

As part of my application as Business and Operations Manager, I was given a series of tasks to complete. One of these was the research into a Facebook Messenger Bot as a Communication Channel. I completed the research and wrote a plan as to how and why this should be implemented as well as giving suggestions on how this could be built, using which platform and how the messages should start.

From: Donna Mc Callum
Sent: Wednesday, 23 May 2018 10:32 AM
To: Fairy
Cc: Fairy Godmother
Subject: Re: Task 1: Facebook Messenger as a Communication Channel: Complete

Hi Pleia

Awesome! Awesome! Awesome!

You have done a GREAT job on this first task.... thank you.

Your document is clear and succinct and having the screenshot examples there for us to see are fantastic - thank you.

Yes, you are right, there needs to be a CLEAR Communication Strategy FIRST before we implement this.
 But it is good to know we can implement it quite quickly once we want to.

Henriette - please take a read through this doccie just for your interest and information - not urgent, but sometime this week.

Thank you Pleia - you've done really well on this task!

Love, wishes and magic
 Donna
 P.S. Serendipity!

On Wed, May 23, 2018 at 10:27 AM, Fairy wrote:

Hi Donna,

We had a discussion yesterday about using FB Messenger aka Chatbots.

I have created a document in Google Drive under "Operations Manual for FGM" [Facebook Messenger Marketing May 2018 PA](#)

In the menu click on "Next Steps" and this will take you to the proposed steps to start this project.

Yours in Magic

Pleia

I started advising my presenters and suppliers that I would be leaving SAAA

From: Elaine Viljoen
Sent: Wednesday, 16 May 2018 13:28
To: pleia@accountingacademy.co.za
Subject: RE: Practice Management Update Presentation

Hi Pleia

Noted.

It has always been nice working with you and hope that we can do this again sometime in the future. Will you be moving to another department or leaving the employ of SAAA?

Kind regards

Elaine Viljoen CA(SA) Hons BCompt CTA BCom (With Distinction) Adv Diploma Banking
 Executive Director

I was tasked with calling all my past presenters and asking them for feedback.

From: nicolaas van wyk
Sent: Monday, 08 January 2018 1:21 PM
To: Pleiades Alberts <pleia@accountingacademy.co.za>
Cc: Stiaan Klue
Subject: Fwd: Assistance required: Presenter feedback

Hi Pleia

Thanks for the call and explanation re the feedback you got from presenters in the emails below.

I like the fact that you had a long discussion with Hentie, Louis and Caryn. It shows that you enjoy what you are doing and are committed to the success of SAAA in 2018!

I assisted with putting together an advertisement and deal with SAIBA to run a Cyber Monday deal with SAAA. For every new membership SAIBA signed up, they would get a free annual CPD package and SAAA would get a portion of the offer. The accountant was asked to pay half the costs of the designing of the advertisement but had not been advised of the deal.

From: Michelle Erasmus |
Sent: Tuesday, 28 November 2017 1:59 PM
To: 'Pleiades Alberts' <pleia@accountingacademy.co.za>
Subject: Cyber Monday

Hi Pleia

Thank you so much for that, I do appreciate you giving me full detail for what I asked for. You are a star 😊

Kind regards

 Michelle Erasmus
 Finance Team Leader

I was experiencing some resistance from the new marketing manager with regards to a proposed roadshow webinar. I sent everyone an update on what we were doing from SAAA side, why, when, the reasoning behind a webinar recording as well as how we would all benefit from this and how we could use this as future digital and marketing collateral

From: Nicolaas van Wyk [mailto:nicolaas.vanwyk@ecampus.utwente.nl]
Sent: Wednesday, 08 November 2017 8:52 PM
To: Pleiades Alberts <pleiades.alberts@utwente.nl>; Yvonne Nell
Subject: Re: roadshow webinar

Thanks Pleia for looking out for me!

N

A colleague that, at the time, I didn't have too much contact with as she worked for a sister company, had a close family member pass away. Out of a staff compliment of almost 15 people, only 4 people offered emotional support and work assistance to her.

From: Harnnet [mailto:harnnet@harnet.co.za]
Sent: Tuesday, 03 October 2017 10:23 AM
To: 'Marius Van Heerden' <m.vanheerden@harnet.co.za>; 'Pleiades Alberts' <p.alberts@harnet.co.za>; 'Bongiwe Hadebe' <b.hadebe@harnet.co.za>; 'Harnnet Mgiba' <harnnet@harnet.co.za>; 'Wes' <wes@harnet.co.za>;
Cc: Nicolaas van Wyk <n.vanwyk@harnet.co.za>; 'Stiaan Klue' <s.klue@harnet.co.za>;
Subject: Appreciation letter

Good morning All,

I trust that you are well.

