



Zest Hospitality Case Study - African Mining Indaba 2026

The Challenge

High-Stakes Scalability.

A leading international convention venue hosted a flagship global conference, Investing in **African Mining Indaba 2026**, welcoming **over 10,500** high-profile delegates, including international investors, government leaders, and industry decision-makers.

Positioned at the intersection of business, policy, and investment, the event demanded a **refined, precision-led hospitality approach**, where every interaction reflected the calibre and expectations of a globally distinguished audience.

With the event spanning **4 consecutive days** (9 - 12 February 2026), the client faced a critical operational challenge:

- Deliver **large-scale, premium hospitality talent** across multiple service zones.
- Maintain **world-class service standards** for a high-profile global audience.
- Mobilise a **diverse talent pool of 600+ professionals** within a compressed timeframe.
- Ensure **zero disruption** across continuous, high-volume service periods.

CASE STUDY

The Requirement: Rapid, Large-Scale Talent Deployment.

The event required the recruitment, vetting, training, and deployment of:

Total Talent Deployed: 680 Professionals

Front-of-House (FOH) – 400 Talent:

- | | |
|-----------------|-----------------|
| • Waiters | • Cashiers |
| • Baristas | • Receptionists |
| • Wine Stewards | • Bartenders |

Back-of-House (BOH) – 280 Talent:

- | | |
|------------------|------------------------|
| • Chefs | • Porters |
| • Stewards | • Parking Attendants |
| • Scullery Staff | • Senior Service Staff |

All talent needed to be **fully compliant, event-ready, and aligned to premium service delivery standards** within a **sub-3-week mobilisation window**.

The Strategic Approach: Speed, Scale & Control

Zest Hospitality implemented a high-velocity talent mobilisation framework, ensuring seamless execution at scale.



1.

Leveraging Talent Pool Depth

Zest Hospitality activated its pre-vetted talent pool to accelerate delivery:

- **2,500+ hospitality professionals** within active database.
- **60%** sourced from internal talent pool, reducing lead times.
- **70%** returning talent, ensuring reliability and event-readiness.
- **600+ candidates screened and assessed within 10 working days.**

This approach provided immediate access to **experienced, service-ready talent**, ensuring quality was never compromised at scale.

2.

Talent Planning & Rapid Deployment

A structured mobilisation strategy enabled efficient delivery:

- **680 professionals deployed within <14 days.**
- Phased onboarding aligned with event build-up and peak demand periods.
- Centralised scheduling ensured **100% shift coverage across all 4 days.**

Operational delivery included:

- Multi-zone talent coordination across plenaries, VIP lounges, and hospitality areas.
- On-site management teams ensuring performance and service consistency.
- Real-time talent adjustments to match delegate flow and service demand.

3.

Risk Mitigation & Compliance

Zest Hospitality ensured full operational integrity:

- **100% Right-to-Work** verification completed pre-deployment.
- **Full food safety and hygiene compliance** for all BOH talent.
- Strict adherence to labour legislation and event protocols.

Results:

- Zero Industrial Relations incidents.
- Zero Health & Safety violations.
- Full audit readiness maintained throughout the event.



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4.

Performance Training & Experience Alignment

To meet the expectations of a global executive audience, Zest Hospitality delivered targeted training and onboarding:

- VIP guest interaction protocols.
- Premium service etiquette for high-level engagements.
- Seamless FOH/BOH collaboration for operational flow.

Focus areas:

- Consistency in service delivery.
- Professionalism in high-pressure environments.
- Elevated guest experience standards.

The Impact: Quantifiable Success

Metric	Outcome
Shift Fulfilment Rate	100% across all 4 days
Talent Deployed	680 professionals
Attendance	<1% absenteeism
Deployment Speed	Full mobilisation in <14 days
Compliance	100% verified
Operational Incidents	0 IR or H&S incidents
Service Delivery	High delegate satisfaction

Strategic Conclusion

Zest Hospitality demonstrated the ability to mobilise **high-performing hospitality talent at scale without compromising quality**, even under intense time constraints.

By combining:

- A deep, pre-qualified talent pool.
- A rapid mobilisation framework.
- Rigorous compliance and training systems.

Zest Hospitality ensured **seamless execution of a high-profile global conference**.

We didn't just deploy staff, we curated and delivered exceptional talent, enabling operational excellence and a premium guest experience at scale.



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