



P.O. BOX 51347 - 00100 NAIROBI | PHONE: (+254) 773483 897/0728 483 387

E-MAIL: info@fountainflow.co.ke

www.fountainflow.co.ke

Nairobi Kenya

COMPANY PROFILE

AND

STATEMENT OF CAPABILITY

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BACKGROUND INFORMATION

FOUNTAIN FLOW EVENT MANAGEMENT is a fully registered company specialized in event planning and management. Since its foundation in 2009, FOUNTAIN FLOW has been committed to being a dedicated organization that consistently meets and exceeds the expectations of its clients. To achieve this goal the company continuously remains committed to professional quality and service excellence and we consistently exhibit this in the work we perform. Our dedication has helped us deliver the highest caliber performance, so that all our clients and internal and external stakeholders have been able to achieve their goals and objectives.

FOUNTAIN FLOW is now a leading event planning and management company in Kenya, organizing quality, unique, memorable and cost-effective events. With the constant introduction of new trends, the integrated events solutions we provide, and the ability to operate in Kenya and in many other countries of East Africa, we strive to provide our clients with the best service they can expect.

EVENT PLANNING AND MANAGEMENT

Event planning and management is considered one of the strategic marketing and communication tools by companies and organizations of all sizes. From product launches to press conferences, companies and organizations create promotional events to help them communicate with clients and/or potential clients.

At FOUNTAIN FLOW, We have immense passion for the planning and organizing of events and therefore provide the services needed for any event including catering, entertainment, travel arrangements and much more at well negotiated prices. We specialize in both Corporate Events (Trade Shows, Conferences, etc.) and Private/Social events (Weddings, Anniversaries and Birthdays).

We have unrivalled expertise in providing full-service event planning and therefore manage everything from idea conception to post party clean up. Similarly, our partial event planning services simply means we just oversee the day of the event.

Before contracting us, we assist our clients in determining their needs and drawing an affordable budget. Most clients prefer us because we have demonstrated high level of comfort, trust, professionalism and a good reputation. We assist our clients to eliminate the stress of the planning process and ensure that our clients have a successful event that leaves a lasting impression on the audience.

OUR MISSION

Our mission is to cultivate high standards of business ethics and integrity in building corporate identities and brand through event planning and management.

OUR VISION

Our vision is to become a regional market leader in the provision of excellent event management services through demand driven, efficient and effective delivery platforms.

OUR CORPORATE VALUES AND PRINCIPLES

At FOUNTAIN FLOW, we believe in the following corporate values and principles.

- a) **Integrity and Honesty:** We integrate good Leadership at all levels. We uphold honesty, trustworthiness and transparency in all our undertakings
- b) **Professionalism:** We strive to attain the highest standards in all that we do
- c) **Fairness:** YUSUD shall fairly handle its respective stakeholders regardless of their Social, Cultural, Economic and Political backgrounds
- d) **Team Spirit:** We believe in participatory teamwork so that our clients and stakeholders take ownership of the processes, operations and outcomes

OUR CORPORATE OBJECTIVES

- Achieve international standards of excellence in provision of event planning and management services to the greatest delight and satisfaction of our clients
- Offer highly affordable services in event planning and management without compromise to quality
- Give our clients good value for their money in the delivery of our services
- Maintain high standards of service delivery to our clients at all times

OUR PRODUCT CATEGORIES

- **Organizational or Corporate events.** Includes including but not limited to product launches, press conferences, corporate meetings, expo, charitable and conferences
- **Marketing programs or Leisure events** such as road shows, grand opening events, leisure sport, music, recreation.
- **Special Corporate Hospitality events** or **Cultural events** e.g. ceremonial, religious, art, heritage, folklore, concerts, award ceremonies, film premieres, launch/release parties, fashion shows, commercial events,
- **Private (personal) events** such as weddings, birthdays, anniversaries.

FIELDS OF EXPERTISE IN EVENT MANAGEMENT

The event management industry is growing rapidly, with mega shows and events hosted regularly by FOUNTAIN FLOW, we have developed high expertise in the following fields;

- MICE (Meetings, Incentives, Conventions and Exhibitions),
- Conferences
- Seminars
- Live music and Concerts
- Sporting events
- Sustainable event management: also known as event greening. It is the process used to produce an event with particular concern for environmental, economic and social issue.