I would like to thank each and every one of you for thinking and praying for my family during our time of grief. Thank you also to those who assisted me in my duties during my absence, I really appreciate it a lot.

May the good Lord bless you all.

Kind regards,

I had a Business Rescue seminar that was planned to take place at various venues around the country. At the same time the usual venues we used were taken off my list of venues to use and were replaced with 'free' Sanlam venues. The idea was to also cancel the Johannesburg and Pretoria venues and combine them into one venue in Midrand. This decision was taken one week before the Johannesburg venue was to take place. I wrote a motivation as to why this should not happen and why the separate venues should continue as planned and booked to attend by delegates. I received the email below from Stiaan Klue, founder of SAIT and co-founder of SA Accounting Academy.

From: Stiaan Klue [mailto:stiaan.klue@pleiades.co.za]
Sent: Saturday, 23 September 2017 13:27
To: Pleiades Alberts <pleia@accountingacademy.co.za>
Subject: Fwd: Business Rescue: Cancellation (BENODIG TERUGVOER LEES ASB)

Hi Pleia

I must compliment you for the well articulated mail below. This the best I've ever seen in a change management process. Impressed!!

We were preparing for CPD 2018 planning. Our CEO, Nicolaas, was asking pertinent questions based on a meeting we had had the previous day. He asked me for my insights based on the previous responses in the email. I immediately called a meeting with the sales and finance team leaders and asked for their input based. I compiled our responses, gave credit to my two colleagues for their input and forwarded them to the rest of the team. Marius, our COO, complimented the 3 of us.

From: Marius Van Heerden
Sent: Monday, 11 September 2017 1:51 PM
To: 'Pleiades Alberts' <pleia@accountingacademy.co.za>
Subject: RE: 2018 Plan

The 3 of you make me very proud. This is a VERY good response.

When I am back on Wednesday we can chat about this and put this to bed slowly but forever 😊

From: Nicolaas van Wyk |
Sent: Thursday, 07 September 2017 8:24 AM
To: Marius Van Heerden
Cc: Pleiades Alberts
Subject: Re: 2018 Plan

Tiaan Theunissen

Stiaan Klue

Pleia need your insights please, you have a sharp eye.

Further issues to consider:

1. Do we currently have members abusing our system ?
2. Do we currently have people signing up for only one month, watching, attending or downloading all material and then not paying/cancelling?
3. What is the percentage split between DO, CC, EFT, Annual?
4. Do we monitor how active people are on their profiles?
5. How much CPD do we provide for a first time subscriber in his first month?

I was asked by the presenter for my November 2017 seminar if she could present the seminar as a full-day seminar, not a half-day seminar. We do not run full-day seminars so I looked at the reasons, asked our venue planner for venue hire vs. DCP figures, worked with her to understand the numbers (as I don't organise venues), did cost calculations, and gave Marius, COO, all the figures, event details, previous delegates to a similar event and asked for permission to run a first time full-day seminar. The budget was approved, however, the full-day seminar did not go ahead but this was due to a change in presenters.

From: Marius Van Heerden
Sent: Thursday, 31 August 2017 9:00 AM
To: 'Pleiades Alberts'
Subject: RE: Preparing Working Papers for Independent Review

Hi Pleia,

This is GREAT! Thank you and Well Done!

This will give great insight in preparing our Event Budgets going forward.

I will prepare a budget Template for us to determine our Break-even points and sales targets per event.

You will have it soon and after that we can make a call.

THANKS again!
Marius

My manager resigned with immediate effect and the CPD Department was left without guidance or structure. I took over the role in march 2016 and was officially promoted 05th May 2017. Stiaan wanted a full report and feedback on what seminars were coming up, what needed to be done and where was the department in terms of structure.

From: Stiaan Klue
Sent: Thursday, 11 May 2017 15:04
To: Pleiades Alberts <pleia@accountingacademy.co.za>
Subject: Re: Accounting Cycle : May 2017

Great stuff! Many thanks.

Appreciate your renewed energy, focus and dedication to the new role.

I was given the task of compiling a full cv / portfolio of previous conferences held by SAAA, including detailed descriptions of the conferences, target market, sponsors, partners, and speakers on Monday at 16h00. I had one working day in which to compile this full portfolio of 37 pages. I also had to get the portfolio document signed off, approved, sent to the printer for quoting and invoicing, get the invoice loaded and paid on short notice, and have the printed portfolio by 10h00 Thursday for a meeting.

On 4 Apr 2017, at 17:58, Nicolaas van Wyk <@saiba.org.za> wrote:

Hi Pleia

Given the time constraints for compiling the document - the result is impressive.

Thank you.

