

Ingrid Diesel Consulting and Events

Company Overview

www.ingriddiesel.co.za



About Us

Ingrid Diesel Consulting and Events has been operating since March 2009. With over 18 years in resort management and development, and staging world class events, Ingrid Diesel has the experience, expertise and knowledge of the industry which has developed to the extent that the company is able to offer quality services to create a team who can co-ordinate the broad spectrum of services that we offer.

Our focus is on using our experience and the attention to detail ensure the best formula for success at each individual facility and each individual event.

Two notable awards and recognition (amongst many others), achieved under Ingrid's leadership include:

Best Resort in the World (2003, IAGTO), Finalist in SA Business Woman of the Year (2004)

EVENT MANAGEMENT

We provide a complete event management package with a focus on working with our clients throughout the process to ensure we meet the requirements at every stage.

The process of creating and managing an event for us is guided by quality and excellent service. We include the following in our event management package:

- Event Concept and Strategy
- Planning and Budgeting with client
- Sponsorship packages and management
- PR & Media
- Venue management
- Function management
- Golf competition management
- All marketing and branding requirements i.e. Corporate clothing and gifting, signage, product placement
- Comprehensive feedback throughout the process by way of formal reports

Current Events:

- Vusi Ngubeni Legacy Event Launch
- Pezula Golf Operations Management
- Sunflower Fund Official Golf Day
- Sport Legends Trust Cpt & Jhb Golf Days

Completed Events as Ingrid Diesel Consulting & Events:

- Berenberg Masters Seniors Event 2010 (PR & Media)
- Legendary Wine Evening 2010 (Four SA Golfers wines: Gary Player, Ernie Els, Retief Goosen and David Frost)
- Pam Golding Ladies Amateur Series 2010/2011 (National)
- World Corporate Golf Challenge World Final 2011 (International)
- SA/Australian Cricketers Charity Golf Day 2011 (International)
- Allan Mullins Benefit Golf Day 2011 (National)
- Victoria Hospital Golf Day June 2012
- Sport Legends Trust (6 days) May to October 2012
- SA/New Zealand Cricketers Golf Day 2012
- Talking Turf Golf Industry Show April 2013

Completed Events held in Previous positions:

- Presidents Cup 2003
- South African Open 2004
- Womens World Cup 2004



Above: World Corporate Golf Challenge Winners from Northern Ireland with tournament ambassador, Tony Jacklin

CLIENT FEEDBACK (Events)

Where do we begin to thank you, for the unbelievable time we had at the Pam Golding Ladies Final. The organization was fantastic from the time we were picked up from the airport till the time we were dropped off again. You really made us feel so special, you were so professional that we started to think we are real pro's . From the bottom of our heart we would like to thank you, for making the event so special for us.

Riekie van den Bergh and Maudie Spies (Winners, Pam Golding Ladies Amateur Series 2010/2011)

Many, many, many thanks to you and Shelley for the most stunning series final (not least to mention the whole series!). What a wonderful few days it was – quite a whirlwind for both us and the players. But so gratifying to see such enthusiasm and appreciation from the players. Thank you too, once again, for the phenomenal way in which you organised and ran the series. It certainly has placed us in a much better space iro our positioning with regard to Ladies Amateur golf in South Africa.

Odette Coates (National Marketing Manager, Pam Golding Properties)

I want to thank you for the appointment of Ingrid Diesel Consulting and Events. From start to finish they were a pleasure to work with on the ground in South Africa. I would highly recommend them to anyone running and event in South Africa and I wouldn't hesitate for the Eden District to appoint Ingrid and her team for next year's World Final.

Harry Llyod (Event Director, World Corporate Golf Challenge)

There are people who make a big difference in other people's lives. It is normally done through their generosity of spirit and caring nature. It has not taken me long to realise that you are one of these people. You have certainly made a huge difference in my life and one that I will always treasure. It is not so much what you did as the way you did it. Friday's function was such a special evening. It was beautiful in so many ways, particularly the people who were there and those who had made it happen. It was a delight to meet your daughter Shelley and to see how the two of you interacted together. Thandi and Lynne are people with huge hearts and a lovely outlook on life. What a brilliant team you all made. I haven't the words to express how grateful I am to you. Just know that you will always have a special place in my heart and that you have been a major player in creating a memory and tribute that will be one of my happiest memories for the rest of my life.

