



## **To Whom It May Concern**

The International Confederation of Principals (ICP) recently had the privilege of working with the GEMS Events Management team (Australia) to present a virtual council meeting to its members via the OnAir platform.

The ICP Executive were quite apprehensive, because should it have failed, it would have had consequences for our organisation.

The professionalism and support from the GEMS team quickly allayed all fear. They were creative, innovative and they understood the platform.

Our timeframe was very tight but GEMS were prepared to dedicate as much time as required to consult, to train and to trouble shoot with the ICP Executive to ensure the success of the event.

Efficient and effective communication at every stage in the process and to all stakeholders – executive, presenters and delegates is a hallmark of GEMS' practice. The communication was timely, appropriate and easily accessible to our global community and ensured that everyone knew where they needed to be and how to get there. Delegates reported that they were surprised by the ease of navigation as this was a new venture and a new way of meeting.

The support during the council meeting was impressive. As this was a council meeting for people across the globe, the GEMS teams was able to work across timelines and ensure that ICP executives and presenters were supported throughout the event regardless of the time.

Even more impressive was the fact that all events ran on time and minor time adjustments were made quickly and unobtrusively. The prompts throughout the day directed delegates to upcoming events. Videos, etc. which had to be displayed during or prior to presentations appeared without any glitches and delays.

GEMS structured our program so that we could use all of the features of the platform and helped us to enhance member participation and interactivity which was very important during our Annual General Meeting.

Feedback from the speakers and the delegates far exceeded the Executive's expectations. From every perspective it was a highly successful event; due largely to the professionalism and the strong service orientation of GEMS Event Management. They listened to the client (ICP) and they delivered a program that met everyone's needs.



It is therefore, with confidence that I recommend GEMS to any individual, organization or company, who would be interested in the service they offer and will gladly speak on their behalf at any further occasion.

Alta van Heerden  
ICP President  
2020-10-07

