

TUTINDAGA EVENTS ARCHITECT

COMPANY PROFILE

Bringing Your Event to Life and Making it Unique!

Summary:

Tutindaga Events Architect is a one stop event planning and management company dedicated to providing unique and engaging solutions for our clients. With ample experience and expertise in designing and managing events of all kinds from corporate, social, conferences, exhibitions, concerts etc. We prioritize bringing value, innovation, and high quality to every event.

Introduction:

Welcome to our event planning company, where we set a new standard of innovation and quality in bringing your event to life. We are experienced professionals in providing unique solutions for all types of events.

We strive to be your reliable partners in designing, managing and crafting both traditional and modern events that are engaging and transformative. By working with us, you'll receive comprehensive service that includes creative planning, detailed event management, and meticulous execution of every detail.

We focus on adding value to each event by working closely with our clients to understand their specific needs and meet their expectations. Leveraging our expertise, resources, and extensive network, we ensure that every event is successful in an engaging and memorable way.

Our name "Tutindaga Event Architects" combines the concept of uniqueness, exceptionality and excellence in the events organized by our company. Here are several reasons for choosing this name:

"Tutindaga": is derived from Nyakyusa tribe which means **"We appreciate"** By using this term, it clearly indicates that we focus on client satisfaction and loyalty while providing top-notch and unique services.

"Events Architect": The term "Architect" represents our ability to design and construct events with skill and meticulous attention to detail. It emphasizes on creativity and the ability to create a unique experience for our clients.

VISION

To be a premier provider of immersive event experience and turning moments into memories

MISSION

To craft exceptional and personalized events by seamlessly blending creative design and transforming our clients vision into lasting smiles

Additional Information:

Our company has a team of skilled and innovative professionals who strive to ensure that every aspect of your event runs smoothly. We aim to provide a unique and engaging experience for each of our clients and focus on building long-term relationships by delivering excellent services.

Products and Services offered

Tutindaga Event Architects provides comprehensive solutions to our clients, ensures client satisfaction, unique and memorable events. Our products and services include:

1. All round Decoration and themes
2. Catering and Barbeque Services
3. All round Drinks, Cocktail and Mocktails services
4. Event Cakes
5. Event Photography, lights and stages
6. Organizing and managing business meetings and national and international conferences.
7. Providing planning and management services for social events, define event scope and budgets
8. Arranging concerts, conferences, galas, exhibitions and other large and small-scale performances.
9. Selecting and booking venues
10. Managing Transportation logistics
11. Monitoring event activities to ensure client satisfaction
12. Rental of decorations, chairs, tables, tents etc.

Why Customers Should Buy or Get the Service

- Our customers will love our services because we offer comprehensive solutions that prioritize innovation and quality.
- We provide our customers with a unique and memorable experience that meets their specific needs and expectations.
- We ensure that every event is unique and enjoyable for our clients, and we pride ourselves on being their reliable partners in making their events unique and memorable.

Marketing Plan:

i. Target Customers:

- We target customers in need of event planning services, including companies, government institutions, diplomats, artists, and individuals who have the need to make their events unique and appealing.
- We also focus on customers who value quality, creativity, and efficiency in their event planning and are willing to allocate their budgets for high-end events.

ii. How to Reach Customers:

- We establish a strong online presence through our website, social media networks, and online advertisements to connect with potential customers.
- We participate in trade shows, conferences, and other social events related to the events industry to build relationships and acquire new customers.
- We utilize direct marketing methods by reaching out directly to potential customers via email, phone calls, and face-to-face meetings.

iii. How to Work with Our Company and Its Benefits:

- Our customers can reach us by submitting inquiries through our website or by directly calling us.
- We pride ourselves on providing comprehensive solutions for every client's event needs, from designing a plan to executing every detail.
- The benefits of working with us include full-service event design and management, high-level creativity, professional expertise, and a priority on providing our customers with a unique and memorable experience

iv. **S.W.O.T. Analysis:**

○ **Strengths:**

We have an experienced team with talented leadership and ability to provide comprehensive and innovative solutions to customer needs.

