

# PIERCING PRODUCTIONS

## EVENTS AND MARKETING



# COMPANY PROFILE

# OVERVIEW

**Piercing Productions** is a comprehensive event management, marketing and consulting company located in Johannesburg, South Africa.

We are a **Level 3 BEE** company, wholly owned and managed by a team of black women.

We offer complete event planning and project management services, coordination, marketing and promotion; as well as the supply of support services nationwide.

We also offer event and venue management consulting services as well as in-house design and communication/PR services as part of our marketing and promotion capabilities.



## MISSION

To provide our client with all the services required, through one avenue. Leaving our clients with the capability to deal with their core business or lifestyle; while ensuring all their ancillary requirements are met with minimal effort and maximum efficiency.

## VISION

To become the market leader in comprehensive event management, marketing and consulting services, eventually breaking into financial services to fully realise our mission.





# SERVICES

## Consulting Services

We are able to advise our business clients on the best alternatives in communicating their brand most effectively through focused below the line and experiential marketing activities.

On completion of activities, we provide comprehensive reports of the effectiveness of the campaigns and advise on improvements or expansion.

We are able to assist our business clients in strategising towards focused B2B events with the view of improving business relations between various regions by providing detailed market research presentations specific to our clients' industry and further advise on strategies to promote interaction through arranged business meetings while incorporating an unforgettable experience and essentially creating valuable connections.



# SERVICES

## Consulting Services

We are able to work together with our private clients on conceptualising and implementing their special events in the most creative ways possible, while keeping within any budgetary constraints, to produce an unforgettable event with plenty memories and no regrets.

We strive to provide every client with a unique experience, no matter the size of the event. No client or event is too large or too small.





# SERVICES

## Turnkey events

We involve ourselves from conceptualisation to implementation through to review and reporting.

Events include:

- Exhibition/conference/workshop
- Team building
- Year-end functions
- Launch events
- Brand activation/promotion
- Gala/awards ceremonies
- Weddings, birthdays, and other private functions
- Bachelor/bachelorette/baby showers and other celebrations
- Tour Packages



# SERVICES

## Individual services

By making use of our experienced and qualified team and through our database of reliable suppliers, we are able to provide the following services:

- Event co-ordination
- Show production
- Marketing material design and production
- Venue sourcing and supply
- Photography and videography
- Entertainment
- Dj's and mc's
- Decor
- Catering
- Av/staging equipment and technical staff
- Hostesses/waitrons/promoters/casual staff
- Transportation/tours/accommodation





# RECENT PROJECT



## Phukubje Pierce Masithela Attorneys' 10<sup>th</sup> Anniversary Celebration

Johannesburg, South  
Africa, February 2014

Guest companies included:

- Endemol
- Johannesburg City Parks and Zoo
- KPMG
- EOH
- Terma
- Ubifrance
- TCTA
- GEFCO
- Comservice Solutions
- Thebe Investment Corporation
- Bowman Gilfillan
- International Enterprise Singapore





# RECENT PROJECT

## KwaZulu-Natal Business Exhibition in Moscow, Russia October 2013

South African Guests of Honour included:

Premier of KwaZulu-Natal

HE Mr. E.S. Mchunu

MEC of Economic Development and Tourism

HE Mr. Michael Mabayakhulu

Ambassador of South Africa for the Russian Federation

HE Mr. M.B.M Mpahlwa

Secretary General of African National Congress

Mr. Gwede Mantashe



# EXPERIENCE

## Company Experience

- 10 Year Anniversary Events February-March 2014 - Phukubje Pierce Masithela Attorneys
- KZN Business Exhibition in Moscow, Russia 2013 – Makhaya Arts & Cultural Development
- Themed 1<sup>st</sup> Birthday Party March 2013 – Private Client
- Corporate team building June 2013 – Digital Planet
- Themed Baby Shower August 2013– Private Client
- Surprise Farewell Function August 2013 – Private Client
- Charity High Tea – September 2012
- Themed Baby Shower June 2012 – Private Client
- Communication Awards 2012 – Private Label Promotion
- Year end function 2012 – Comservice Solutions South Africa

## Management Experience

### Below-the-line marketing campaigns:

Vodacom Insurance

Vodaworld Soccer Activations

SABC Feel It, It's Here

iPhone 4 Launch – Vodaworld

Vodacom Daddy Cool Activations

### Conference and Expos:

Cards and Payments Africa

Mobile Money World Africa

Water Investment World Africa

Retirement Communities World Africa

Africa Ports and Harbours Show





# AFFILIATIONS





# MANAGEMENT



Managing Director, Founder

Rosanela Pierce

- BCom – Strategic Marketing, Business & Logistics Management

Managing Director & Co-Founder

Nomonde Xulu

- CA (SA)
- BBusSci – Finance (Hons)

# CONTACTS

Contact: +27 (0)11 616 1304

Contact: +27 (0)82 429 8363

Contact: +27 (0)84 739 2233

Contact: +27 (0)73 279 0357

Fax: +27 (0)86 585 2180

Email: [info@piercingproductions.co.za](mailto:info@piercingproductions.co.za)

Website: [www.piercingproductions.co.za](http://www.piercingproductions.co.za)

