

**Kamageo**
AFRICAN DESTINATION MARKETING

INTERVIEW GUIDELINES & BACKGROUND

GENERIC / DECEMBER 2019

PREPARING FOR YOUR INTERVIEW

Congratulations on being asked in for interview for the role overleaf. It is usual for us to be inundated with applications, so if you have been invited for interview, do be pleased with yourself that you **stood out from the crowd**.

Please read through these first couple of pages, where we have posed a few questions. Then, if you choose to accept, you will be interviewed by a senior member (we will confirm who beforehand).

Remember, **interviews are two way**. We both have to sell ourselves to the other. Whilst we may be setting the agenda for the meeting, we have to impress you, so that you see us as your ideal employer, as well as the other way around. So we will put care and attention in to our visual presentation and will look to come across as prepared and as professional as possible.

SALARY

We include the relevant salary band in our recruitment marketing. If the salary doesn't match your expectations or requirements, it may be that you decline the interview. Alternatively, you can contact us to discuss this ahead of time.

LOCATION / GETTING TO WORK

Our main office is based about 10 miles south of Nottingham, on the main A606 towards Melton Mowbray. Check to see how far it is from your home address to our offices (LE14 3HB). We can recommend the route planner on www.theaa.com but there are plenty of options online. This will tell you the distance and likely journey time.

Note that public transport to Nether Broughton is not in-keeping with our office hours, so you need to drive yourself or join in with a car-share from an existing member of staff. Does this work for you? If not, we b'd suggest you decline the interview.

OFFICE HOURS

Office hours from 09h30 – 17h30 Monday to Thursday and 09h30 – 16h30 on Fridays. (Yes, really!) These shorter than average hours are to compensate for the fact that every now and then we will need you to work beyond these, in the run up to major events etc.

We also offer flexi-time. We're not really seeking clock-watchers – we want hungry, committed staff who want to develop their careers. Is this acceptable to you?

PREPARING FOR YOUR INTERVIEW

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We'd recommend you spend at least a few minutes getting to know more about Kamageo, and make sure you also have a note of the questions you need answers to.

Our interviews are less formal than some and we'll be asking you about 'you the person', not just referring to your CV's education and career history. We're always keen to hear about the projects where you feel you achieved most, which may not be work-related. Please do bring 2 copies of your up to date CV with you, too.

If you remember something important after your interview, feel free to contact your interviewer direct.

FEEDBACK

Bearing in mind that whilst our recruitment is highly important, sometimes other business matters take a priority. But regardless, we guarantee to do our very best to advise every interviewee of our decision within the timeframe agreed at the time. We are also happy to provide personal verbal feedback if requested.

ATTENDING

If you do agree to an interview, please do your very best to attend. But if you then can't make it, for whatever reason, do call us and let us know.

HOW TO FIND US

Our Head Office address is :

Manor Farm, Nether Broughton, Leicestershire, LE14 3HB / 01664 823750



SATNAV isn't always reliable to find us, so just in case...

FROM NOTTINGHAM OR M1 SOUTH

Follow the A606 towards Melton Mowbray. Once through Upper Broughton, you will go up a steep hill into Nether Broughton. Pass the Anchor Pub and round the sweeping left hand bend. There's a white van showroom on your right hand side. Pass the Dairy Lane sign on your left. 50 metres further on turn left into Manor Farm. We're in the far courtyard. Enter via the glass doors.

FROM LEICESTER OR M1 NORTH

The simplest route is to stay on the A46 north until you get to the Nottm/Melton slip road. Here take the fourth exit towards Melton on the A606. Then follow directions as above.

FROM MELTON MOWBRAY OR A1

Leave Melton on the A606 heading towards Nottingham. Approximately 5 miles out of Melton, you will take a steep and windy hill downwards, then there's a long straight. Towards the end of the straight, there's an artificial bison farm-sign on your left (yes, really). There's a sweeping left-hand bend and then just 50 metres further on turn right into Manor Farm. We're in the far courtyard. Enter via the glass doors.

PROBLEMS?

Simply call 01664 823750 and we will guide you in. Don't worry, plenty of people struggle to find us the first time.