○ **Weaknesses:**

Event planning industry is still growing in Tanzania and many people believe that businesses like ours are only for large conferences.

○ **Opportunities:**

Increasing demand for unique and appealing events, availability of new technology and modern ways to reach customers.

○ **Threats:**

Risks of market volatility and political and social changes.

v. **Pricing and Distribution:**

Our service prices will be determined basing on the size and complexity of the event, as the client's budget.

We deliver our products and services directly to our customers by partnering with reliable and reputable service providers. Through these strategies, we aim to reach our target customers, provide unique solutions, and build long-term mutually beneficial relationships.

Operational Plan:

a) **Customer Needs Verification:**

Initiate by conducting interviews with the client to thoroughly understand their needs, including the type of event they desire, the number of attendees, budget, and any specific requirements.

b) **Event Planning Design:**

After obtaining detailed information from the client, our team of professionals will begin designing event plans, including venue layout, decorations, food and beverages, and entertainment.

c) **Negotiation and Agreement:**

We will meet with the client to discuss the designed plans and make any necessary adjustments. After final agreements are reached, a contract will be signed, and an initial payment will be made.

- i. **Resource Management:** We will organize and manage all resources needed for the event, including Photography, sound and video equipment, decorations, food and beverages, and other required services.
- ii. **Event Management:** On the day of the event, our team will oversee every step of the execution, from setting up the venue to managing food and beverage services, ensuring everything runs according to plan.

d) Stakeholder Follow-up:

After the event is completed, we will conduct a comprehensive evaluation in collaboration with the client to ensure all requirements have been met and learn from the experience.

e) Payment Confirmation and Closure of Plans:

Upon satisfaction with the event execution, final payments will be required from the client on the day of the event, and a closure document will be issued as proof of service completion.

f) Information Storage:

All information regarding the event, including client communications and details, will be archived for record-keeping and future reference.

By following these operational steps, we ensure that every event is carried out efficiently and with quality, leaving the client satisfied with our service experience.

Business/Company Management:

a. Administration and Operations:

Our company is guided by a transparent and accountable administrative system, where each department have clear responsibilities and understandable goals.

b. Employee Management:

We have a large team of contract employees comprising skilled professionals in various areas. Employee management is focusing on continuous training, motivation, and professional development.

c. Governance System:

The company established a governance system that ensures every step of the operation follows established procedures and adheres to quality and safety standards.

d. Event Safety and Respect:

Our employees ensure the safety and respect of the event by working diligently and with integrity. This includes security personnel and bodyguards ensuring safety, stylists ensuring the appearance of participants, and servers providing excellent service to guests.

E. Communication, Media and Photography

Our **Communication, Media and Photography Team** is responsible for managing the event's communication, visual documentation, and media coverage to ensure that all key moments, activities, and outcomes are professionally captured, documented, and communicated to the intended audience.

The team will ensure **clear, timely, accurate, and consistent communication** before, during, and after the event. This includes coordinating event information, announcements, media content, photography, videography, interviews, and other communication materials.

Key responsibilities include:

- **Event Photography:** Professionally capturing key moments, participants, speakers, guests, activities, and highlights throughout the event.
- **Videography & Documentation:** Recording important sessions, presentations, interviews, performances, and event highlights for reporting and future use.
- **Media Coverage:** Developing and coordinating visual and media content for organizational communication, social media, websites, reports, and other approved platforms.
- **Event Communication:** Ensuring that important information, announcements, schedules, and updates are communicated clearly and on time to participants, guests, partners, and stakeholders.
- **Interviews & Testimonials:** Conducting and documenting interviews with participants, organizers, beneficiaries, partners, and other relevant stakeholders where appropriate.
- **Content Creation:** Producing high-quality photographs, short videos, highlights, captions, and other media content that effectively communicates the purpose, impact, and success of the event.
- **Real-Time Coverage:** Where required, providing timely photographs, video clips, and updates during the event for approved digital and social media platforms.

