



**MARKETING SERVICES  
BROCHURE**



# YOUR ICT EMPOWERMENT GUIDE

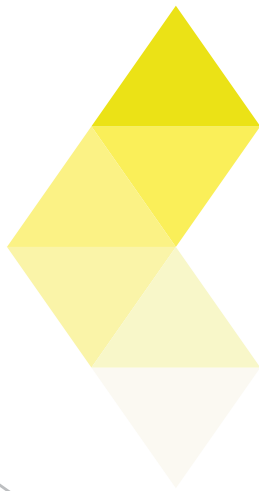
# 04

INTRODUCTION



# 05

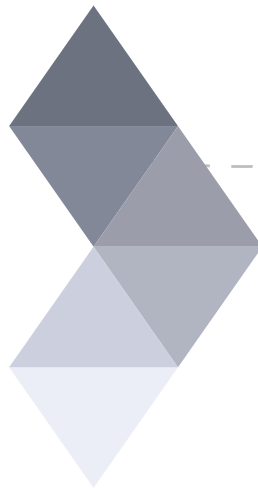
OUR SERVICES



# 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

## EVENTS MANAGEMENT

For network building,  
latest technologies and  
education awareness.

## MARKETING SOLUTIONS

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

## AUDITING

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

## SOCIAL MEDIA MANAGEMENT

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

## GLOBAL TRAINING

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

# EVENTS MANAGEMENT

**CORPORATE  
EVENTS**



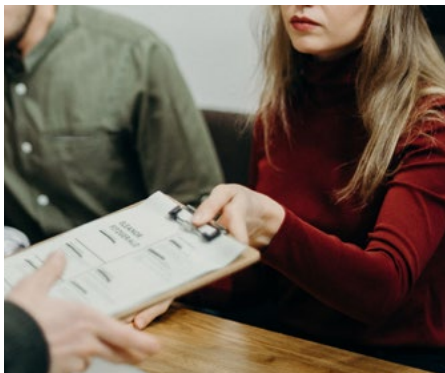
**EXHIBITIONS**



**CONFERENCES**



**MEETING  
SEMINARS**



**T E A M  
BUILDING**



**TRAINING &  
WORKSHOPS**



# MARKETING SOLUTIONS



# MARKETING SOLUTIONS



**SOCIAL MEDIA MANAGEMENT**



**SOCIAL MEDIA ADVERTISEMENT**



**MEDIA PRODUCTION**



**GOOGLE ADVERTISEMENT**



**GRAPHIC DESIGN**



**DIGITAL MARKETING**





# 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

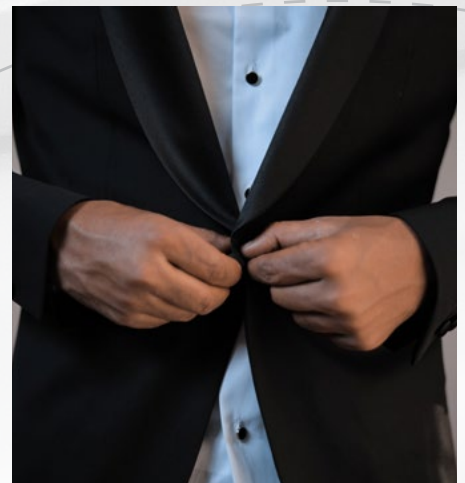
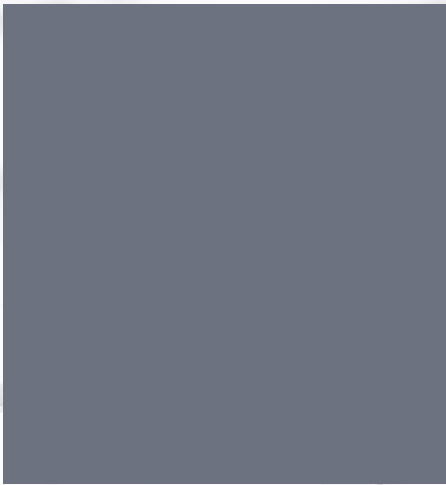
Documenting your precious moments with a very professional team of photographers, videographers and editors who are knowing well the real meaning of branding.



