

COMPANY PROFILE

The Institute of Election
Management Services in African
(IEMSA)



Company Profile



2026

"Integrity In
Elections"

IEMSA
Institute of Election
Management Services in Africa



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About Us

Established in 2018 and officially launched in 2019, the Institute of Election Management Services in Africa (IEMSA) is a one-stop shop offering election management services to Election Management Bodies (EMBs), governmental organisations, businesses and community organisations in South Africa, the African continent and elsewhere in the world.

No other election management organization in the world offers all independent, professional Election Management Services under one umbrella. Through its in-house capabilities and a partner network of experts in various fields of the election value chain, IEMSA offers strategic advice on elections by collating and analyzing all election data relevant to its clients.

IEMSA is an institute offering election management services and provides consultancy services specializing in the prevention, detection and prosecution of electoral fraud across all spheres of public and private enterprises.

As part of its commitment to deepening electoral democracy, IEMSA supports Election Management Bodies, political parties, the electorate, observer missions and any other interested party in administering and managing elections. IEMSA has a pool of electoral experience and expertise to cover all aspects in the value chain of elections. These include democracy education, party agent training, geographic information systems, electoral operations, and result systems.





WELCOME MESSAGE

Terry Tselane

Executive Chairman

It is with great enthusiasm and commitment that we embark on this journey alongside our dedicated team to shape the future of electoral processes across the continent.

Our mission is clear: to promote and enhance the integrity, transparency, and efficiency of elections in Africa. Together, we will work tirelessly to ensure that the voices of the people are not only heard but truly reflected in the democratic processes that shape our nations.

At the heart of our vision is a commitment to excellence. We strive to be at the forefront of election management services, setting the highest standards and promoting best practices that are tailored to the unique context and challenges faced by African nations. By doing so, we aim to foster public trust, strengthen democratic institutions, and ensure that the will of the people is respected and upheld.

We recognize the critical role that collaboration and partnership play in achieving our goals. We will actively seek to engage with electoral management bodies, government institutions, civil society organizations, and other stakeholders involved in the electoral process. By fostering dialogue, sharing knowledge, and learning from one another, we can collectively drive positive change and advance the cause of democratic governance.





We are committed to advancing best practices in election management, including the development of robust electoral frameworks, the implementation of innovative technologies, and the dissemination of knowledge and information related to electoral systems. By equipping electoral stakeholders with the necessary skills and knowledge, we empower them to conduct free, fair, and credible elections.



Our Vision

Our vision is to be the leading institution driving excellence in election management services across Africa, and to be at the forefront of thought-leadership and technological advancements in the the democracy space.

Our Mission

Our mission is to promote and enhance the integrity, transparency, and efficiency of electoral processes across the the world, with a focus on the African continent. We strive to ensure that every citizen's voice is heard, and their vote counts towards shaping a vibrant and democratic Africa.

Our institute is dedicated to providing comprehensive training, research, and consultancy services to electoral management bodies, government institutions, civil society organizations, and other stakeholders involved in the electoral process. Through our expertise and collaboration, we aim to strengthen the capacity and professionalism of election officials, foster public trust, and uphold democratic values.



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OUR SERVICES

Some of our offerings include the following:

- Election Management services.
- Training for electoral staff and election observers.
- Provision of quick efficient and effective ICT support in electoral processes.
- Management and Communication in Real-Time with Volunteers of Political Party Structures as well as the Public.
- Direct voter contact - calling potential voters, texting, advising voters about the voting process.
- Using GIS and analytics to manage voter participation.
- Research and development of strategies for election campaigns.
- Monitoring the effectiveness of an election campaign and recommending strategic interventions.

IEMSA is certified with The Local Government Sector Education and Training Authority (LGSETA) to provide election training.

Thought Leadership

We provide thought leadership and knowledge creation.

We have conducted webinars on the following topics:

1. Will Democracy Survive the era of Big Data and Artificial Intelligence?
2. Hacking the vote: Cyber threats to elections.
3. Psychographic profiling and elections : Ethical considerations.
4. Confronting fake news.
5. Regulation vs Self regulation of Social Media in a Democracy.
6. Does the Internet of Things advance or hinder Electoral Democracy?
7. How is Big Data and Artificial Intelligence (AI) used to advance Political Party Campaigns?
8. Is Big Data and Artificial Intelligence subverting free will?
9. Is Voter Registration still necessary in an era of Big Data and Artificial Intelligence?
10. Can electronic voting minimise incidents of Voter fraud?





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OUR Clients

Some of our previous clients include the following (alphabetic order):

- Action SA
- African National Congress (ANC)
Free State Provincial Congress;
Joburg and Sedibeng Regional Congresses
- ANC Veteran's League
- ANC Women's League Gauteng Province (ANCWL)
- Black Lawyers Association (BLA)
- Economic Freedom Fighters (EFF)
- Economic Freedom Fighters Student Command (EFFSC)
- Gauteng CET College
- Inkatha Freedom Party (IFP)
- Northern Cape Department of Co-operative Governance, Human Settlements and Traditional Affairs
- National Union of Mineworkers Regional Congresses (NUM)
- Pan African Congress (PAC)
- South African Council of Churches (SACC)
- South African Football Association (SAFA)
- South African Music Industry Company (SAMIC)
- University of Venda
- And many other organisations

IEMSA boasts an illustrious list of previous clients. Even more importantly, these clients continue to return to use our services, demonstrating their satisfaction in our processes.

IEMSA's executive management includes industry professionals, who possess over 100 years' experience between them, in the areas of Election management, Internal and External Audit, Governance, Compliance, Risk Management, Corporate Training, Management Consulting, Legal Services Forensic Investigations and Conflict resolution.



HOW WE WORK

IEMSA has developed an integrity wheel which guides our electoral processes. The Integrity wheel is a comprehensive framework measuring factors that determine the integrity of elections.

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The IEMSA Integrity Wheel is the intellectual property of the Institute of Election Management Services in Africa (IEMSA) and may not be copied, redistributed or used for any purpose unless with the express written consent of IEMSA. Any unauthorised replication, will result in legal action.



CONTACT INFORMATION



Connect With Us!



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