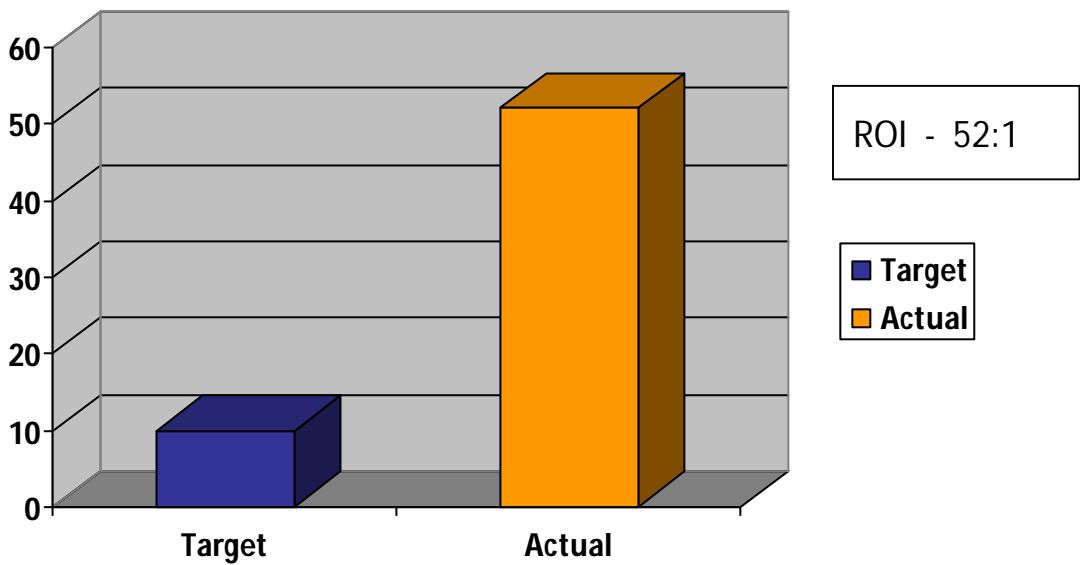
Salvation Army January – March 2010



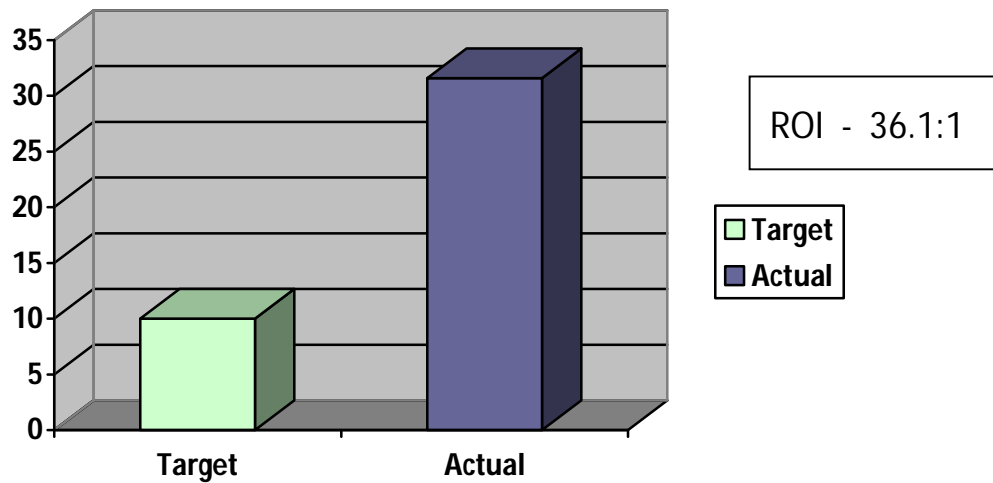
Vodacom Foundation Media Coverage (April 2009-May 2009)



Inyathelo-The South African Institute for Advancement (March 2009-Feb 2010)



National Consumer Tribunal Media Coverage 2009



Unisa International Music Competition Media Coverage 2008

Our figures show that the strategic approach adopted by Quo Vadis Communications pays handsome dividends

Research shows that people base their marketing actions on their feelings about companies. They are more likely to buy the products of companies they trust, to work for the companies they respect, and to recommend companies they like.

Mthobi Tyamzashe, Chairman, Vodacom Foundation: "The Vodacom Foundation has found Quo Vadis to be very professional and customer-focused in their work. It has always been a pleasure to deal with them in the range of work they have done for us, which includes both the written word and media events."