Nicolaas

Helping out in the debtor's department, I was calling CPD subscribers to upload/update their banking details. I assisted a client who had an unpaid invoice that had been paid but payment had not been allocated (dating back to November 2016). This unsuspended her account, retained her as a client, and she went on to convert from a monthly subscription to an annual invoice which she paid on same day of receiving.

From: Jenny [<mailto:Jenny>]
Sent: 02 February 2017 11:17 AM
To: Pleiades Alberts <pleia@accountingacademy.co.za>
Subject: RE: Unresolved payment not allocated - resolved

Hi Pleia,

As per our telephone conversation thank you very much for resolving this issue.

Can you please change the package registered to Accounting Officer and then send me the invoice for the once of payment.

Thanks
 Jenny

Lana Hanner (Professor at University of Fort Hare) was one of my speakers at the 46 IAFEI World Congress and spoke on the “Public administration management – the role of the public sector CFO” panel.

From: Hanner, Lana [mailto:lanahanner@fort-hare.ac.za]
Sent: 12 December 2016 11:32 AM
To: pleia@accountingacademy.co.za
Subject: RE: CFO World Congress - Thank you

Hi Pleia

It was a pleasure to spend some time with you all! What a well-run conference.

I would be very happy to be involved in CFO Talks in the future should you ever need someone.

Kind regards

Michael Avery (Classic FM Anchor) was one of my speakers at the 46 IAFEI World Congress and spoke on the “Africa: The state of the continent and who is winning the African race” panel.

From: Michael Avery [mailto:mavery@classicfm.co.za]
Sent: 21 November 2016 07:28 PM
To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Cc: Fikile Simelane <prac01w@saiba.org.za>
Subject: RE: CFO World Congress - Michael Avery [Scanned]

Hi Pleia,

I gathered as much and just wanted to send a friendly reminder ☺

Thanks again for your wonderful organisational skills and hospitality.

Warm regards

Michael Avery
 Anchor
 Classic Business

Manenzhe (CFO Parliament) presented the Keynote Address on Day 1 and was also one of my speakers at the 46 IAFEI World Congress and spoke on the “Managing market risk: how can CFOs best manage the current market and currency volatility?” panel.

From: Manenzhe Manenzhe [mailto:manenzhe@parliament.gov.za]
Sent: 15 November 2016 11:37 AM
To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Subject: RE: 46 IAFEI / CFO World Congress: Managing market risk: how can CFOs best manage the current market and currency volatility?

Only a pleasure Pleia and thanks to you and team

Regards

Manenzhe Manenzhe
Chief Financial Officer

Anchor
 Classic Business

Daniel Silke (Political Economy Analyst, Futurist and Author) presented the opening Keynote Presentation "Global reality: The state of the world 2016" at the 46 IAFEI World Congress.



Professor Dovhani Thakhathi (Executive Dean at University of Fort Hare) (President Southern African Institute of Business Accountants (SAIBA) presented the opening Chair address, stepped in as MC for the gala dinner 5 hours before the event, spoke on the “The challenges and opportunities for medium-sized businesses in Africa” panel, and closed the 46 IAFEI World Congress.

-----Original Message-----

From: Thakhathi, Reckson [mailto:recksont@iafeiworldevents.com]
Sent: 06 November 2016 05:54 PM
To: Pleiades Alberts <pleia@iafeiworldevents.com>
Subject: Re: 46 IAFEI / CFO World Congress: Day 1 Keynote Address

You are welcome. Thanks for the good work.

Sent from my Samsung device

----- Original message -----

From: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Date: 06/11/2016 17:52 (GMT+02:00)
To: "Thakhathi, Reckson"
Subject: FW: 46 IAFEI / CFO World Congress: Day 1 Keynote Address

Dear Prof. Thakathi,

I will be sending you the speaker bios for all the sessions you will be chairing in individual emails, numbered accordingly.

Warm regards,
Pleia
082 928 9813

Dr. Mampho Modise (Chief Director Strategy and Risk Management, National Treasury) was one of my speakers at the 46 IAFEI World Congress and spoke on “The role of the rating agencies – political meddling or objective assessments?” panel as well the “International Treasury Committee: Uberisation of the Treasury Function?” panel. The email correspondence had been between myself and her Personal Assistant only, however, it was intercepted by Mampho, who replied directly to me from her personal email account.

From: Mampho Modise
Sent: 26 October 2016 07:06 PM
To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Subject: Re: Invitation to speak: 46 IAFEI World Congress being held 09-11 November 2016 in Cape Town, South Africa: Dr. Mampho Modise

Thank you

You just made my day

Regards

Mampho

On 26 Oct 2016, at 5:39 PM, Pleiades Alberts <pleia@iafeiworldcongress.co.za> wrote:

Dear Thandi,

This is fabulous, thank you. Mampho has such a beautiful smile!

