

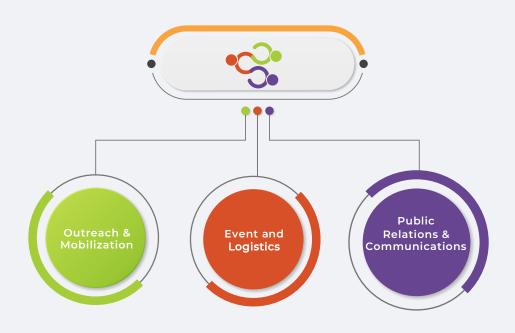


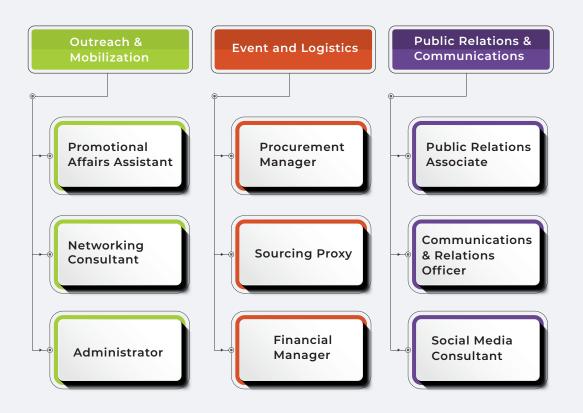
# Who we are

- MMP is a registered PR firm with a team of 3 diverse ladies who complement each other and with In-depth knowledge and experience in public relations.
- We have wealth of experience in event organization, management, media and PR management and development of pragmatic communication strategies.
- We are a team of PR practioners with in depth knowledge and experience in public relations with a variety of skills and expertise in communications and a wide international network which have proven themselves over time.
- We have a strong network of local and international media. We have a pool of resources to call upon at any time.
- As an agency, we handle all the jobs and ensure the client is always satisfied. We aim is to conceptualize and implement media campaigns that will boost your publicimage and take your brand to greater heights.



# ORGANISATIONAL STRUCTURE





# Our Services



# **MEDIA RELATIONS**

- Organizing press conferences and media tours
- Liaison for press briefings, interviews and roundtables
- Writing of timely and appropriate press releases
- Design & Production of quality written communications like brochures, newsletters, advertorials etc.
- Media Mobilization and Facilitation
- Development of Opinion Pieces, Columns and Editorials
- Development of media plans and campaigns
- Media Buy In
- Development and production of Radio ads and documentaries





#### PR AND COMMUNICATION STRATEGIES

- We evaluate and access your organization's communication needs
- We come up with effective and practical strategies to meet your organization's communication needs
- We come up with aptly designed communication strategies during crises at your organization.
- We develop PR and Corporate Strategies
- We guide organizational heads in writing impeccable speeches to suit different occasions
- Develop an internal communication strategy and policy



# **EVENT ORGANISATION**& MANAGEMENT

- We plan events right from the conceptualization to the implementation and review of the event
- We work with your budget to get you the right venue and the right services at the right price
- We co-ordinate all the aspects of the event to ensure every detail runs as planned
- We evaluate the event through surveys and questionnaires in order to get you valuable feedback
- We make recommendations based on the data obtained in order to ensure that your future events are a success

#### PRESIDENTIAL EVENTS









#### FORUMS AND CONFERENCING

















### **LAUNCHES**











## WALKS, ROADSHOWS AND EXPOS













### **SPORTS**













## GALAS, DINNER AND SUNDOWNERS























### **PRODUCTION ITEMS**















## **DIGITAL MEDIA & PR**

We run a robust digital media team that ensures you get value for money on your digital campaign.

- Social Media Management (FaceBook, Twitter, Google, LinkedIn )
- Online Reputation Management
- Website hosting design and maintenance
- Digital marketing strategy and execution
- Google and Facebook advertisement etc.
- Create social media, web and blog assets
- Tracking of ad exposure on TV and Radio
- 💲 On-line media planning and media tracking







#### **SOCIAL MEDIA**

Manage and facilitate coverage on social on various social media platforms

- Develop engaging content via use of creative authentic video, links, infographics and pics across the various social media platforms
- Creation and executing of participatory online campaigns
- Use of facebook live and similar features to allow for audience engagement
- Re-tweet and share relevant crowd sourced content
- Outsource and manage media personalities, influencers and bloggers

# VIRTUAL EVENTS (WEBINARS, CONFERENCES, LAUNCHES, EXPOS...)

Via our pool of resources, MMP will centralize and streamline all event lifecycle operations in one software platform.

- Coordinate event live stream on various online available platforms as preferred by the client (Zoom, YouTube, Facebook...).
- Fully customize the content of the event, from the name, date, speakers and the venue.
- Upload event content, banners, logos and pictures to better communicate the event.
- Development of event page template in the organization's colours.
- Create branded invitation campaigns
- Customize online platform to welcome your attendee with dynamic lobby background.
- \$\ \text{Support banner display in order to gain more exposure for exhibitors and sponsors.}

- Companies can have their customizable display booth showcasing company multimedia elements including e-brochures, posters, videos and more.
- Visitors can chat with company representatives at booth for expos.
- Visitor count is instantly reflected to show your booth popularity like what we see at physical event floor.

#### PHOTOGRAPHY AND VIDEOGRAPHY

We offer a range of professional photography and videography services to suit your needs.

- We cover events of all sizes, from a small occasion to an international conference
- Our focus is on quality, so we only use fully qualified photographers and videographers with top of the range equipment to ensure that we capture the best possible shots and angles.
- Our focus is not only capturing the form but also relate a product or structure to its surroundings through the creative use of color, light, and photographic composition.





#### **OUTREACH PR**

- We engage with individuals and Organization's with the view of serving them as a resource.
- We provide educational services and raising awareness of existing services with client and stakeholders
- We facilitate through interaction & engagement in a friendly knowledgeable and professional way with people of any background
- We complement clients marketing and advertising with a personal touch through:
  - 1. One on one forums,
  - 2. Community forums
  - 3. Leaflets and flyers among others

#### **MOBILIZATION**

County and National mobilization through:

- Communications channels
- Problem solving
- Resource mobilization
- Administrative and operational management













#### CORPORATE CITIZENSHIP

- We assist organizations to align their corporate citizenship values with their business objectives.
- We identify good neighbour partnership activities; develop general community understanding & support of company issues in and around sphere of operation













#### CRISIS COMMUNICATION

We believe crisis communication support is critical in any communication support plan, to address both the reputational risk and fundamental operational risks during such an occurrence.

- We acknowledge the problem and announce it first, not waiting to be cornered
- Identify the spokesperson and Set up an Empowerment Committee
- Seek legal counsel and draft a crisis communication plan
- Online reputation management.



# BRANDING AND ADVERTISEMENT

















### **LOBBYING**

We use our pool of resources to lobby and mobilize for various stakeholders

- We draw attention to an important issue and direct decision-makers to a solution.
- Our focus is assist you to change policies and practices, reform institutions, alter power relations, change attitudes and behaviors and give your project work a broader impact.
- We focus on developing accountability and transparency of local governments and public services/institutions.







# Clients











































































Our media network ensures that you get the best coveragein the media

We carefully consider your communication needs, strategise and implement your strategy

We take care of the details hence ensuring your event runs flawlessly

We manage and disburse funds dedicated to your event responsibly.

Our years of experience benefit you in that we assume responsibility for your event planning through seamless logistical co-ordination and flawless execution. We use our experience to accommodate the "unexpected".





MMP Communications and Outreach Ltd was the PRSK Award winner for PR Event of the year