Our specialities

Editorial:

Professor Geoff Everingham, UCT: "The top ranking annual reports now comprise very lengthy documents, often over 200 pages...The Italtile report is particularly commendable in that its rating is achieved despite a length of little more than 50 pages...and language (that) is clear and concise. Its size makes it one of the most easily readable of the top 100 (companies)." QVC wrote the Chairman's statement and Operating Review for the Italtile Annual Report.

Quo Vadis Communications offers a full editorial service. Its writing is much sought after in the industry. Highly skilled staff and strict quality controls ensure that the writing coming off its "presses" is of a superior nature.

- QVC's staff have authored several publications, including *Against All Odds*, a history of the Black Management Forum; *The Heart of Bara*, a pictorial essay of the Chris Hani Baragwanath Hospital; and *Investor's Guide to Sponsorship (Second edition: 2002)*, a definitive guide to sponsorship in South Africa.

Quo Vadis' writers have also contributed extensively through the years to publications such as *The Encyclopaedia of Brands and Branding*, and have written, edited and proofread for many annual reports, newsletters, journals, scripts, speeches, magazines and books.

Amongst the many brands we have written for are:

- Lexus South Africa
- USN – Ultimate Sports Nutrition
- Ellerines Group of Companies
- Vodacom
- Italtile
- Global Sage
- Midas
- Johannesburg Roads Agency
- Telephone and Data Services (TDS)
- Pikitup
- Castle Lager

Continued list of the many brands we have written for:

- Hansa
- King Pie
- Nissan
- Toyota
- Discovery Health
- Gillette
- 3M
- Kaizer Chiefs
- Phillips
- Absa Corporate
- Nedbank
- Uthingo
- Grant Thornton
- Samsung
- Southern Sun
- Clover
- Coca-Cola
- Microsoft
- Eskom
- Tiger Brands
- ACSA
- De Beers
- Radisson Hotels
- Marketing Federation of South Africa
- NuClicks Limited



Our Past and Present Clients

Below is a list of the many clients we have worked with as well as those with whom we still work.

| | |
|---|--|
| • Vodacom Group | • Vodacom Foundation |
| • Vodacom Service Provider | • Nedcor Customer Satisfaction Unit |
| • Nedbank | • Ultimate Sports Nutrition |
| • King Pie | • Ellerine Holdings |
| • Mercantile Bank | • NuClicks Limited |
| • The Reputation Institute | • Ceramic Industries |
| • Italtile | • Sanlam |
| • Pick 'n Pay | • South African Breweries |
| • The Archbishop of Cape Town | • National Olympic Committee of South Africa |
| • The Salvation Army | • The Bench Marks Foundation |
| • Inyathelo – The South African Institute for Advancement | • Marketing Federation of South Africa |
| • Intertank | • IOTA |
| • Postnet | • MultiChoice |
| • Women and Men Against Child Abuse | • Global Diagnostics |
| • Accounting Standards Board | • CAF |
| • Constitution Hill Trust | • National Consumer Tribunal |
| • First Rand Limited | • Wits University Convocation |
| • Eastern Cape Development Corporation | • St Augustine College |
| • Siyazisiza Trust | • Khumubulani Craft |
| • The Reputational Institute of South Africa | • |



Our specialities

Training:

Bongi Moyo-Rango Director Methodist Church of Southern Africa – Communications Unit said of our course: *“I found all the practical aspects such as the writing and layout exercises very helpful. The feed-back after the exercises and the interaction throughout was particularly refreshing and unique.”*

Quo Vadis Communications offers customised training throughout the year. These can be held in-house, or delegates can attend one of the courses that are regularly run in venues across the country.

Principal trainer, Theo Coggin, has extensive experience in a wide range of sectors including journalism, civil society and corporate. All Quo Vadis’ trainers are specialists in their fields.

QVC’s courses are intensive and highly interactive and cover periods from one to several days, depending on the needs of the client.

Customised training is available in the following areas:

- Communication plans and strategies for your organisation
- Organisational communication
- Individual communication skills (verbal and written)
- Scriptwriting for radio, audio visual and television
- Newsletter planning, compiling and basic production
- Social Media
- Customer interaction skills
- Stakeholder communication
- Effective internal communication
- Crisis Communication
- Spokespersons training
- How to prepare for a professional media encounter and succeed
- Skills for English as a second language
- Management of organisational reputation
- Motivational and time management training

QVC will tailor its courses to meet a company’s specific needs and should a course required not be listed above, will be happy to devise a customised solution.

The course changed my life – I moved from dreaming of being a writer to becoming one. I am ever grateful to Theo Coggin and his Quo Vadis team for setting me on the path to where I am today. – Burgie Ireland, Your Pregnancy and Your Baby Magazines

More comments on our training:

When asked whether she would recommend our course to anyone else, Cindy Doubell, Copy Editor for the New Dimension Newspaper, Methodist Church of Southern Africa said: *“Absolutely! It was one of the most informative interesting and mind-expanding courses I have ever done. The experienced and knowledgeable trainers really made it so special.”*

“I would recommend this course to someone who wants to grasp communication and the styles of how to write – very powerful course.” Jackie van Heerden, Nedbank.

