



**BRITISH COUNCIL, ONE DAY IN-COUNTRY BRIEFING TO 'THE TRUST THE DIFFERENCE WORKSHOP',
8th November 2008**

A select group of participants attended a one day in-country briefing prior to the events in South Africa in January 2009 and UK in February 2009. Blast facilitator handled that in-country event.



Abdoollah Earally, journalist and participant : *'This introductory course was so stimulating and absorbing that I lost track of time. The theme 'Appreciative Inquiry' comforts my beliefs on the importance of interaction and sharing.'*

**BLAST TEAM BUILDING EXERCISE: CHALET EN CAMPAGNE,
14th November 2008**

We closed shop on Friday 14 November for two days of deep introspection in a residential training in a place far from nowhere. We reflected on the business environment and on how to manage an eventual recession, how we do things, our successes and our challenges and how to take concrete steps to wow our valued customers cum partners. A big thank you to two friends of Blast, Afsar Ebrahim, partner at BDO DCDM and Marvin Maneve, facilitator at Maingard Associates who enabled us to think out of the box.



Afsar, BDO DCDM: *'It was an enlightening experience to have a very creative team reflecting on business aspects. And it was also a big responsibility in terms of helping Blast plan its strategy for the months and years ahead as any actions taken will be paramount to their future. Great experience, thank you for inviting me'*

Marvin, facilitator: *"Achieving a level of trust that enabled everyone to share one's perception and expectations was great to see. By demonstrating a high degree of respect and consciously avoiding to get in the defensive mode, each one was able to better understand each other. Thank you!"*

Diane, one of Blast team: *'This has allowed us to get out of the routine and express ourselves openly on subjects that are critical to our business. This has also allowed us to see our colleagues when they let their hair down but I really cannot say more on such a public space.....-)))))))))'*

TRAINING WITH A HIGH CALIBER DELEGATION FROM EXECUTIVES OF DARFUR

INTERIM GOVERNMENT IN ASSOCIATION WITH FRANKLIN COVEY INSTITUTE (SA)



A top-notch delegation from Darfur Interim Government flew to Mauritius for a team building organised by Blast Communications in collaboration of Lutfi Self Development Centre of Sudan. Blast handled the organisation, introduced the delegation to the University of Mauritius and the private sector. Blast also handled the media relations.

ANGLO MAURITIUS TENNIS OPEN, GRAND FINALE, 15th November 2008



Anglo Mauritius pursues its sponsorship of the MauritiusTennis Open. Blast handled the media relations.

M. Robert Gallet - Senior Manager à l'Anglo-Mauritius: *“Je suis vraiment ravi de la très bonne couverture médiatique de l'Anglo Mauritius Open 2008. Nous avons comme objectif d'assurer une bonne visibilité de l'Anglo-Mauritius ; objectif atteint. »*

**HOLCIM PRESS CONFERENCE,
19TH NOVEMBER 2008**



Blast has developed over the years a long and lasting relationship with Holcim, be it for CSR activities, lobby, advertising or corporate communications. This time, the company wanted to communicate some important issues for the cement industry and the construction industry at large..

Anil Rambarrun, Sales Manager, Holcim Mauritius: *"Holcim/Kolos-Blast: a long time relationship based on trust and confidence. We have appreciated the outcome of Blast efforts and commitments in the realization of our communications projects during the past years. Our Sales Team has also enjoyed a 2-day training session in 2007. We stand together as successful and reliable business partners"*

**PHOENIX BEVERAGES: SPONSORSHIP OF LE MORNE ANGLERS CLUB FISHING
COMPETITION,
19th November 2008**



Phoenix Beverages Limited and Le Morne Angler's Club organized a press conference in view of the National Big Game Fishing Competition which is due on the 7th of December 2008. Blast handled the media relations.

Brice Lagesse, Member of the South Indian Billfish Competition, Le Morne Angler's Club:
"We enjoyed working with the team. Thank you for the good work and congrats for the professional approach."

BANQUE DES MASCAREIGNES: OPENING OF TRIOLET BRANCH, 21st November 2008



Banque des Mascareignes opened a branch in Triolet. With tight deadlines, Blast was asked to handle the event and organisation together with the in-house marketing coordinator.

Nelly Jirari, CEO Banque des Mascareignes: *"Tout est bon chez Blast"*

**WINSTON, LIGHT US UP PARTY, LA BATISSE,
26th NOVEMBER 2008**



JTI, Japan Tobacco International launched the second biggest cigarette brand in Mauritius during a high profile event, the theme of which was 'Light Us Up'. The pictures speak volume of the ambience. Blast delivered a turn key solution to Winston.

Matthew Taylor: " Great event, well organized, great feedback from guests, nice coverage taken in line the complexities of the product'

**Congratulations!
28th NOVEMBER 2008**



Big congratulations to our friend and designer Yannick who reaped the coveted 'Special Designer Award' from Charles Telfair Institute