



MARKETING SERVICES BROCHURE



YOUR ICT EMPOWERMENT GUIDE

04

INTRODUCTION



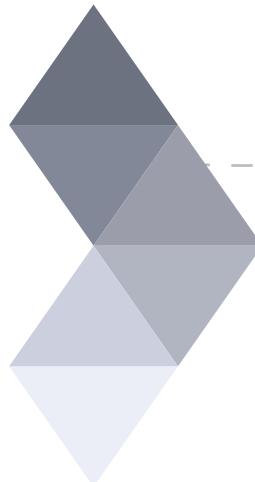
05

OUR SERVICES



06

MARKETING
SOLUTIONS



- EVENT MANAGEMENT
- SOCIAL MEDIA MANAGEMENT
- MEDIA PRODUCTION
- GRAPHIC DESIGN

CONTENT

**Hello!
We are IT
Events.**

**An Organization, Established 2013
in Egypt with global scope to cover the
Middle East and Africa region,
delivering over 150 trainings to 30
entities in over 9 countries.**

**Our aspiration is to empower the ICT
knowledge in Egypt and the MEA
through accredited global courses,
standards and conferences, which we
achieve by being the authorized
service provider for global
organizations.**

ABOUT US

SERVICES

MARKETING SOLUTIONS

To connect the ICT community all together & fill the gaps in the sector.

SOCIAL MEDIA MANAGEMENT

For brands' digital improvement and easier reach to target audience.

EVENTS MANAGEMENT

For network building, latest technologies and education awareness.

AUDITING

Connect the brand with the needed consultant expert for data center, services & facility.

GLOBAL TRAINING

Delivering the highest professional ICT training programs & credentials by global certified trainers & ICT experts.

EVENTS MANAGEMENT

CORPORATE
E V E N T S



EXHIBITIONS



CONFERENCES



MEETING
SEMINARS



T E A M
BUILDING



TRAINING &
WORKSHOPS



MARKETING SOLUTIONS

MARKETING SOLUTIONS



SOCIAL MEDIA
MANAGEMENT



SOCIAL MEDIA
ADVERTISING



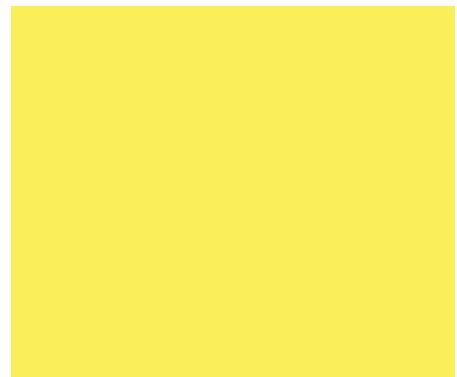
MEDIA
PRODUCTION



GOOGLE
ADVERTISING



GRAPHIC
DESIGN



DIGITAL MARKETING

An aerial view of a large auditorium or conference hall. Rows of red theater-style seats are arranged in a semi-circle, facing towards the bottom right of the frame. Many people are seated in the seats, and many are using laptops, suggesting a lecture or a large-scale online meeting.

EVENT MANAGEMENT

INCLUDES MANAGING AND ORGANIZING
YOUR EVENT FROM A TO Z.



ALL
BRANDED
FEATURES

VENUE

CATERING

STAGE
SET-UP

REGISTRATION

PRINT-OUTS

PHOTOGRAPHY
& VIDEOGRAPHY

WELCOMING
& SEATING

MEDIA
COVERAGE

HOST/ESS

USHERING

ARTWORK
& DESIGNS

ENTERTAINMENT

VENUE

All the agreements and the procedures related to reserving the venue of your choice.

CATERING

- Cocktail Reception
(Snacks, Soft Drinks,etc)
- Coffee Break.
- Lunch or Dinner.
- Branded Desserts.

