

Velmore's incentive competition reaps in the rewards



VELMORE Banquet & Conference Estate, situated on the west side of Centurion, claims to have shown phenomenal growth since its inception a few months ago.

From its beginning both the mission statement and the desired patron's experience has

been "Memories Forever".

Martin Delville Juby, events manager for the Estate, said he accredits the growth to its ambitious marketing strategies and PCO Incentive competition.

Velmore Estate's primary focus, since it opened, has been the conference and corporate events market. The incentive competition was launched to reward its top four PCOs with prizes to the value of R300 000.

Since the launch of the competition, Mr Delville Juby said it has exceeded all expectations with booking reservations soaring. "We are delighted that our vision is being fully realised and graciously rewarded.

"We take great pride in our achievements thus far but take cause to pause to acknowledge the involvement of all PCOs and event organisers for their value added loyal support and relentless enthusiastic promotion of Velmore Banquet and Conference Estate."

Therefore, he said, the incentive competition should not just be considered as a "dash for cash" but as a congratulatory "Thank You for a job well done".

Mr Delville Juby said "if you have not yet joined the race, fret not, as there is still a fair chance as the race only ends in February 2007.

"Remember that the first prize is a brand new Audi A3, the second and third prize are R20 000 and R10 000 respectively for the most quantitative business brought, while a fourth prize winner will receive a R30 000 as accreditation for whole-hearted dedication towards their client and ensuring the highest standards in our industry."

Velmore is set on a sprawling provincial estate with five elegant and unique stand alone venues, each offering its own elegant bar facilities and secure parking.

Construction has begun on the Velmore Hotel, to open in December 2006. The hotel will have 38 twin suites and 10 luxury suites with large en-suite bathrooms and one specialist paraplegic suite.

All suites will be individually air-conditioned and all have a patio or balcony with views of the estate and surrounds.

For more information circle 65 on reader enquiry coupon.



Taking the lead...

Velmore Estate's primary focus is the conference and corporate events market and as an incentive has launched a competition to reward its top four PCOs with prizes to the value of R300 000. The winners will be announced in February 2007.

Velmore PCO Leaderboard

1. Pie Event Management (Cape Town)
2. Venue Finders (Gauteng)
3. Ingrid Banfield (Gauteng)