

WARIDI EVENTS LIMITED
CONFERENCE PROPOSAL
2022

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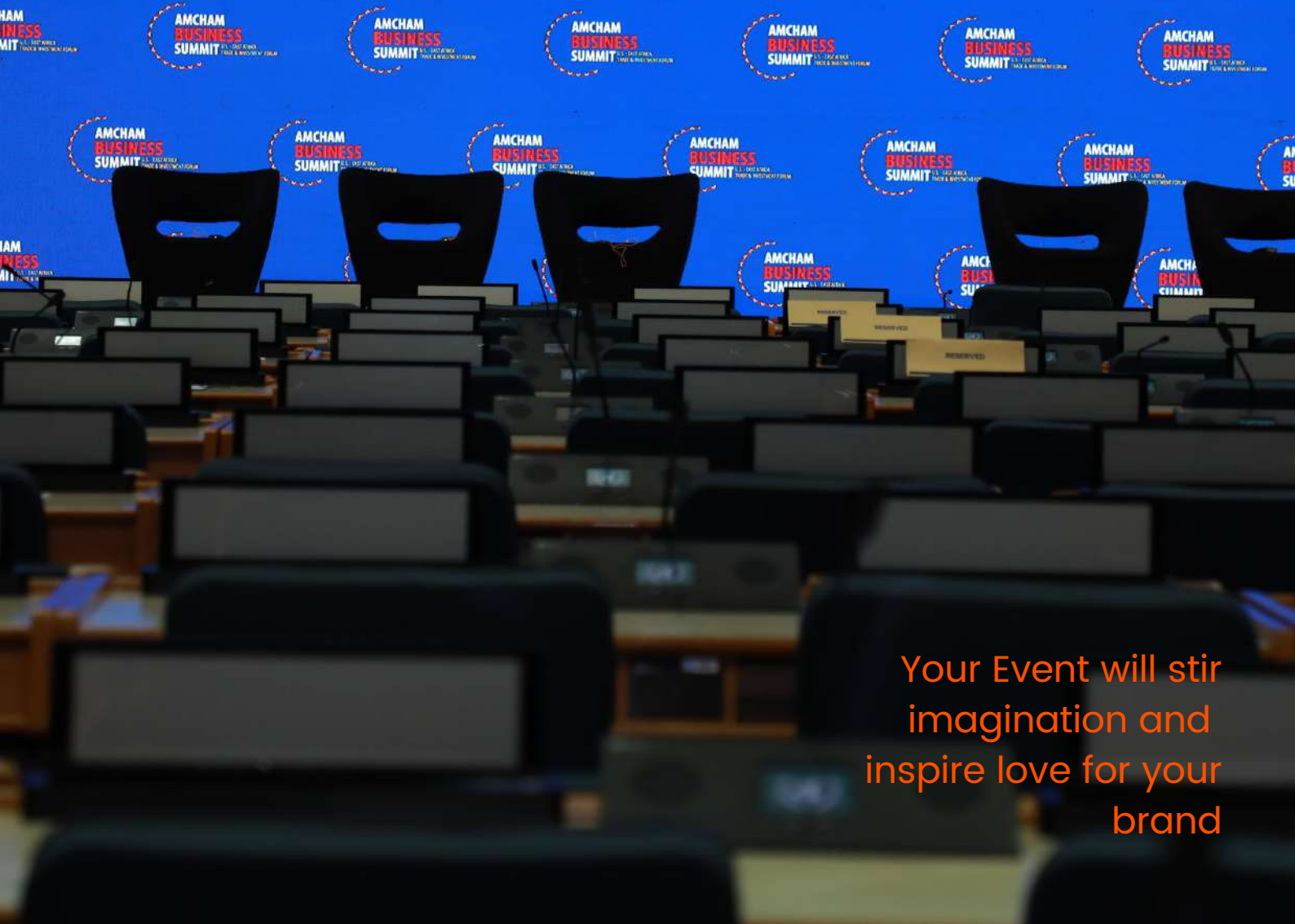
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TRADE & INVESTMENT FORUM

AMCHAM BUSINESS SUMMIT

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Your Event will stir
imagination and
inspire love for your
brand

We, Waridi Events Limited (Waridi), are pleased to submit the following proposal showcasing our event management service for conferences.



1.ABOUT US

Founded in 2007, Waridi is a Kenyan Events Management agency focused on providing end-to-end event planning services for corporate organisations.