- **Post-Event Reporting:** Organizing and providing selected photographs, video materials, interviews, and other relevant media assets to support the preparation of the final event report.
- **Brand & Quality Control:** Ensuring that all media materials maintain professional quality and are consistent with the event's branding, communication guidelines, and organizational standards.
- **Media Coordination:** Supporting coordination with authorized media representatives, photographers, videographers, and communication partners to ensure smooth and effective event coverage.

e. Quality Service:

A specialized team oversees the quality of the event to ensure everything goes according to plan and standards. This includes regular inspections and improvement assessments.

f. Supply and Transportation Plans:

Supply and transportation managers ensures that all event equipment and other requirement are available on time and efficiently. Handlers will ensure that everything is delivered safely and accurately.

Team with their qualifications

a. Chefs:

Our chefs are all qualified professionals with extensive experience in the culinary industry, they are known for their creativity and high-level skills in preparing various types of food. Their ability to design and execute unique menus makes any event more appealing.

b. Security Guards and Bodyguards:

Our security team consists of experienced professionals in providing security for any event. They have advanced skills in identifying and preventing risks, ensuring the safety of all participants.

c. Servers:

Our server team is experienced professionals in providing high-quality service to clients. They are known for their communication skills and ability to work quickly and efficiently even in high-pressure environments.

. Media Team

Our **Media Team** comprises skilled and experienced media professionals with strong expertise in **professional photography, videography, content production, and digital media communication**. The team is committed to capturing high-quality visual content that effectively documents the event, highlights key moments, and communicates its impact to both internal and external audiences.

The team's responsibilities include:

- **Professional Photography:** Capturing high-quality photographs of key moments, speakers, participants, guests, activities, and event highlights.
- **Professional Videography:** Recording important event proceedings, presentations, interviews, testimonials, performances, and behind-the-scenes activities.
- **Content Editing:** Professionally editing photographs and video footage to produce polished, engaging, and publication-ready content.
- **Social Media Content:** Creating and preparing suitable photographs, short videos, reels, highlights, and other digital content for social media platforms.
- **Media Distribution:** Supporting the timely distribution of approved content through **social media, websites, newsletters, press releases, and traditional media channels**.
- **Event Highlights:** Producing highlight videos and curated photo selections that showcase the key achievements and memorable moments of the event.
- **Interviews & Testimonials:** Capturing professional interviews and testimonials from participants, organizers, partners, beneficiaries, and other relevant stakeholders.
- **Digital Archiving:** Organizing and maintaining properly labelled photo and video files for future reporting, communication, documentation, and organizational use.
- **Brand Consistency:** Ensuring all media content reflects the organization's brand identity, communication standards, and professional image.
- **Timely Delivery:** Ensuring selected photographs, video clips, and other approved media materials are processed and delivered within agreed timelines.

Our Media Team combines creativity, technical expertise, and professional storytelling to transform event moments into compelling visual content that can effectively inform, engage, promote, and preserve the impact of the organization's work.

d. Drivers:

Our drivers are licensed professionals with experience in driving vehicles safely and efficiently. They are known for their route planning skills and ensuring that event participants arrive at their destination safely and on time.

e. Coordinator:

Our coordinator has event management skills and experience in managing various activities.

They are known for their team management skills and ensuring that every step of the event is carried out efficiently.

f. Event Quality Management Team:

This team includes mechanical engineers and other skilled professionals in managing event infrastructure. They have the ability to identify and resolve problems quickly to ensure the event goes according to plan.

g. Supply and Transportation Managers:

These managers are skilled professionals in supply management and cargo transportation.

They are known for their ability to organize and manage the supply process to ensure all equipment is available on time. Having employees with these unique qualifications helps our company deliver excellent and unique services to our clients.

Contact information:

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Location: Arusha, Tanzania.

Contact us today to start the journey of crafting your unique and captivating event!

Conclusion:

With our capabilities, experience, and commitment to providing high-quality services, we invite you to choose Tutindaga Events Architect as your reliable partner in event planning. We will ensure that your event is unique and enjoyable. Thank you for giving us the opportunity to serve you.