

COVER
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Matrix Wows Crowd at National Insurance Conference



The Matrix team manning the stand: (from left) 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-e.

Matrix Recovery Services, the recovery service of MiX Telematics, impressed conference delegates with its innovative and interactive stand and photo-booth. 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, so 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 to enhance and reinforce the brand's image.