Our events are refreshing and are carefully guided by our clients' briefs, brands, and budgets. We take a keen interest in understanding our clients' brands to ensure that event objectives are centered on these. Waridi has significant experience working with Local, Global, and Multinational brands on various projects encompassing different budgets and target audiences.

15

YEARS OPERATION

100%

WOMAN OWNED & MANAGED

46

YEARS COMBINED TEAM EXPERIENCE



2. OUR CLIENTS

Our company's unique ability to successfully design and plan events have accorded Waridi to serve leading companies such as Google, Facebook, Microsoft, Uber, Africa50, National Geographic, Tullow Oil, WWF, UNICEF, UNHCR, Kenya Airways, OLA Energy, Kenol Kobil, Roche, Novo Nordisk, GSK, UAP OM, Leonard Cheshire (UK) amongst others.



Our USP is that we connect your customers to the heart of your brand by creating immersive event experiences.

3. MEET THE EVENTS TEAM

We are a lean agency. Therefore, our agency is best suited for one-off event projects and the creation of bespoke conference experiences. Our team size expands and contracts according to the scope, size & logistical requirements of the event.

As a team, we collectively have a diverse range of skills in the following areas;

- Strategy
- Designing, theming & concept creation
- Event management & coordination
- Budgeting & Financial Management
- Stakeholder relationships
- Reporting
- Guest logistics & Management
- Virtual & hybrid events

For your event, the event project team comprises the following key team members;

- Client Service Manager / Lead Event Planner
- Event Planner
- Field Assistants
- The Live Stream Team.



WANJIKU

Managing Director/
Lead Event Planner

14 years experience
Co-Founder The Events Academy
MA. Creative Events Management,
Falmouth University UK
Certified Events Specialist
Board Member AKBE
Regional Experience (Kenya,
Tanzania)



EUNICE

Head of Client Relationships

12 years experience
Co-Founder The Events Academy
Post Graduate Diploma - Events
Management
Regional Experience (Kenya,
Tanzania, Rwanda)



SERAH

Event Planner

8 years experience
Regional Experience (Kenya)

4. TEAM ROLES

Based on our experience in producing and executing conferences, we breakdown our team into the following team roles for your event:

The events team: The events team will be responsible for the following:

- Venue management
- Vendor management
- Guest management
- Program creation
- Event platform selection
- Event work plan creation
- Managing the live stream team
- Creating the technical schedule
- Coordinating the event rehearsal
- Implementation of COVID-19 protocols.
- Offline and online event coordination
- Preparing a post-event report.

If you are hosting a hybrid/ virtual event we shall have a live stream team. They will be responsible for:

- Advice on any technical requirements
- Advice on the live-streaming platform
- Monitoring internet bandwidth
- Monitoring the audio and video
- Coordinating the Livestream
- Technical troubleshooting



5. WORKPLAN & METHODOLOGY

Waridi adopts a 3 step process in delivering our end to end event planning process that consists of three key phases:

- Event Planning
- Event Management
- Event Coordination Phase



EVENT PLANNING PHASE

The event planning phase is where we create an event in line with your event objective, company brand, and target audience. Then, the theme is integrated into all the elements of the event.

Our critical deliverables for this phase are:

- A brand-centric theme
- A comprehensive event budget
- The Event work plan

WORK PLAN TASKS

- Event proposal creation
- Creation of event budget
- Project work plan creation
- Event venue site visit
- Event space layout creation
- Verification of internet and audiovisual requirements
- Procuring of a hybrid event platform
- Designing of the physical & digital event collateral i.e, stage backdrop, invitations, programs, and holding slides
- Client design status meetings

EVENT MANAGEMENT PHASE

The event management phase is where the event comes to life, and we recruit reputable service providers who buy into the vision of our event. Our critical deliverables for this phase are:

- Selection of all required vendors
- The Events logistics plan
- The Event program

WORK PLAN TASKS

- Budget Management
- Sourcing, negotiating & contracting of vendors
- Guest invitations & registration
- Circulating of information to guests
- Creation of the event program*
- Creation of the event technical script*
- Event website and app management*
- Creation & implementation of event PR and social media marketing strategy and press management in conjunction with PR consultant
- Speaker management
- Overseeing the production of any pre-recorded content
- Client management status meetings.