I have sent her bio and pic to PR for uploading onto the website <http://iafeiworldcongress.com/speakers> and it will be uploaded within the week.

Warm regards,
Pleia

Raymond is a Director with W.Consulting, a leading Corporate Reporting Advisory, Human Resource Development and e-Solutions business with offices in South Africa, Mauritius and the United Kingdom. I met the Marketing Manager of W. Consulting at Finance Indaba, sent the invitation to speak (on the “International Financial Reporting Standards (IFRS) Accounting Principles Committee” panel), and he was so impressed with the programme that he forwarded the invite to Raymond, who was away on international business, and Raymond responded directly to me (and not via their communications department).

From: Raymond Chamboko |
Sent: 19 October 2016 08:59 PM
To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Subject: RE: Invitation to speak: 46 IAFEI World Congress being held 09-11 November 2016 in Cape Town, South Africa: Ray Chamboko

Dear Pleia

Thank you very much for the invitation to speak at the IAFEI Conference. Unfortunately, I will not be able to attend as I have previous engagements on the dates in question.

You have an impressive line-up of topics and speakers and I hope that the conference goes well.

Thank you again and I hope that may be next year, I will be available and will be on a position to attend.

Kind regards

Lebo is the PA to Dumisani Dlamini (CFO, National Arts Council and 2016 Young CFO of the Year Winner). He was one of my speakers at the 46 IAFEI World Congress and spoke on “Public administration management – the role of the public sector CFO.” The full email correspondence started with their request to speak at the congress, which I eagerly and immediately accepted. We were beyond excited to have him speak at the congress, and he was deeply humbled to have been accepted. He was also give certain VIP rights and access, which was why his PA sent “the best news of the week” email.

From: Lebo Rapuleng
 Sent: 06 October 2016 04:04 PM
 To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
 Cc: Fikile Simelane <prac01w@saiba.org.za>
 Subject: RE: Invitation to speak: 46 IAFEI World Congress being held 09-11 November 2016 in Cape Town, South Africa: Dumisani Dlamini

Hi Pleia

Thank you so much!!

These are best news of the week.



Kind regards,

Lebo Rapuleng
 PA to CFO



Armand Angeli (President of DFCG International and President IAFEI for EMEA) was a moderator on the "Business Process Outsourcing (BPO) / Captive Shared Services Centers (SSC): Analysing the reasons behind South Africa's growing importance as a BPO / SSC destination" panel at the 46 IAFEI World Congress.

From: Armand Angeli
Sent: 18 September 2016 08:43 PM
To: 'Pleiades Alberts' <pleia@iafeiworldcongress.co.za>
Subject: RE: Draft programme to update - Done ■

Great ! Thank you for your reactivity .. on Sunday !

Armand

De : Pleiades Alberts [<mailto:pleia@iafeiworldcongress.co.za>]
Envoyé : dimanche 18 septembre 2016 20:36
À : 'Armand Angeli' <armand.angeli@dfcg.co.za>
Objet : RE: Draft programme to update - Done

Dear Armand,

I have amended the programme and attached for your review. Thank you for revising this.

I have responded to Jean-Claude in a separate email.

From: Armand Angeli
Sent: 18 September 2016 07:38 PM
To: 'Pleiades Alberts' <pleia@iafeiworldcongress.co.za>
Subject: Draft programme to update

Dear Pleiades,

I would recommend you update the description of my panel, not only with the new speaker, Jean-Claude de VERA but also in the wording to include Internal Shared Services Centers (internal to companies) in addition to BPO. This would attract additional potential sponsors such as Consulting firms.

I am proposing updates in red below.

Please update the draft programme and send it to me so I am help with finding speakers / sponsors.

Thank you !

Best regards

Armand

Cara-Ann was the Marketing Manager of SAIBA until 15 December 2016 and we worked together closely, albeit remotely, on the 46 IAFEI World Congress. I implemented a short Twitter campaign with very little budget to grow our Twitter followers as the page was new. She included Nicolaas van Wyk, CEO, SAIBA (South African Institute of Business Accountants) bccd on the email.

From: Cara-Ann Carstens
Sent: 11 August 2016 08:46 AM
To: Pleiades Alberts <pleia@iafeiworldcongress.co.za>
Subject: FW: Part Time CFO Inc. (@DennisMee) is now following you on Twitter!

Hi Pleia,

I just want to say WELL DONE! Getting mails in heaps on relevant people following CFOTalks on Twitter.

Kind Regards

Cara-Ann Potgieter
Marketing Manager

