

Crystal Winner: *Walthers DMC*

Client: *KPMG Meijburg & Co.*

Program: *"KPMG Meijburg & Co Recruitment Reward Program"*

Partners: *Eventions, The Table Bay Hotel, Ezweni Combined School, Sabi Sabi Private Game Reserve, KLM and Bateleur Air Charter*

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Creative Destination Management Southern Africa



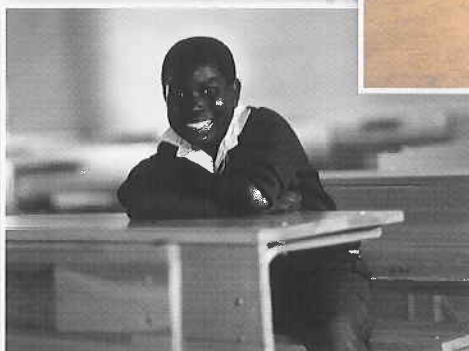
Walthers DMC Create a Motivational Experience Where Everyone Wins Under the Values of KPMG Meijburg & Co.

KPMG Meijburg & Co. stands as one of the most prominent tax law firms in the Netherlands, employing more than 750 highly educated professionals dedicated to the business of Dutch and international tax law. The organization uses the following words to define the core of their service: expertise, a proactive approach, excellent quality, and high speed of response.

To retain leading market position, finding top graduate school talent is a priority. In Holland the highest Honors/Masters graduates in tax law and tax economics are highly sought after. Five major financial services firms compete for top talent and to ensure KPMG Meijburg attracts the best candidates a unique motivational program was born; a program that recognizes, engages and rewards both leading graduate students as well as existing KPMG Meijburg employees qualified based on achievements in previous year's performance. The result? An interesting blend of seasoned expertise traveling and working alongside new generations of KPMG Meijburg's leaders.

With South Africa selected as the destination of choice for travel experience, KPMG Meijburg's agency Eventions partnered with Walthers DMC to design and deliver a program that would accomplish all of their goals. At a glance, this program appears simple for a manageable group of 40 participants, but it is really very much more. The elements of design had to consider participant demographics as half were top prospects in their final year of study joined by current exemplary employees being honored for their outstanding contributions.

Another consideration was that the program facilitated interactions that allowed for a review of the interns. Each year, KPMG Meijburg invests heavily in a new hires and if realizing after a few months that the person doesn't fit in results in significantly higher cost for the KPMG. For the graduate participants who demonstrate the desired qualities, success on this program can result in KPMG Meijburg covering all the post-graduate study costs including tuition fees, living expenses and significant internship training.



Walthers DMC set about establishing an itinerary of activities that would help KPMG Meijburg achieve all of its objectives. The time in South Africa allowed participants the opportunity to explore the wonders of Cape Town and get close to the wild side of Africa through a safari experience at Sabi Sabi Private Game Reserve, all while incorporating teambuilding exercises and time for coursework case studies.

But the heart of the program rested in a day spent with the Ezweni Combined School. Located on the outskirts of the Kruger National Park in Lillydale, this facility supports 500 children. The only English-language school in the area, Ezweni is a school for children ages 4-18 that receive no government support because of its English-language focus. It has no running water or electricity, minimal educational materials and equipment, and approximately ten percent of the students are HIV/AIDS orphans. Community employment is low which further diminishes funding, however KPMG Meijburg has supported improvements since 2009 thanks to an introduction made by Walthers DMC.

The visit to Ezweni was one Walthers DMC had to efficiently plan out if all was to go right in this "one day" challenge. Difficulties abounded, from planning for language and cultural differences to preparing for transfers over washed out roads in rural areas. Even lunch was a test. Catering options were few, and with no running water or refrigeration and high temperatures, delivery of 540 lunches for the program participants and



the children had to be timed to minimize trucks waiting in the hot sun. Twenty-five liter bottles of water were delivered, and wet wipes and waterless hand wash ensured hygiene.

But the visit was ultimately about making a difference at Ezweni that would last beyond the one day. KPMG Meijburg wanted to ensure that 100% of the funds donated for improvements went to the school and surrounding community for job creation, and that a minimal environmental footprint was left behind.

Approximately 20 local contractors were hired for the project; when all hands worked together the results were amazing:

- + Four Enviro Loo waterless toilets were installed
- + Two classrooms had been completed
- + 100 school desks had been assembled
- + School text books, stationary and educational and sports equipment had been supplied

The program made a significant impact on the Lillydale community and helped school leaders take one step closer to their vision of expansion to accommodate 1,000 children.

Today, thanks to Walthers DMC, KPMG Meijburg's official Corporate Social Responsibility project is the Ezweni School. And with documented success for this uniquely designed incentive program, KPMG has created a winning formula for sourcing exactly the right candidates as future company leaders while keeping focus on rewarding and retaining existing top team members for the duration of their careers. •