



**Strategic Workforce Mobilisation
Global Summit | Zest Hospitality
International Convention Centre**

The Challenge

High-Stakes Scalability.

A premier international convention centre was appointed to host a high-profile global summit.

With over **12,000 delegates and VIP sponsors in attendance**, the client faced a critical resource gap.

The Requirement:

100 elite Front-of-House (FOH) and Back-of-House (BOH) professionals, including concierge, chefs, and senior service staff to be recruited, vetted, and fully trained within a compressed **three-week (18 working day) window**.

CASE STUDY

The Strategic Approach: Speed, Depth, & Compliance.

Zest Hospitality moved beyond traditional recruitment, deploying a proprietary rapid-mobilisation framework to ensure zero operational friction.

1.

Leveraging Database Depth

Instead of starting from scratch, Zest Hospitality activated its "Elite Talent Pool."

Internal Sourcing: 52% of the 100-person cohort were sourced directly from Zest Hospitality's active internal database of **2,500+** pre-vetted hospitality professionals.

Proven Reliability: 70% of deployed staff had been previously placed by Zest Hospitality, ensuring an "event-ready" workforce with a track record of excellence.

Scale at Pace: 350 pre-qualified candidates were screened and assessed in just **10 working days**.



2.

Risk Mitigation & Compliance

For an international summit, compliance is non-negotiable. Zest Hospitality acted as a shield for the client's reputation:

Audit-Ready: 100% Right-to-Work and compliance verification completed for every staff member prior to site access.

Safety First: 100% food safety and hygiene certification for all Back-of-House (BOH) roles.

Zero-Incident Delivery: Zero IR (Industrial Relations) incidents or Health & Safety violations recorded across 500+ cumulative shifts.

3.

Client-Specific Performance Training

Zest Hospitality transitioned from a vendor to an extension of the client's brand by delivering bespoke induction modules:

VIP interaction protocols and cultural sensitivity for global dignitaries.

Seamless Front-of-House (FOH) / Back-of-House (BOH) coordination to maintain premium guest-experience standards.

The Impact: Quantifiable Success

The strategic partnership resulted in a flawless execution that protected the client's brand on the global stage.

Metric	Outcome
Shift Fill Rate	100% across all 5 days
Attendance	0% absenteeism; 0 performance removals
Operational Speed	100 staff mobilised and trained in <21 days
Commercial Value	Eliminated emergency premium-rate costs and advertising spend

Strategic Conclusion

By leveraging a deep internal talent pool and a high-velocity recruitment engine, Zest Hospitality demonstrated that speed and scale do not require a compromise on quality.

We didn't just provide staff; we secured the client's reputation, mitigated operational risk, and delivered a world-class service model under extreme time pressure.



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