



IUCN REGIONAL WORKSHOP ON ADVOCACY, MAPUTO 08 - 11 DECEMBER 2008

Blast pursues its partnership with the World Conservation Union, IUCN. This time the workshop in Maputo on advocacy had participants as far as Krygstan, Argentina and Liberia. Blast provided facilitation to ensure that those brilliant top-notch scientists, pastoralist groups and foresters interacted well and got a smart action plan out at the end of the workshop.



Dr. Jamie Gordon, Knowledge back-to-office report: *'The workshop was judged a success by the participants in the post workshop Management Officer, Forest Conservation Programme, IUCN in his evaluation where the group assessed Content, process, facilitator, group interaction, environment and Individual.... Do note the particularly high note of facilitator'*

ADVANCED MICRO DEVICES [Inc]: STAKEHOLDER MEETING WITH ACER

AMD, Advanced Micro Devices, organised a stakeholder meeting to present the various laptop and PC models with its partner ACER. Blast handled the media relations.



Imi Mosaheb; Country General Manager, South Africa: *'Great job!'*

DEUTSCHE BANK : Corporate Social Responsibility campaign



Mark Bisson, Chief Country Officer, Deutsche Bank (Mauritius) Ltd: *"Blast supported our desire to seek media exposure for a number of selected charities that we supported as a result of the fund-raising associated with the Deutsche Bank 100k Cycle Race. I was delighted with the general organisation and breadth of the coverage we obtained"*□□

LAUNCH OF BANQUE DES MASCAREIGNES ADVERTISING CAMPAIGN

Banque des Mascareignes launched an advertising campaign for Christmas. This was coupled by a CSR campaign in support of needy children.



MEDINE GROUP: LAUNCH OF INTERNAL NEWSLETTER - MEDINE POST

Medine Group has launched its very first internal newsletter. The concept, copy, design and printing were outsourced to Blast.



Lekha Seebaluck, Head of PR & Events, Blast Communications; *'I am delighted as this year has seen blastingly successful design projects. Medine Post is only one example; hats off to the team who has worked relentlessly to make this happen'*

MEDINE GROUP: THE LAUNCH OF FARMER'S MARKET

The Medine Farmers' Market was launched on Monday 15 December 2008 at Bambous.



Sophie Doger de Spéville, Social Projects Implementation Manager, à Medine:
'L'objectif de ce projet est de promouvoir les PME et de redonner de la noblesse aux planteurs et artisans de l'ouest.'

CLOSURE OF OFFICE FOR THE FESTIVE SEASON

Blast shall close office from 29th December 2008 to 5th January 2009. If you need to contact us, please do so by email or on our mobiles. Allow us to seize this opportunity to wish you a Merry Xmas and a Blasting New Year 2009. And a huge thank you for your unfailing support and trust in Blast Communications.