# 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  
REGISTRATION  
DESK

BOOTH DESIGN  
& INSTALLATION

ENTERANCE  
G A T E

PHOTOGRAPHY  
BACKDROP

MOCKUPS

CONFERENCE  
SHOW GUIDE  
September 7th 2019

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.**

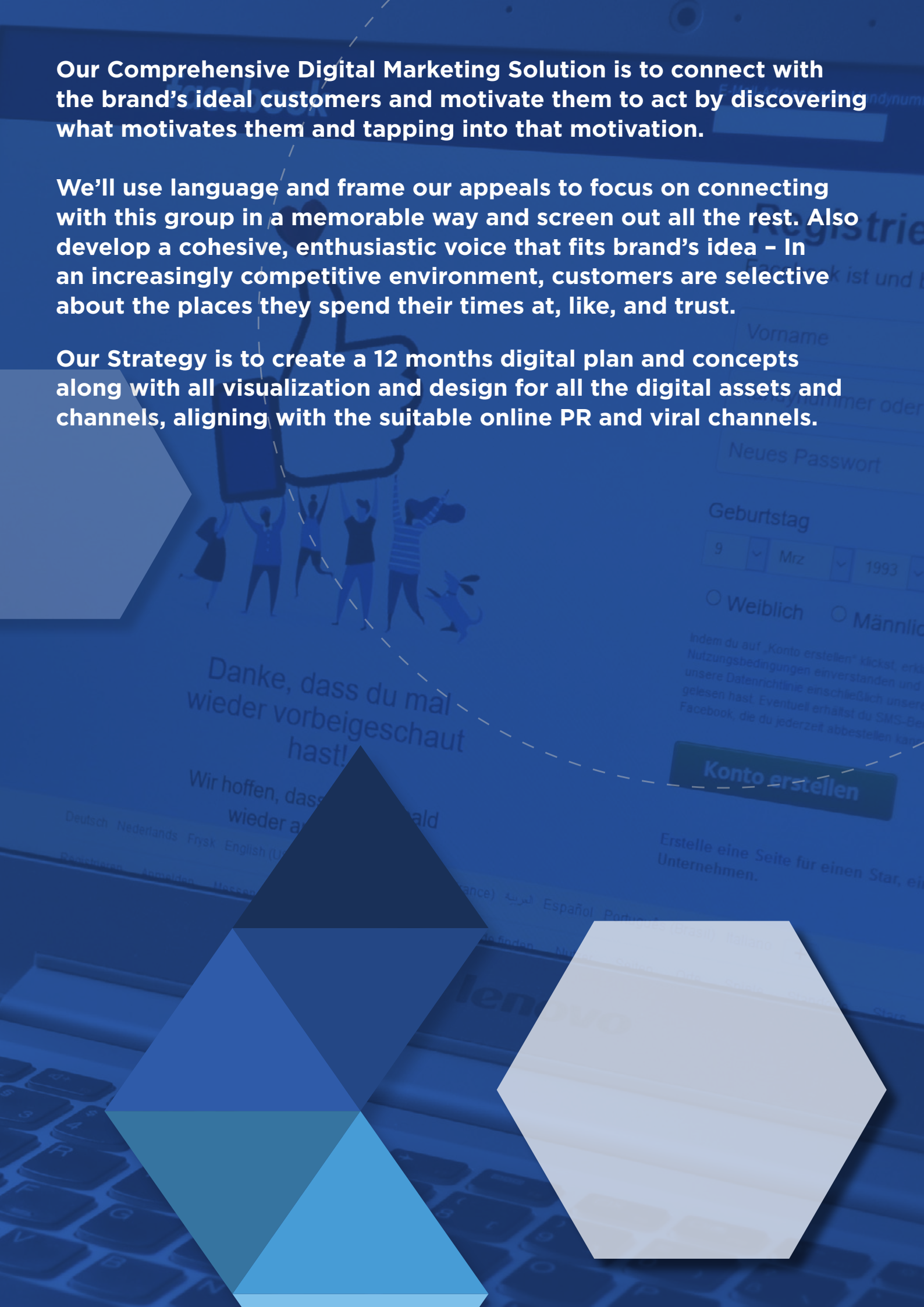
**As digital marketing is one of the most essential elements of effective marketing, it will help Engage target customers and motivate them to act and Create long-term increases in sales, as well as, acquiring a competitive edge.**



**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.**





**SOCIAL MEDIA CHANNELS**

**PR ACTIVITIES**

**BRAND**

**MEDIA**

**LINKING ON-GROUND ACTIVATION TO ONLINE**



# SCOPE

# 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



**CUSTOMIZED  
CONTENT**

**YOUTUBE  
CHANNELS**

**VIDEOS &  
MOTION  
GRAPHICS**

**BRAND**

**CREATE A STRONG  
BUZZ ONLINE WITH  
VIRAL CONTENT,  
COMPETITIONS, REAL  
TIME AND ENGAGING  
POSTS**

**COLLABORATION  
WITH RELATIVE  
PLATFORMS**

**MONTHLY DIGITAL  
CAMPAIGN WITH  
CERTAIN IDENTITY  
& HASHTAG**

**APPROACH**

# STRATEGY



**BRIEF**

**WORK**

**RESULTS**

# 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**

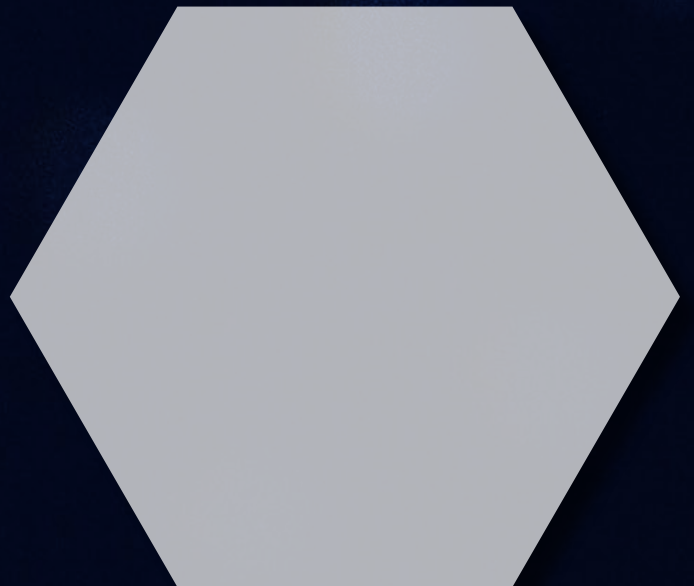
- **Photo session of your esteemed Company, Location and Employees.**
- \* **Promo or something like a short documentary about your Company, History, Profile, Employees and Clients.**
- **Shooting internal interviews with the employees showing your prestigious working environment and team spirit “Employer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





# GRAPHIC DESIGN

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





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