“I really enjoyed looking at the Diakonia Council of Churches material and doing a fog index on them – that was good feedback to receive. It is a very good course that makes you aware of the power of thought and the importance of writing.” Karen Read, from the Diakonia Council of Churches.

“The overall content of the course was helpful, educational, refreshing, exciting and inspirational. The tutor and facilitator’s years of experience and the ability to draw from his own well of knowledge really helped,” Namabelu Mvambo-Dandala, CEO Diakonia Council of Churches.

Zakiya Fareed, Media and Stakeholder relations for SANParks said: *“Your course was one of the most informative, confidence-boosting courses I’ve attended!”*

The courses are really tailored to one’s needs,” Bongji Moyo-Bango, Director Methodist Church of Southern Africa.



All creative staff are highly skilled in editorial, media liaison and PR

"...a true PR Company where staff always make one feel good and handle queries efficiently." Elretha Britz, Die Volksblad

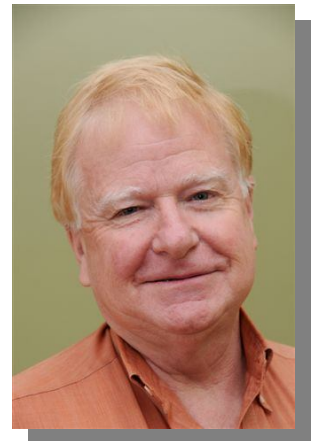
"Your press releases are just so well written and your PR wonderfully efficient." The late Professor Mary Rörich, Classic Feel.

Theo Coggin

Theo Coggin has more than 40 years' experience in communications. He started his career in newspapers and radio before moving on to the civil society and corporate fields. He joined QVC in 1996 after a distinguished career with Nedcor (now Nedbank). During his time with the bank, he formed and headed the Corporate Communications Division. He is a past South African Chairman of the International Association of Business Communicators (IABC).

He has travelled and worked extensively overseas and has presented in many international forums in the US, Britain, Europe and Africa. His experience includes the corporate, financial, civil society, socio-economic, religious and political fields. He has served on many boards, and has been chairperson of the panel of judges for the Africa Region of the IABC Gold Quill Awards. He is a skilled trainer, facilitator and coach. His knowledge and experience within the public relations and communications fields is much sought after, and he is the recipient of an International (IABC) Gold Quill Award for his publication, "Stop Crime".

It is not all work and no play for the partners of Quo Vadis. Theo prides himself on his small wine collection and his love of music.



Karen Read, Capacity Building Coordinator, Diakonia in Kwa Zulu Natal said of Theo following a course held early 2010: "Very clear and useful information. Loved hearing Theo's stories and about his experience, his hands on tips. Loved his practical exercises and analysis!"



Ruth Coggin



With more than 30 years' experience in the communications sector, Ruth Coggin perhaps never imagined that when she launched "Coggin and Associates" in 1990 (the precursor to Quo Vadis Communications), the company would provide her with the means to fulfil her considerable creative skills.

"Quo Vadis tirelessly saw to every requirement of the media. Ruth Coggin and Laura de la Court were on hand throughout the two weeks of the event." Riek van Rensburg, Pretoria News.

A Chartered Marketer [CM (SA)], Ruth has expertise in a number of sectors including training and editing. She has presented and worked widely in the United States.

Her strong writing skills have earned her the much sought after international Gold Quill Award from IABC and she is a published writer. Ruth also has vast experience in the classical music industry. She handles a major account for a leading cell phone company, specialising in strategic marketing communications and media liaison. Her proficiency in the public relations industry has earned her the reputation of "a secret weapon" to her clients for the increased exposure, creative and well-received copy she delivers to media and the client's publics - an epithet earned through admiration for her work and her commitment to always make the client sparkle!

Ruth's hobbies include her pipe organ playing, having initially studied and earned an honours degree in the instrument.

Chantal Meugens

Chantal Meugens is Senior Account Executive at Quo Vadis Communications. She has extensive experience in the insurance, corporate, NGO and communications industries having worked for more than 18 years' in these fields. She has also travelled extensively in Africa and is a proficient and highly skilled communications' practitioner.

Having joined the company in 2007, Chantal develops and implements public relations and media relations' campaigns for major client accounts, writes news releases and articles, coordinates and manages media relations and media events, schedules media interviews. She is manager of QVC's training division and is also the company's specialist in social media. A born "people person", Chantal enjoys building relationships with her clients and with local and national media.

