



**ADVANCED MICRO DEVICES (Inc):  
Media Relations during the visit of AMD VP for Asia and  
Africa**



AMD launched the new Phenom memory card in Mauritius in March 2008. Blast handled the media relations.

**Advanced Micro Devices (Inc), Vice President, Africa & Asia, Mr G. Srivastava :**

*' It was my pleasure to spend time with you. Thanks for the time and effort you both put into helping launch AMD in Mauritius. I appreciate your help and close oversight in the past many days. We are committed to our relationship with you as we build our business here.'*

**CIMA, CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS: MEDIA RELATIONS DURING VISIT OF PRESIDENT**



Gordon Grant The Global President of Chartered Institute of Management Accountants visited Mauritius in March 2008 for the AGM of the Mauritius Branch. Gordon Grant had working sessions and meetings with various stakeholders. A cocktail was also organised to mark his presence during the AGM of CIMA. Blast handled the media relations.

**Daniel Chan Chong, Immediate Past President of CIMA Mauritius and Board Member of CIMA Southern Africa Region:**

*' Blast Communications advised and helped CIMA Mauritius in the media relations and communications of this presidential visit. The media communications campaign for a relatively intense period was intelligently conceived with impressive results in terms of media coverage. We value the service provided by Blast Communications and we will strengthen our working relationship on future CIMA events. '*

**MAURITIUS POST: FACILITATION OF 8 PRINCIPAL POSTAL EXECUTIVES UNDER AEGIS OF BRITISH COUNCIL**



Mauritius Post Principal Post Executives went on the British Council Interaction Programme training. Blast has one resource person facilitating the session.

**Comments of participants**

*'Thank you Aisha for such a great experience'*

**TEAM BUILDING for BPS FATIMA's Teaching and non Teaching staff**



George Dumbell and Raymond Bates, of the Board of Directors of BPS Fatima, approached Blast for a team building destined to its teaching and non-teaching staff. One on ones sessions were done prior to the training in order to customise the team building session. Role plays and an interactive session gave a special flavor to the team building. One on ones will follow this session and Blast will send its recommendations to the Board.

**Lida, Blast facilitator:**

*'Assisting teachers who impart knowledge to the youth whereby forging the destiny of our country is a blessing. Thank you for giving us such an opportunity'*

**Raymond Bates, Chairman of the Board of BPS Fatima:**

'George Dumbell who is the Chairman of a major hotel group recommended Blast Communications. This company has been very efficient, professional and more important, effective and fun. Starting with an overall review of the College and its vision and objectives the Blast team moved into one on one discussions with each of the participants. They then moved into a group session with both teaching and non teaching staff, before final wrap up sessions and a report.'

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