

incognitus

strategy|solutions|sustainability

Major Events Legacy

Since the first involvement of the partners within Olympic involvement in the 1996 Atlanta Games, we have developed and honed an enviable position in the global markets of being individuals that the major events society can rely on and take into their inner circle of trust as a provider of choice. Sometimes it is just the discussion and sharing of two decades of knowledge that is the most important.

When Craig Lovett, foundation partner of **Incognitus** and at the time Founder and CEO of Cleanevent developed and provided a turnkey solution offering to the Olympic Games of Sydney 2000, Athens 2004, Doha Asian Games 2006, and later Vancouver Winter Olympics 2010, the ultimate results of those events placed him in an enviable position of being seen to be part of an overall manpower solution. This is not where the real dominance lies, this is not where the real overall benefit to individuals should be assessed or applied, it is the legacy that is gained.

When **Incognitus** partner Patrick Leahy, controlled some of the greatest venues within the USA and assisted in the production of some of the most iconic tours of some of the worlds greatest performing acts, he gathered a level of knowledge unsurpassed within the industry. His willingness to share the knowledge gained is unquestionably the legacy that remains after each and every activity.

“Habit forming can be assessed as either good or bad, but in the case of the founders and partners of Incognitus, the habit of creating manpower solutions in the market place of global events is our domain”



And when **Incognitus** partner Paul Lovett, arguably the “best of breed” in regards to the deployment of manpower within Olympic Games quality events, Grand Slam tennis, International class golf tournaments or World Cup class events, displays his knowledge with a preparedness to share the legacy with our clients. That is the “money cant buy experience” that Incognitus consistently shares with its client base.

Our willingness to share that knowledge openly is what sets us apart from the rest. This is how we create knowledge depth via transfer, and in accordance with the core values of the business we want to bring the dividend of the knowledge gained in major events, right home to the local level. That being your business. We have a unique position of enjoying deployment and engagement at the highest levels around the globe; we want to share that knowledge with you and your team.

It is not just the knowledge that is transferable, there are many tangible benefits that are part of the “spin off value” including the enhanced purchasing power that is leveraged via international business platforms that can create cost savings to you the customer. Share with us your **strategy** and let us be part of your organisation. Share your problem and let us create **solutions** for you and your team.

In the end, the people factor really is the legacy whether that is:

- **Knowledge in Management:** This creating better people in our day to day business, the benefit shared by all.
- **Been there done that:** By having people in the field and stretch them beyond their “comfort zone” creating the ability to think outside the box.
- **Labour and Supervision Pools:** That are mobile and want to work within and learn more about the event scene globally, thus creating depth in deployment.