ROOTS & HORIZONS – A COMPANY HISTORY

Mandy and I first visited Africa back in 1995, travelling with Somak Holidays along Tanzania's northern circuit (Manyara, Ngorongoro and Serengeti) before spending a week on Kenya's Diani Beach.

Initially not that excited at the prospect of the trip, I was an instant Africa convert at the sight of my first lion. Mandy had long had a real passion for animals, gained from having an older brother, who was a huge wildlife enthusiast. So the trip resulted in us committing to visit Africa every year, which has happened, right up to this day.

Kenya was soon followed by trips to the likes of Zimbabwe, Botswana, South Africa and Namibia, but in 2005, everything was to change. Holidaying in Zambia, we met lodge owner, Anke Cowan and then Sandie Robinson. Anke had suggested that I should try to combine all my passions – marketing, Africa, wildlife and photography. But how might that come about? And then days later, I met Sandie Robinson, who declared over dinner, "I've bought Pioneer Lodge and don't really know how on earth to market it".

So, leaving a reasonably highly paid job in the advertising industry, I created Kamili (Safaris) with the idea of providing a range of marketing services to various segments across the safari industry. Within months that had narrowed to representation – the most sought after service by those in Africa wanting to increase business from the UK.

First, we needed a name. Ideally, an African name with a bit of meaning, but nothing too obvious. I sat with a Swahili phrasebook in search of a meaningful as well as nice sounding word. Stumbling upon the Swahili for "perfect", my work was done. And Kamili was born.

From day one, I was committed to building a brand, not an agency with clients. Instead, I wanted to have recognised and accepted values, consistent not only in our marketing, but in each of our partners too.

But why a brand? Well, if the likes of Wilderness Safaris or African Bush Camps opened a new property tomorrow, the trade would have a pretty good idea what it'd be like in terms of standards, size and look. Importantly, they'd probably book their clients in there, knowing what they'd get, without the need to necessarily visit themselves beforehand. So why couldn't Kamili do the same for smaller, independent lodges who were too busy delivering the client experience, to be doing their own marketing as well?

Initially, Kamili's portfolio had a distinctly three-star feel to it, but as the years have gone by, we've moved distinctly upmarket, but without betraying our roots. Value for money remains at the core of what we're all about.

We worked hard, invested more than any other agency on creative marketing and we were passionate about what we did. Kamili quickly built a great reputation across the industry, especially with our 3-4* properties proving so useful during the recession. Within a few years, the portfolio of lodges, camps and DMCs had expanded fast – at one point reaching over 50 'products' around 14 different Africa countries!

By 2013, it was time to leave the nest. Kamili moved into its first proper offices, finally leaving the spare bedroom behind. The first two staff were quick to follow – Adele and Sophie. The latter was to create her own romantic safari tale. Taken by the company on her first ever Africa trip, she fell in love with the now owner of Pioneer Lodge (yes, the same lodge), an Englishman by the name of Paul Barnes. They now live in Lusaka and have a lovely son, Archie. We'd have preferred they called him Kamili, but you can't have everything.

In Spring 2013, we also launched our second brand, Kameric. For the next five years this more focused service would provide lodge group owners (including Ker & Downey Botswana and African Bushcamps), with their UK representation, but in 2018, the brand was mothballed (for now, at least). Later in 2013, after lengthy discussions with the MD of GeoGroup- another Nottinghamshire-based Africa specialist tourism marketing company, a joint venture was decided upon.

Taking the Kam of Kamili, and the Geo of GeoGroup, we created Kamageo – initially pronounced Kam-a-jee-oh (something reminiscent of an Italian motorcycle brand, I was once told). In time, this was changed to Kam-a-gay-o, by Africans who stated this sounded far more appropriate to their languages. As Mae West once said, "I don't care what you call me, as long as you call me". Who are we to argue?

Having marketed DMCs in countries which were sometimes not on the tour operators product list, that sometimes required a country sell long before anything else. So we'd already honed a skill for destination marketing, to the trade at least.

GeoGroup had been working with Malawi and Eswatini (formerly known as Swaziland) for many years, so comparing and contrasting our skill-bases, it was agreed that we'd pursue other African destinations together. Our first country brief was for press advertising from Botswana, but the first major breakthrough occurred in 2014. Following an exhausting tendering process, Rwanda Development Board (RDB) hired Kamageo to market their destination across North America, UK & Ireland, Russia and Germany.

