



ALLIANCE HOSTS BROKER APPRECIATION EVENT



On Friday 12th April, Alliance hosted brokers to a garden party themed Broker Appreciation Event at the lovely Alliance Garden.

This was a moment to interact with our esteemed brokers, appreciate them for what we have been able to achieve together, and thank them for the support they have given to Alliance at different times over the past 30 years. The theme for this event was 'Building beyond!'

At this event, we had the seasoned Marketing veteran, Mrs Mamoabi Phori, who gave an inspiring talk on personal branding and marketing tactics to set each broker apart. We also had the renowned Media personality, Mr Tello Leballo (Dallas T) to discuss the possibilities

brought by digital transformation, thereby encouraging our brokers to join the digital revolution to enhance their business processes.

It was a day of beauty, good food, flowing drinks, networking, music, and laughter. The evening culminated with broker awards, honouring broker performance in 2023. Here our winning brokers received certificates, trophies, prize money and the converted trip to one of the most beautiful Island destinations in the world! Here's to doing more together in 2024!

For more information, please contact:

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