

sama oeuvre

brand communications

Value driven Transformation

Sama Oeuvre Company Profile 2020



Welcome to Sama Oeuvre Brand Communications Business Profile 2018

Introduction

Sama Oeuvre is a Brand Communications Company based in Cape Town, with expertise spanning over 13 years. We specialise in creating business to business communication platforms.

We are dedicated to assisting companies with the dissemination of information to key constituencies and the development of messages for a variety of purposes within the business fraternity.

Our mission is to provide quality business to business communication solutions that enable clients to meet their business objectives. Our vision is to transform businesses in the region by creating stellar strategies which will enable them to compete on a global level.

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SIBONGINKOSI MLALAZI

Founder and a Brand Strategist at Sama Oeuvre
Brand Communications.



With over 13 years working experience in the Public Relations, Communications, Marketing and Advertising industry, she has gained valuable insight and knowledge which has helped her excel and advance in her career.

Sibonginkosi holds an Honours Degree in English and Communication; a Post Graduate Diploma in Intercultural Communication; a certificate in Social Media Management and a certificate in Graphic Design. Her passion lies in influencing brand perceptions. Sibonginkosi was named a Hard Hitter below 35 by Destiny Magazine in 2012.

CONFERRNCING SERVICES

PRE-EVENT MARKETING

- Create relevant social media content across all platforms
- Create and manage social media campaigns across all platforms
- Placing of targeted adverts on relevant social media platforms
- Creation of newsletters for distribution every week to our 7000+ database for big organisations to participate
- Compilation of monthly reports



PRE-EVENT LOGISTICS

- Liaise with suppliers for sourcing of event materials i.E. Event-set up, branding and audio-visual equipment
- Negotiate fair rates with different service providers to ensure we get the best out of your budget
- Assist in finding speakers who complement the event
- Creating event programme that speaks to the objectives of the event
- Assist in sourcing sponsorship
- Briefing sessions with all speakers to ensure we are all on the same page (about a month before the event)

AT THE EVENT

- Ensure the smooth flowing of event program
- Ensure everyone has been briefed and understands their role fully



BUSINESS LEADERS IN AFRICA SUMMIT

The Business Leaders in Africa Summit is an eye-opening session about how businesses can best improve their product/service footprint on the African continent by listening and learning from people who have succeeded at this.

It is a platform to market your brand, which is focused on having the right conversations and interactions with the right people. Good conversations allow companies to educate their marketplace, provide value, demonstrate their credibility and expertise, and over time elicit trust.



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