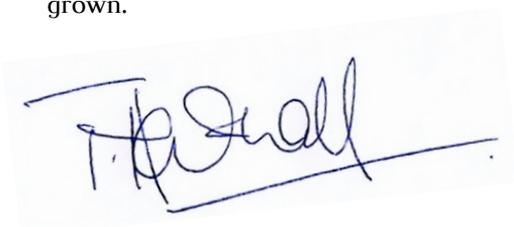
The least said about Rwanda's payments, the better. But during the time, every target set by RDB was smashed by Kamageo. We learnt so much about dealing with an African government, as well as the best methods for engaging with the trade, the media and consumers. Sadly, RDB ran out of funding and so Kamageo was able to concentrate on long term target, Uganda Tourism Board. In 2016, UTB appointed Kamageo for UK & Ireland. Again, every target set has been exceeded.

In 2017, Kamageo came of age. Having cut our teeth on Rwanda and proved our worth again on Uganda, Kamageo looked to take on one of the premier destinations (measured by the number of tour operators offering the country, not the experiences offered by the country). The launch of Zambia Marketing Group achieved that. This private sector marketing group (PSMG) is a joint effort between property owners in Zambia working together to actively promote their destination to the trade and to travellers. By sweeping aside the red tape, politics and budget restraints that often hamper the best efforts of national tourist boards, the PSMG effectively and efficiently targets the right audiences and follows through on agreed marketing initiatives.

ZMG proved a huge success - with highlights including a social-media friendly 3-D Victoria Falls and a live broadcast by ITV's 'Good Morning Britain' from Zambia. So much so, we replicated the ZMG approach in Tanzania with the launch of TANTOO (Tanzania Tourism Organisation).

At WTM London in early November 2018, we were responsible for the successful launch of Sierra Leone, which has seen us gain an on-going contract with the sierraously surprising destination! Then, in Spring 2019 we were tasked with increasing tourism to The Gambia. So we've have recently added four countries and completed a major project in another destination. Senegal (a third destination in West Africa) and the island of Mauritius have become clients, and we have recently completed a tourism development project in Ethiopia.

In the years since we started trading, we've expanded from that 'one-man-band', and now employ more than a dozen staff. We produce our own 90-page quarterly magazine; run industry-leading UK roadshows; media shows and tourism marketing workshops, whilst regularly deliver ££££ millions worth of editorial coverage. You could say that we punch above our weight and our work is award-winning at the very least...and our reputation has grown and grown.

A handwritten signature in blue ink, appearing to read "Tim Henshall", is written over a light blue rectangular background.