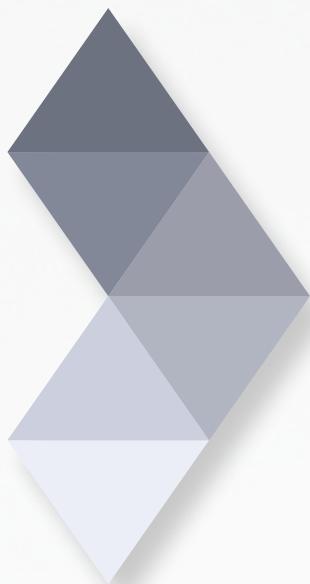
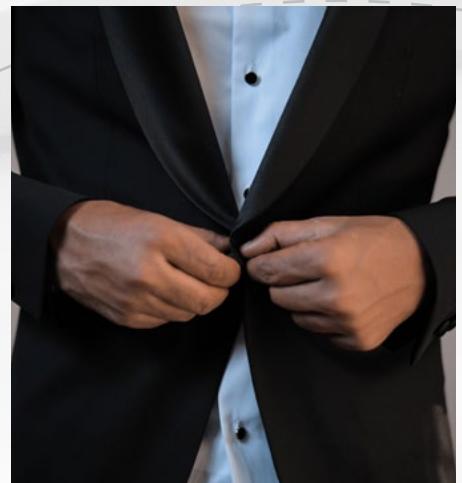
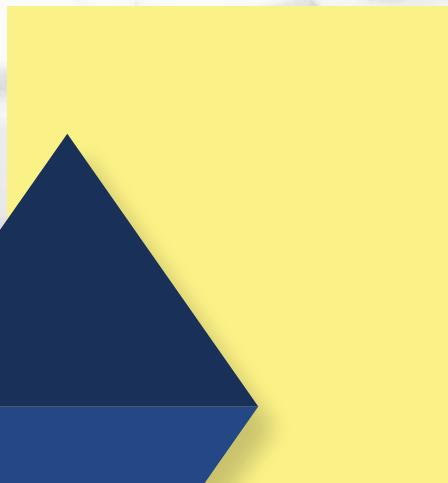
PHOTOGRAPHY & VIDEOGRAPHY

Documenting your precious moments with a very professional team of photographers, videographers and editors who are knowing well the real meaning of branding.

USHERING/REGISTRATION, WELCOMING AND SEATING

- An extremely selective, presentable and well-educated team of ushers responsible for organizing the event and handling esteemed attendees.
- Ushers are also responsible for:
 - Checklist and Registration.
 - Welcoming and Seating.
 - Giveaways distribution.

(Foreign ushers can be provided upon request.)



ENTERTAINMENT

Classic bands available to add flavor to event, as well as oriental bands better suited for Ramadan events.

STAGE SET-UP

- This include all the set-up of the Stage, Backdrop Screen, Light System, Sound System and Branded Podium.
- The stage presentation is under the supervision of Egypt's most professional Engineers and Technicians to ensure the safety of material being used and the best quality of performance.

ARTWORK DESIGNS & PRINTOUTS

- Includes all event-related artwork and printouts. (Theme, brochures, agenda, GIFs and branded items.)
- Introductory promos are available for exhibiting brands.

HOST/ESS

- A professional individual, experienced in hosting similar events. Such an individual could be a public figure.
- He/She is in charge of announcing the Agenda of the Event, the Speakers, Recognition Trophies, as well as introductory and closing speeches.

MEDIA COVERAGE

- Interviews with both the speakers and the attendees will be filmed. The Style of the interviews can vary depending on the client's preferences (light comedic, or more serious documentation of the interviewee). They are later uploaded to varying online platforms.
- This also includes the interviewer, photoshoot and videos montages featuring your brand in it.

BRANDED FEATURES & PRODUCTION

- A wide variety of uniquely branded elements with excellent quality that highlight your brand.

BRANDED
REGISTERATION
DESK

BOOTH DESIGN
& INSTALLATION

PHOTOGRAPHY
BACKDROP

ENTERANCE
GATE

MOCKUPS

CENTERPIECES



CHAIR RIBBONS



GIVEAWAYS



RECOGNITION TROPHIES

LIGHT BOXES



- More items are available upon request.
- Translation booth, including personnel and equipment can be provided in case of foreign attendees.
- Items can be rented to decrease logistical issues.



SOCIAL MEDIA MANAGEMENT

In today's competitive technology industry, Every brand needs cost-effective ways to take full advantage of market opportunities.

As digital marketing is one of the most essential elements of effective marketing, it will help Engage target customers and motivate them to act and Create long-term increases in sales, as well as, acquiring a competitive edge.

Our Comprehensive Digital Marketing Solution is to connect with the brand's ideal customers and motivate them to act by discovering what motivates them and tapping into that motivation.

We'll use language and frame our appeals to focus on connecting with this group in a memorable way and screen out all the rest. Also develop a cohesive, enthusiastic voice that fits brand's idea - In an increasingly competitive environment, customers are selective about the places they spend their times at, like, and trust.

Our Strategy is to create a 12 months digital plan and concepts along with all visualization and design for all the digital assets and channels, aligning with the suitable online PR and viral channels.