OUR UNIQUE APPROACH

The basic tenet of our approach in our operations is to focus on the three main elements that make our service delivery successful: **people, process** and **deliverables**. We intentionally use participative methodology in which the client is involved.

Before contracting us, we assist a client in determining his/her needs and drawing an affordable budget. Most clients prefer us because we have demonstrated high level of comfort, trust, professionalism and a good reputation. We assist our clients to eliminate the stress of the planning process and ensure that our clients have a successful event that leaves a lasting impression on the audience.

Full-Service Event Planning and Management Services

Most of our Clientele hires us to handle specific scope of services for any given event, including all creative, technical and logistical elements of the event. A full-service therefore involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. We finalize with a Post-event analysis and to mainly analyze a return on investment.

A full service is packaged with an in-house provision of creative services that provides all the visuals needed during the event planning and proposal stages and later takes over the design of the event theme and visual content. Our creativity service encompasses;

- Event conceptualization
- Event designs
- Event presentations
- 3D Visualization and blueprints
- Stage and props designs
- Booth and exhibition designs
- Below-the-line designs
- Script and storyboarding
- DVD and multimedia authoring
- Web content development

At FOUNTAIN FLOW, Event management starts with the design and planning stages. It then moves on to the implementation stages, followed by show running, and finally dismantling and post-event stages. So we assist our clients in

- Event planning
- Logistics research and planning
- Strategy planning
- Venue management
- On-site management
- Stage and floor management
- Talent Liaison
- Staging and props production
- Signage and promotional materials production
- Content development
- Equipment rental

Partial Event Planning and Management Services

Naturally we offer partial services that are limited to the needs of our clients and we ensure our services are tailored and customized to meet such needs. In partial services, we offer just a subset of the full-service package, depending on the client's needs expertise and budget. Our partial package largely includes

- Planning and logistics
- event-day on-site services
- Budget tracking
- Vendor Selection
- Event coordination
- Planning timelines
- RSVP tracking and management

OUR REFERENCE AND CLIENTELE

ORGANIZATION	CONTACT ADDRESSES	EVENT UNDERTAKEN	REFERENCE PERSON AND CONTACTS
All Saints Cathedral Church	P.O Box 40539-00100 NBI.	East Africa Choral Festival – The One Song	Rev John Mark
Light Academy{ International School	Karen South Road Karen Langata	Educational Event for East African Institutions	Mr Engyl-Director Light Academy
Nairobi Academy	P.O. Box 4 NBI. Tel:020-891281	The Nairobi Kindergarten and Primary Schools Expo	Ms Bradfield Tel 07230632610.
Family Bank Kenya	Nairobi..Four ways Towers	The Kenya Schools, Colleges and Universities 2012	Mr. Elijah Kingori – Marketing Department

Ministry of Culture and Heritage, Kenya		Permanent Presidential Music Commission	Mr. Wanjohi (Music coordinator)

LIST OF MOST RECENT SUCCESFULL EVENTS

EVENT NAME	WHERE AND WHEN	EVENT DESCRIPTION	EVENT CATEGORY	PACKAGE OFFERED
The East African Choral Festival	Kenya High School, Nairobi 2009 – 2011	Event attended by over 5,000 people from Kenya, Uganda, Tanzania, Rwanda, Burundi and Zanzibar	Corporate	Full-package
The Kindergarten and Primary Expo 2011	The Splash Water World Nairobi. October 2011	Exhibition for the preparatory Schools and Primary	Corporate	Full-package
The Kenya Schools, Colleges and Universityies	Kenyatta International Conference Center	Exhibition for all the Educational institutions in Kenya	Corporate	Full-package
The East African Regional Education Fair	KICC	Exhibition for East African Educational Institutions	Corporate	Full package
The Careers day Visitations and Marketing	Nairobi/Eldoret Region	State House Girls, Kenya High, Strathmore School, Nairobi International, Nairobi Academy, Hillcrest, International School of Kenya, Brookhouse	Education	Full Package

OUR CONTACTS

If you require further detailed information regarding the services provided by FOUNTAIN FLOW or wish to arrange a discussion on event planning and Management Consultancy or issues, please contact the following:

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