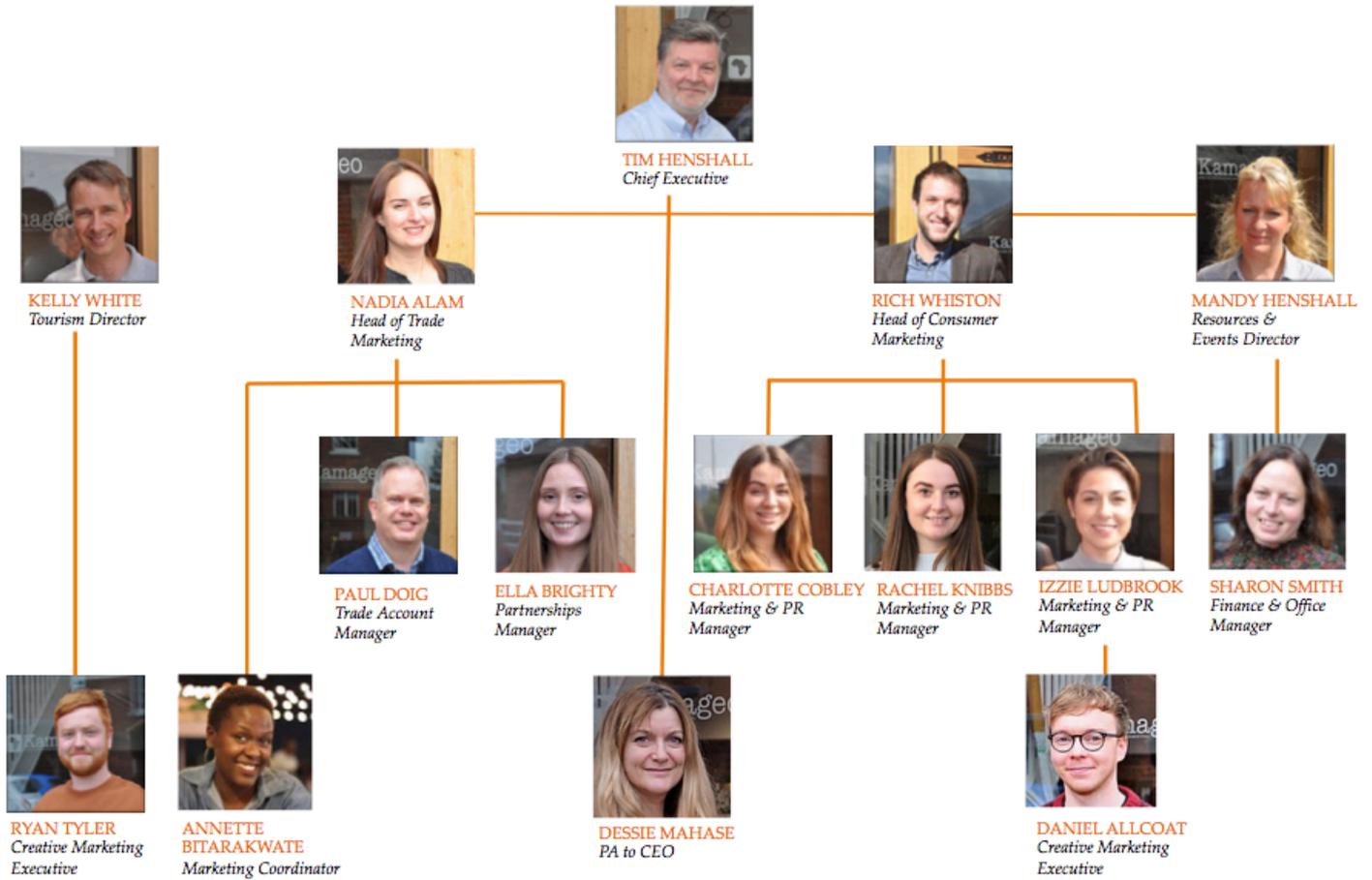
Tim Henshall

Chief Executive.

3rd October 2019

Kamili Safaris Limited (Company Number 05808678). Trading names : Kamili | Kamageo
Registered Office : Main Barn, Manor Farm, Nether Broughton, Leicestershire LE14 3HB

THE TEAM / DECEMBER 2019



DIRECTOR PROFILE

Tim Henshall

Tim describes himself as a serial safari-er having first visited Africa over 20 years ago and has returned 60+ times since. Tim (along with wife, Mandy) has visited 96 countries around the globe, often in search of wildlife - from anacondas in Venezuela to tigers in India. So far he has visited 20 different African countries and whilst he takes a reasonable picture, he'd never claimed to be a *proper* photographer.

Tim is a lifelong marketer, with over 30 years experience. He has held senior marketing roles at a number of international brands in various categories (including Childrens World, Olympus Sport, Lee Jeans and Wrangler), as well as leading roles within marketing and advertising agencies (JWT LansdownEuro, Kilmartin Baker and Sellers & Rogers). He has been fortunate enough to win industry awards for creativity, marketing strategy and effectiveness from D&AD, Cannes Lions, Creative Circle, Cream Awards, Roses Awards, British Television Advertising Awards and the CIM.

Born in 1965, Tim is originally from Stoke-on-Trent, grew up in Cheshire and has been in Nottingham since 1990. From 2010-2015, Tim was a Board Director of Atta (Africa Travel & Tourism Association) and has also served as a Chairman at the CIM (Chartered Institute of Marketing). He's been running Kamili and Kamageo since 2006, increasing tourism to Africa along the way.

Tim's title - Chief Executive (rather than Managing Director), reflects his changing role in the company and responds to the politics of working with African governments.



<https://www.linkedin.com/in/tim-henshall-1622504/>

DIRECTOR PROFILE

Mandy Henshall

With over 25 years marketing experience, Mandy has previously worked in a variety of marketing roles within retail, fashion and wildlife conservation. Mandy's creative marketing mind has contributed to numerous successful campaigns and her passion for conservation has made a huge impact on our approach to our partners / clients.

