

## **Matrix Wows Crowd at National Insurance Conference 2011**

Matrix Recovery Services, the recovery service of MiX Telematics, succeeded in wowing the "who's who" of the insurance industry with their innovative interactive stand and photo-booth at the National Insurance Conference 2011.

The conference which ran from 24 to 27 July, took place at Sun City and is primarily a vehicle for industry stakeholders and companies to exhibit their products and services. This year's event was particularly well attended with 450 delegates attending over the three days.

Commenting on Matrix's exhibition stand, Brendan Horan, General Sales and Marketing Manager MiX Telematics says, "In this competitive industry it is important for players to differentiate themselves through their offering and service, and that is why we decided that in order to stand-out we needed to present our unique offering in an equally unique way."

The interactive stand contained a digital photo-booth where delegates had their photographs taken, electronically framed with a Matrix branded border, and then emailed to them thanking them for visiting the stand. It was a real crowd-puller and went a long way in successfully enhancing and reinforcing the brand's image.

Delegates at the conference included brokers, direct insurers and underwriters, with the programme consisting of a number of pertinent presentations and topical discussions. A number of special addresses from well-known public figures such as former State President FW de Klerk and renowned scenario planning guru Clem Sunter , to name a few, were also well attended.

"We are thrilled with the response we received through our stand and we believe that we successfully demonstrated our offering in a way that was both relevant and reinforced our brand. I would like to congratulate all involved," concludes Horan.

*The Matrix team manning the stand at the National Insurance Conference 2011 included Cleone Prodromos; Indirect Sales Consultant, Liza MacRitchie; Brand & Communications Manager, Elmarie Jansen Van Vuuren; Indirect Sales Consultant, Natasha Soekoe; Indirect Channel Manager and Marco Valente; Divisional Director for Beam*