- *In collaboration with the client

EVENT COORDINATION PHASE

The event coordination & execution phase is the final phase where all elements come to play, and we coordinate the event. Our critical deliverables for this phase are:

- The event rehearsal
- A well-coordinated event
- The event report

WORK PLAN TASKS

- Event live stream test and online & offline rehearsals
- Guest management for both online and offline guests
- Coordinating the virtual speakers, panelists, and moderators
- Coordinating online activities e.g. panel discussions, Q&A sessions, breakout rooms
- Running the technical script
- Monitoring technicalities e.g., internet bandwidth, audio, and visual equipment
- Livestreaming on the platform
- Technical troubleshooting
- Offline event coordination of the event
- Event reporting
- Event post mortem meeting



6. AVERAGE TIMELINE



1-2 WEEKS

EVENT PLANNING

2 WEEKS

EVENT MANAGEMENT

1 WEEK

EVENT COORDINATION

7. CLIENT TESTIMONIALS



Novo Nordisk Kenya Limited,
3rd Floor Avenue 5,
Rose avenue, Off Lenana Rd
P.O. Box 18663-00100,
Nairobi, Kenya.

Waridi Events Limited,
Block A Office Number 4,
Cassia Court Estate, Kiambere road, Uppherhill.

28.3.2019

To the Waridi Events Team,

I am writing to extend my appreciation for the support and excellent delivery towards our just concluded meeting.

It has been a great pleasure for Novo Nordisk to work with Waridi Events Limited for our Annual Sales Kick off meeting held in January 2019. Your creativity and expertise were an asset in making the event a success.

One of the most beneficial activities that you carried out towards the success of the event was spending time to understand our business and our culture, this provided a great opportunity to collaborate, invent and innovate for the event together.

Beyond support for the event your team was very instrumental in designing and production of visuals that took the event to the next level, much admiration to your team for delivering beyond expectations and staying within tight deadlines.

Our Guests all sent rave reviews your way the evening of the Gala Dinner and in the days that followed up to the team building. Your professionalism and expertise truly made the event one to remember.

Again thank you and I look forward to working with you again.


Victor Mbatia
Product Manager East and Southern Africa,



Ref:

12th June, 2018

To Whom It May Concern:

Dear Sir/Madam,

RE: Waridi Events Limited

Ferring Pharmaceuticals hired Waridi events to assist in managing our 2018 Cycle meeting. Which was the first to be held in Africa. The team was at hand to assist and advice on various aspects of the event which contributed to a very successful event.

Their professionalism and expertise were a great asset.

I would highly recommend them as an events management partner.

Yours faithfully,

For Ferring Pharmaceuticals SSA



30th October 2015

To Whom It May Concern:

RE: Waridi Events Limited Recommendation

It has been a great pleasure for me to work with Waridi Events Limited. Waridi has designed, planned and coordinated various events for me and has proved to be a trusted partner.

Waridi Events Limited has diverse expertise and sufficient capacity to handle conferences, summits, press conferences, training workshops, product activations, award ceremonies among other events.

Waridi Events Limited has proved itself as a reliable partner and event management service provider and I would highly recommend them.

Yours faithfully,

Michael M. Murungi

• Public Policy & Government Relations Manager, East Africa
• Google Kenya Ltd. Purshottam Place, 7th Flr., Westlands Rd.,
Museum Hill, Nairobi
• michaelmurungi@google.com
• +254 733 999 970



December 15, 2017

To Whom It May Concern:

RE: Waridi Events Limited

The American Chamber of Commerce Kenya would like to recommend Waridi Events Limited as a trusted event management partner.

We contracted and worked with Waridi in the preparation and execution of our 2017 Thanksgiving and Charity Gala held on November 18, 2017.

The team proved to be resourceful, dedicated and most importantly their communication was prompt and responsive. We appreciate the professionalism and intelligence of their support team on the day of the event as well as the transparency in the budgeting process. Their advice on entertainment vendors to work with, proved to be a great call, considering the profile and sensitivity of the event.

We are confident that Waridi Events will add value and maintain the high standards of service should you wish to work with them. Feel free to contact me should you need any further assistance.



Dear Eunice and team,

We were very pleased with the service provided by Waridi Events during the National Geographic 2016 Explorer Meet-up and Evening of Exploration in Nairobi. Since National Geographic is headquartered in Washington, DC we needed a team that would handle all on-the-ground logistics as well as suggest appropriate vendors, design and event production, etc. for our event.

Your team was thorough with regards to research for our event and served as an excellent resource throughout the entire planning process.

Thanks so much for making our event a success!

Sincerely,

Krista Strahan
Special Events Manager
National Geographic Society



8. CONTACT US

Should you wish to contact us, please reach us via email at hello@waridievents.com or wanjiku@waridievents.com.

You can learn more about Waridi Events on our website www.waridievents.com