Mandy has been responsible for the organising numerous industry events involving up to 200 delegates at a time. So her organisational skills are invaluable.

Her enthusiasm for travel and wildlife has seen her visit numerous African countries, with her struggling to name a favourite, as each has provided her with such fond memories.

Mandy splits her time 60:40 between Kamageo and her second job, where she is the Senior Communications Officer for the National Biodiversity Network. Essentially, this organisation collects, collates and shares data regarding all of the UK's wildlife.

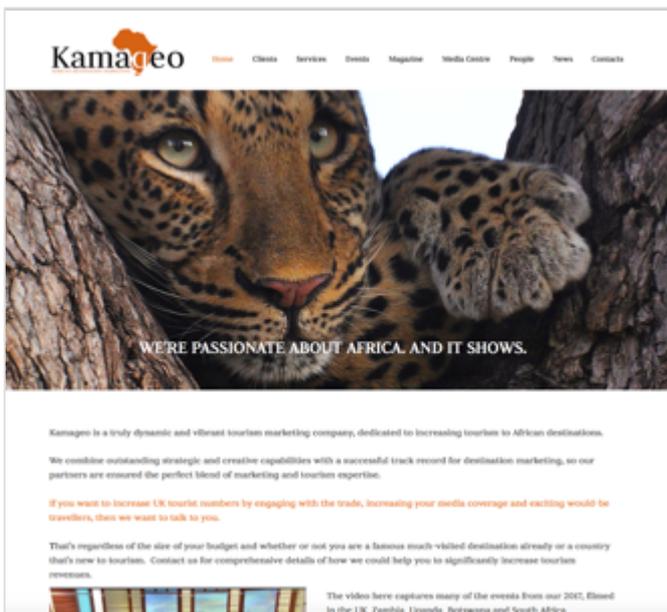
Mandy won't reveal her age but admits to being just a few years younger than Tim, who she married in 1990! That's almost 30 years now. She was born in Nantwich in Cheshire, where most of her family still live.



<https://www.linkedin.com/in/mandy-henshall-072b278/>

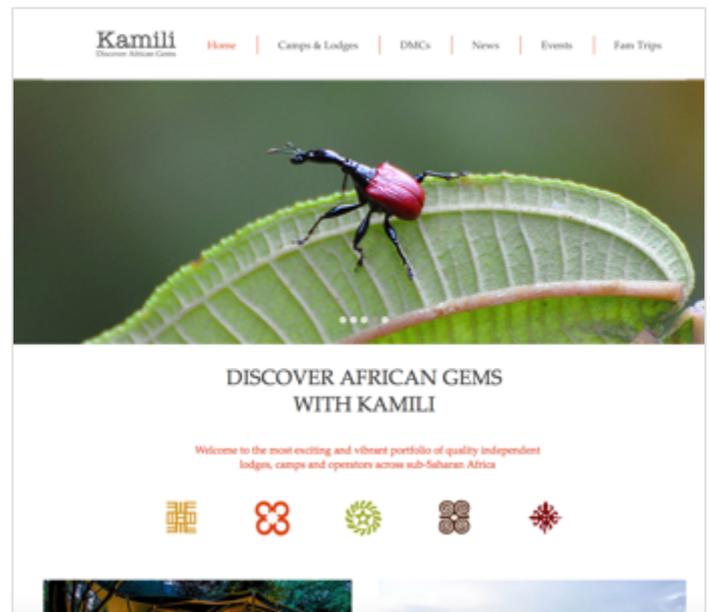
COMPANY CLIENTS

Do take the opportunity to learn more about our ethos and clients, too. Our websites make for a good start point.



KAMAGEO CLIENTS

Uganda Tourism Board
 Mauritius Tourism Promotion Authority
 Zambia Tourism Agency
 Zambia Marketing Group (ZMG)
 Malawi Tourism Marketing Consortium
 Sierra Leone Tourism Board
 The Gambia Tourist Board
 Senegal Tourism Board
 Zimbabwe Tourism Board (*projects*)
 ...and more to come.