Chantal's specialities are in the retail industry and civil society sectors. She has an affinity for computers and design. She is a very artistic person with vast experience in this field, with a penchant for painting and drawing. Reading, dabbling in beadwork and home decorating are her hobbies in the rare occasions she is not working.





Ulwazi Mgwadleka

Ulwazi Mgwadleka is a Junior Account Executive at Quo Vadis. He studied Journalism at Walter Sisulu University (WSU) in East London. Consequently, he acquired experience in the field by working as an Editorial Assistant intern at ITWeb's iWeek magazine, mainly writing technology and corporate social investment stories. During this time, he gained experience in conducting interviews with key role players, from executives of blue chip companies to representatives from community based organisations.

Ulwazi also gained experience working as a Writer for Trialogue by writing case studies for corporate social investment handbooks produced by this organisation, indicative of the roles played by assorted CSI programmes in the development industry. He was also responsible for providing content for the company blog.

In his spare time, Ulwazi gives vent to an even more creative side of his cheerful personality by giving social commentary on personal and current issues on his blog.

As part of his extra-curricular activities at University, Ulwazi was involved in radio broadcasting for six months. In addition, he worked with WSU's Student News Agency where he submitted stories that were distributed and published in Eastern Cape community newspapers. Originally, Ulwazi comes from Mthatha.

Lindi Makhaza

After obtaining her teaching qualification, Lindi taught for several years in Durban, but then moved on to establish her own contract cleaning business.

After studying Public Relations, she headed the public relations and marketing portfolio of the business, acquiring invaluable experience with a wide range of clients.

Being in her own business taught her valuable lessons in brand building and interfacing with people at all levels. Through her efforts the organisation achieved high accolades in the industry and is amongst the top brands in the field in KwaZulu Natal.

The combination of a teaching background, her business management skills and a passion for communication puts her in good stead when interacting with the business community.

With an unquenchable thirst for knowledge, Lindi decided to study Marketing Management this year and obtained top honours. She is currently furthering her studies in Public Relations. She enjoys conducting research, writing and reputation management.

Amongst Lindi's wide interests are dancing, reading, travelling, writing and painting. She also likes to bead, sew and decoupage. But between raising two teenagers, a demanding job and her studies, free time to do all these is a rare luxury.

So, for now she has chosen to read and write more, and maybe steal moments for a dance or two along the way.





Ama Moyo

A key member of staff and a most valued member of the QVC family, Ama Moyo has won the QVC Employee of the Year Award for five consecutive years – an award for every year that he’s been with the company. He attributes his success to his simple philosophy of sticking to the basics and doing the job right first time.

A former Marimba, Xylophone and Mbira maker in his home country Zimbabwe, he is a hard working and dedicated individual who oversees the day-to-day running of all things technical and manual in and around the office.

Gladys Sibana

Gladys Sibana joined the Quo Vadis family in 2009. Her sunny, friendly disposition and can-do attitude is much enjoyed by staff and clients alike. She fulfils an essential role in the company ensuring that the interior of the offices are neat as a pin and everything is where it should be.

This mother-of-three is an avid animal lover who loves both cats and dogs. When Gladys is not hard at work, she enjoys spending quality time with her children and husband of 12 years.



Our Golden Rules:

- Proficient planning produces positive publicity.
- Never assume – we always check everything and we always follow up.
- Understanding our clients' business is imperative - we will "wear" their peak cap at all times.
- Respect is everything – we pride ourselves on respecting our clients, maintaining confidential information, and respect for relationships with all stakeholders.
- Trust - we respect client sensitivities.
- Set realistic benchmarks – set sensible goals without limiting or exceeding project potential.
- Striving for optimal results – always.
- Being consistent. Experienced and skilled staff suited to the brief will work on the account from proposal stage to completion.
- Punctuality – we are strict on meeting client deadlines with quality results.
- Professional presentation – the overall presentation of documents and promotional material, and the professional appearance of all staff, complements our clients' images.





A word about the hoopoe...

A 12th century mythological poem tells of a special quest by a group of birds to rekindle life. They are led by a hoopoe, who guides them in new ways to achieve their purpose. In this spirit, Quo Vadis Communications will enable you to creatively communicate your message to your audiences.

... and the ants

Industrious, meticulous, persistent – that’s their reputation. And that’s the service we strive to provide.



Quo Vadis?

Quo Vadis is a Latin phrase meaning “Where are you going?” or “Whither goest thou?” Our quest is to show you the direction in which you should be travelling to communicate the correct messages to your publics, thereby building your company’s reputation and credibility.