Allan Mullins (Chief Wine Buyer, Woolworths)

TOUR MANAGEMENT

Our in-bound tours are focused on providing smaller niche groups with top quality service and experiences.

Services include:

- Marketing tours abroad
- All client liaison
- Venue arrangements , hotel accommodation, activities, sightseeing and luxury transport
- All reservations, coordination and guest requirements
- Personal Tours hosted by Barry Richards and Sally Little
- Personalised attention to detail

Current & Future Tours:

- Barry Richards - Australian Group 2012
- The Australian Golf Club – November 2012

Completed Tours:

- Australian Group - Barry Richards (2010)
- Australian Group - Barry Richards (2011)
- Sally Little Tour - 2012



Above: 2011 Australian Group at Fancourt



Left: 2011 Australian Group on tour of Cape Town with legendary South African cricketer, Barry Richards

CLIENT FEEDBACK (TOURS)

Thank you so much for a wonderful trip. This trip will go down as one of the BEST !

Jan and Jeremy

What we got was sensational !

John and Pam

Jen and I had an absolute ball. It was magnificently organized and I can think of no complaints about any of the accommodation, meals or golf courses. To be honest, I am struggling with being back

Gavan and Jen

Just wanted to say what a wonderful time David and I had, and we enjoyed every aspect of our trip. I recommend this trip to all non-golfers as Jen and I had an absolute terrific time and we were completely catered for and take care of so well.

Julie and Dave

Thanks Ingrid and Barry for a wonderful experience. Great memories and they are indelibly etched in my mind

Bruce and Tricia

We all returned safe and sound from a wonderful trip to South Africa – great courses, great company and fantastic tour guides”

Nev and Jen

We were in golf/food/shopping heaven !

Mike and Nolsie

After reading about the Golf/Big Game tour in the Spring 2010 edition of your magazine my wife and I decided to go. The tour was quite fantastic!. We had a wonderful time. Barry Richards and Ingrid Diesel were excellent hosts, attentive and friendly. We stayed at some magnificent resorts, ate too well and played on some of the most interesting golf courses one could imagine. The finale of the tour was the experience at the Shamwari Game Park with elephants, lions etc only a few feet away. We met some great people on the tour and everyone had a good time. I would recommend this tour to anyone who wants an unforgettable experience. Thank you for advertising the tour, as otherwise we would have missed out on the experience of a lifetime.

Jeremy Hammond

GOLF RESORT DEVELOPMENT

Our areas of expertise are in the development and operation of: Real Estate, Hotel (including Spa & Conferencing) and Golf Course. We will gather the most dynamic and efficient team to assist you with the specialist areas listed below:

- **Vision, mission statement and culture**
- **Feasibility study**
 - Markets-potential markets and comparisons
 - Costs-examined to ensure an acceptable return on investment and to ensure they are appropriate and relevant to the area in which the development is taking place
 - Return on investment
 - Environment-it is the moral obligation of all developers to not only preserve the environment but to also enhance and protect it
 - Operations-assess the ability to provide superior service and operational excellence
 - Accessibility to key employees-the key to a successful hospitality operation is the building of a successful team
 - Strategy

- **Development Phase**
 - Sourcing of appropriate professionals to form integral part of development team
 - Site identification
 - Planning
 - Zoning
 - Tender processes and competitive quoting
 - Approvals
 - Design and construction
 - Environmental
 - Product branding

- **Operations**
 - Budgets
 - Cash flows
 - Business processes and systems
 - Financial reporting
 - Marketing
 - Employee recruitment and development
 - Daily operations of each business unit
 - The setting of operational standards
 - Programmes and packaging
 - Managing and preparing for uncertain times
 - Membership structures
 - Homeowners association set up
 - Change Management
 - Strategy

- **Social Commitment**
 - Community involvement
 - Use of local suppliers and local employees
 - Training and development
 - Community projects

Completed Resort Management Projects in Previous Positions:

Fancourt Hotel & Country Club Estate (4 golf courses), Real Estate Development and Sales, Hotel & Spa, Golf Course, Fancourt Foundation (Social Responsibility)