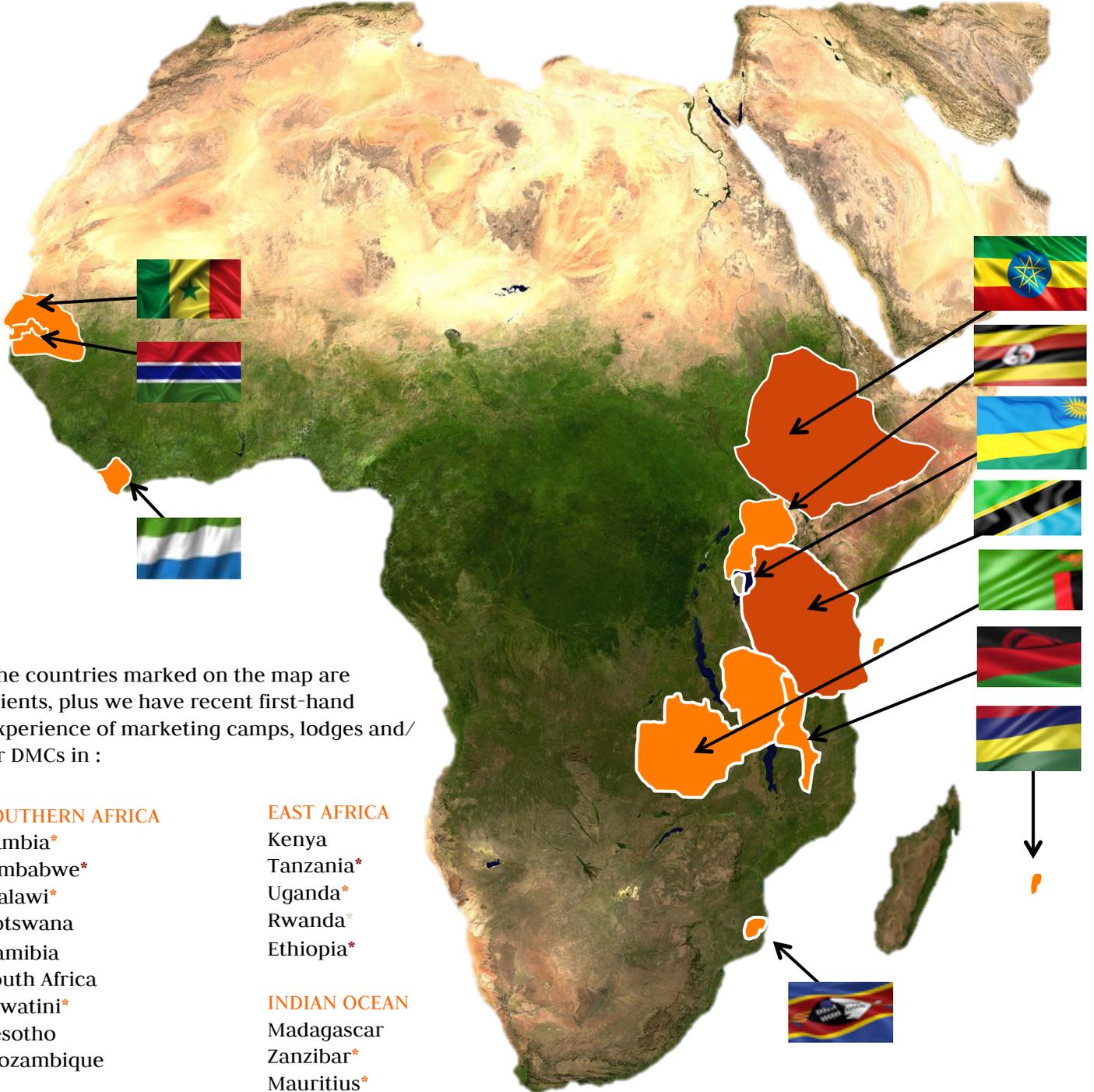
KAMILI CLIENTS

Mbali Mbali Lodges (Tanzania)
 The Zanzibar Collection (Zanzibar)
 Muchenje Safari Lodge (Botswana)
 Tongole Wilderness Lodge (Malawi)
 Kafunta Safaris (Zambia)
 Waterberry Zambezi Lodge (Zambia)
 Dinknesh Tours (Ethiopia)
 Takims Holidays (Tanzania)

COMPANY CLIENTS

We are focused exclusively on Africa – East, West, Central and Southern Africa.

