



THE NEWMARK GROUP

Profile



Why we exist

Inclusive prosperity for all: That's our North Star



For us, this means a world where brands, individuals and communities are empowered to maximize their potential and chase their dreams.

To do this, we have built a team that consistently delivers mission-critical insights, strategies, storytelling and execution, through our Strategic Communication and Consulting Solutions.

We are proud of our rich legacy of work since 2010, as a Pan-African communications and brand positioning firm that leverages the power of brand trust to foster the growth of businesses, organizations and communities. We connect, empower brands to thrive and become a force for good, not only in Africa, but globally.





We work for the best

For over a decade, Newmark PR has been the trusted partner for clients who hold the highest quality and precision standards. We have served leading organizations across industries like aerospace, healthcare, and high-precision manufacturing - where an uncompromising commitment to excellence is not just expected, but demanded.

Our team matches this rigor with an equally meticulous approach in crafting and executing strategies. We delve into the minutiae of each client's unique value proposition, mission, and audience expectations to ensure every message delivered aligns perfectly with their stringent standards. Our attention to detail and dedication to precision has helped these clients not only meet but surpass their communication and brand goals, reinforcing their standing as leaders in their respective sectors.

AMERICAS: 23

- 4 in Latin / South America
- 18 in the U.S.
- 1 in Canada

EMEA: 24

- 20 in Europe
- 2 in the Middle East,
- 2 in Africa

ASIA-PACIFIC: 7

Hong Kong, India, Japan, Malaysia, Singapore, Australia, New Zealand

70 Offices across 42 countries

800 Experts

Over 1,000 clients

Over \$80 MILLION in Fees in 2022

Our Partner Network



CIPR



reelforge



FINN
PARTNERS

Why us?

In today's event-saturated landscape it's easy to get lost in the noise. Many organizations host events, but what happens after the applause? We believe there's untapped potential to amplify your organization's influence, not just during an event, but long before and after.

We believe in turning events into catalysts for year-round influence and brand growth. With a strategic communication approach, you can use your events to position your organization as a thought leader and achieve your strategic goals.

By aligning event objectives with your strategic goals, we ensure that every interaction reinforces your brand, and we measure our impact to guarantee sustained growth and success. Let's turn your events into a year-round driver of influence and brand elevation.



Types of Events

Conferences & seminars



Corporate launches



Conservation/ wildlife releases



Community based projects



Corporate gala dinners



Media round tables



Exhibition management



Corporate media trainings





360 Event Management Scope

1 Strategic Planning

- ❖ Strategic & objective alignment
- ❖ Program structure
- ❖ Promotion strategy

2 Branding & Production

- ❖ Creative strategy
- ❖ Branding & design
- ❖ Printing & production

3 Delegate Management

- ❖ Stakeholder Mapping
- ❖ Registration Services
- ❖ Travel & accommodation

4 Program Management

- ❖ Program Structure
- ❖ Speaker management
- ❖ Program flow optimization

5 Strategic Comms

- ❖ Communication plan
- ❖ Media relations
- ❖ Social media marketing

6 Exhibition Management

- ❖ Vendor coordination
- ❖ Exhibition set up

7 Audiovisual Services

- ❖ Sound set up
- ❖ LED Screens set up
- ❖ LCD Screens set up

8 Multimedia Support

- ❖ Pre event promo video
- ❖ Videography & photography
- ❖ Event live streaming

9 Website Development

- ❖ Website layout
- ❖ Registration capability
- ❖ Live stream capability
- ❖ Virtual expo platform

10 Documentation

- ❖ Professional rapporteurs
- ❖ Newsletters development
- ❖ Communiques development

11 Logistics Planning

- ❖ Venue management
- ❖ Vendor/ supplier management
- ❖ MC & entertainment
- ❖ Simultaneous Interpretation

12 Post Conference

- ❖ Data-Driven Insights
- ❖ Post-Event Reporting
- ❖ Post event documentation

These services are not a one size fits all, but are tailored to fit the various event types and specific client needs!



KoBold Metals Zambia Unveiling Ceremony



Scope

- ❖ Launch strategy
- ❖ Program development & management
- ❖ Vendor engagement
- ❖ Guest & VIP management
- ❖ Venue management & setup
- ❖ Videography and photography
- ❖ Media relations
- ❖ Creative design



PUBLIC HEALTH OFFICERS & TECHNICIANS COUNCIL



Public Health International Conference

Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Live streaming & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



THINK EXCEPTIONAL



15th PASCAR Congress in Association with the Kenya Cardiac Society

Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Sponsorship management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Live streaming & photography
- ❖ Media relations
- ❖ Branding & design



MOUNT KENYA WILDLIFE CONSERVANCY



Opening of the animal sanctuary for the endangered Mountain Bongo

Scope

- ❖ Event strategy
- ❖ Program development & management
- ❖ Guest & VIP relations
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



THINK EXCEPTIONAL

20th Anniversary Gala Dinner



Scope

- ❖ Guest Relations & VIP Management
- ❖ Program management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Branding & design
- ❖ Website & registration platform



THE AFRICAN CONSERVATION TILLAGE NETWORK

The Third Africa Congress on Conservation Agriculture (3ACCA)



Scope

- ❖ Conference planning strategy
- ❖ Venue setup
- ❖ Guest registration
- ❖ Venue setup
- ❖ Live streaming & photography
- ❖ Branding & design



THE AFRICAN CONSERVATION TILLAGE NETWORK

The First & Second Africa Congress on Conservation Agriculture (1ACCA & 2ACCA)



Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



QNET-Transblue partnership launch in Nigeria**Scope**

- ❖ Event strategy
- ❖ Program management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography and photography
- ❖ Media relations
- ❖ Branding & design



Regional Office Launches in Kenya and Ghana



Scope

- ❖ Event strategy
- ❖ Program management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography and photography
- ❖ Media relations
- ❖ Branding & design



Impact @ Africa Congress



Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



Launch of the new Minet brand identity in Kenya and Uganda



Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



Africa Forum on Inclusive Economies



Scope

- ❖ Conference planning strategy
- ❖ Program management
- ❖ Delegate management
- ❖ Guest & VIP management
- ❖ Vendor engagement
- ❖ Venue management & setup
- ❖ Videography & photography
- ❖ Media relations
- ❖ Branding & design
- ❖ Website & registration platform



HQ OFFICE LOCATIONS

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