

## Marketing

The following publications were produced during this financial year:

- The 2015/2016 Annual Report published in March at the annual general meeting.
- A comprehensive Facilities Management brochure that explains the role JPC plays in this industry.
- A Property Development brochure that displays all JPC's developments since its inception and the value of the investments derived for the City.
- A double-page feature of the Council Chamber in the SAPOA Awards coffee table book.



*Totem Ceremony, Council Chamber*

## Participation in External Thought Leadership Events

The Marketing and Communication Department's goals are to build and maintain sustainable relations with JPC stakeholders and the property industry at large, and to promote Johannesburg as a sought-after investment destination. Lastly, it aims to position the JPC locally and globally as a leader in public sector property and facilities management services.

The criteria for participation in any events during the year was that there had to be value beyond the function itself. The message that there is compliance with JPC's transformative agenda had to be amplified. The following events were attended by JPC:

Event	Date
Women in Property Stakeholder Event	August 2016
Women Property Network (WPN) Awards	August 2016
Top Women Awards – Sponsored Property Award	August 2016
SAIBPP Stakeholder Presentation – Meet the CEO	September 2016
SAIBPP Convention	November 2016
SAPOA Convention	June 2017
JCCI Breakfast – Meet the City Officials	June 2017
Outdoor Advertising By-laws Workshop	June 2017