Over the past decade we have promoted holidays in all of the following countries :



The countries marked on the map are clients, plus we have recent first-hand experience of marketing camps, lodges and/or DMCs in :

SOUTHERN AFRICA

- Zambia*
- Zimbabwe*
- Malawi*
- Botswana
- Namibia
- South Africa
- Eswatini*
- Lesotho
- Mozambique

EAST AFRICA

- Kenya
- Tanzania*
- Uganda*
- Rwanda*
- Ethiopia*

INDIAN OCEAN

- Madagascar
- Zanzibar*
- Mauritius*

CENTRAL AFRICA

- Congo-Brazzaville
- Central African Republic

WEST AFRICA

- Sierra Leone*
- The Gambia*
- Senegal*

Current client | Project client | Past client



THE KIND OF WORK WE DO

INSPIRE AND COORDINATE MEDIA TRIPS

Aided by our own media events and regular press releases, we've arranged 35+ media trips to Africa in the last 12 months, resulting in high quality media coverage. At our recent Zambia event (shown here) every journalist confirmed plans to visit within the next 9 months! And 50% of the journalists shortlisted in the recent Atta Media Awards had travelled to Africa thanks to Kamageo.



MAKE A BIGGER SPLASH AT CONSUMER TRAVEL SHOWS

We exhibit at most of the UK's top consumer travel shows which between them attract 100,000+ visitors. In London, Harrogate and Dublin, we've ensured our countries attract maximum attention, by adding in creative 'theatre' and stunts, not just boring informative stands. The Vic Falls graphic here was liked by over 250,000 on Facebook. Manned by our own enthusiastic and knowledgeable team, we've helped inspire countless travellers to visit our destinations.



PRODUCE DESTINATION BROCHURES, SELLING TOOLS & GUIDE BOOKS

We've a proven track record for producing high-impact, low-cost destination brochures, giving tourists (and the trade) quick and easy references to all that's good about a country. Devoid of advertising, these brochures are designed to inspire and motivate. We also work closely with Bradt Guides to produce limited editions of their excellent and comprehensive guide books.



RECRUIT TOUR OPERATORS

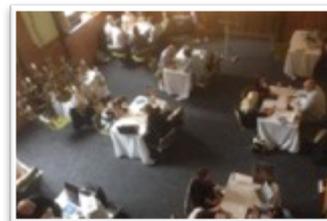
Each year, our trade marketing team meets with over 100 different UK-based Africa tour operators to improve their product knowledge and encourage the increased use of destinations. For example an extra 33 tour operators now include Uganda in their offering versus 2016.



THE KIND OF WORK WE DO

ORGANISE SUCCESSFUL TRADE ROADSHOWS & EVENTS

For many years, we've organised hugely successful roadshows across the UK for lodges, camps and safari operators with each exhibitor benefitting from 40 appointments with key buyers per show. In March 2018 (to tie-in with ITB) we ran separate sessions within a larger event for Zambia, Uganda and Tanzania. This was really well attended by 44 different UK tour operations.



GENERATE MILLIONS OF \$\$\$ WORTH OF FREE MEDIA COVERAGE

Our PR efforts have achieved a staggering £4,000,000 worth of coverage in the UK in the last 12 months alone, including TV exposure, media stunts, press coverage in over 40 different key publications and countless online features. We achieved \$1.3m media coverage in just one week for Uganda and had over 1 million views on YouTube.



CREATE INNOVATIVE AND IMPACTFUL EVENTS

We don't just rely on major shows like WTM or Destinations, we are experts at creating our own impactful events or maximising the sponsorship of relevant activities. The image here shows 'The Uganda Wall' – an innovative way of entertaining and educating all of the attendees at a major trade function with Africa Travel & Tourism Association (ATTA).



GRAB HEADLINES IN OUR OWN MAGAZINE

Kamageo produces SAFARI - the only magazine exclusively for UK-based Africa tour operators. Each quarter, our 72-page magazine is published, brimming with news, ideas, opinions and information, that's relevant to buyers. Inclusion in this magazine is exclusively for our partners.