SCOPE

SOCIAL MEDIA CHANNELS



MEDIA



BRAND

PR ACTIVITIES

LINKING ON-GROUND ACTIVATION TO ONLINE

GOALS

CROSS
PROMOTING
OFFLINE
ACTIVATIONS ON
ALL CHANNELS

INCREASE
SOCIAL MEDIA
PAGES' REACH

INCREASE
SALES

BRAND

INCREASE FAN
ENGAGEMENT

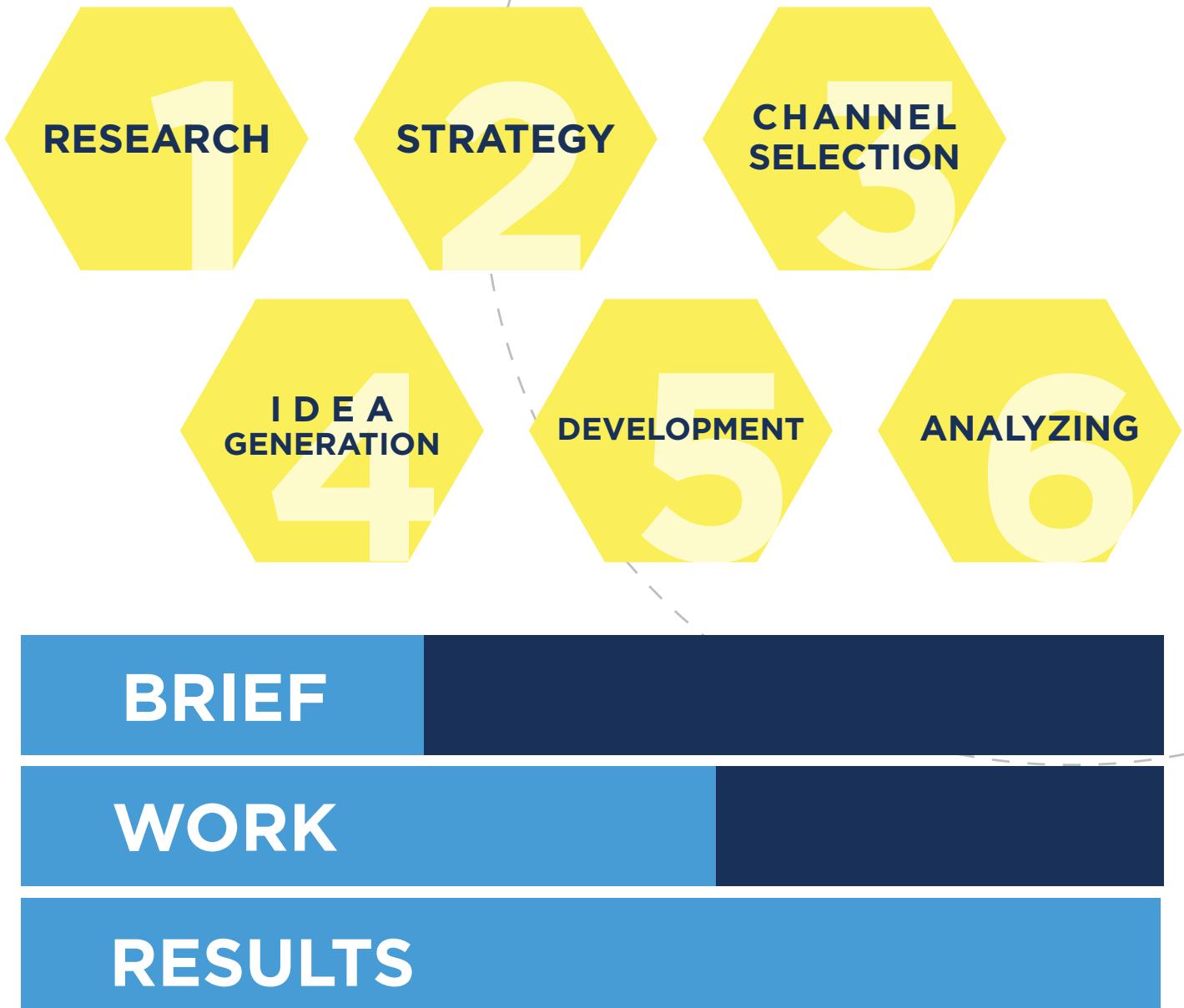
EMPHASIS ON
POSITIONING AND
STRENGTH POINTS

INCREASE BRAND
AWARENESS AND
INDUCE POSITIVE
ELEMENT



APPROACH

STRATEGY



ONLINE ADS

- Target social ads Targeting age, gender, locations and areas of interest.
- Deals system in social networks.
- Ads in social communities, fan-pages and groups



MEDIA PRODUCTION

- **Photo session of your esteemed Company, Location and Employees.**
- * **Promo or something like a short documentary about your Company, History, Profile, Employees and Clients.**
- **Shooting internal interviews with the employees showing your prestigious working environment and team spirit “Employer Branding”.**

GRAPHIC DESIGN

- Social Media Designs
- Company Profile
- Logos
- Brand Identity



itevents.me



+201097288884



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[itevents13](#)



info@itevents.me



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