



**UNICORE**  
everything in detail



COMPANY PROFILE



## Event Management Services

BRINGING PEOPLE'S IDEAS, BUSINESSES' PROSPECTS AND CORPORATES' VISION INTO ACTION



We are Specialised in designing, Management and Production of Successful Events Expertly from start to finish



Unicore Limited is your 1-stop specialized events company with a holistic and professional understanding of the events industry in today's dynamic era. We take great satisfaction in understanding our clients' vision and making it a reality. We give you personalized event management services exactly as what you want – tailor-made occasions that bring your guests closer to you and help create relationships that last.

Using digital modelling technology, we can assist our clients with visualizing their event to optimize every aspect.

No event is too large or too small and each event gets our full attention.

With our obsession to detail and dedication to perfection, we can design and bring to life anything you can imagine.

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## OUR ACHIEVEMENTS

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Since 2012, Unicore LTD has been providing state-of-the-art Event Production and Management Services to Corporate, non-profit and social Organizations, International Organizations and Associations.

Our previous Involvement include:

- THE WORLD TRADE ORGANIZATION (WTO), 10TH MINISTERIAL CONFERENCE HELD IN NAIROBI, KENYA 2015
- FOURTEENTH SESSION OF THE UN CONFERENCE ON TRADE AND DEVELOPMENT (UNCTAD 14), 2016
- THE 2ND HIGH LEVEL MEETING, 2016 (HLM2) OF THE GLOBAL PARTNESHIP FOR EFFECTIVE DEVELOPMENT CO-OPERATION AT KICC
- SUSTAINABLE BLUE ECONOMY CONFERENCE AT KICC, NAIROBI KENYA 2018

Whether you are planning for an awards banquet for several hundred guests, a trade show, AGMs or Conference with general sessions, break-out rooms and Exhibitions, or any event Like Cocktails and Dinner in between, Unicore will ensure your event is tactically designed through our competence technical engineers and graphic designers and executed to leave with fun and extraordinary results, Creating your day memorable and delivering maximum impact



Founded in Nov 2010, Unicore Ltd is a specialist organizer of business-to-business events, including conferences, award ceremonies, seminars, workshops, roadshows, roundtables and exhibitions for the public, commercial and third sectors.

[info@unicore.co.ke](mailto:info@unicore.co.ke)

Every event is different and every client has their own objectives and individual requirements. Whether it's a breakfast briefing for ten potential customers, a two-day conference for 200 delegates or a high-level Gala Dinner Awards ceremony for 1,200 guests, our in-house expertise means we can deliver an excellent event whatever your budget.

Many clients require a full outsourced service – from formulating the scope of the event and recommending a venue, to managing the event on-site and conducting delegate research afterwards. While other clients may want to be helped only with specific aspects, such as venue sourcing or registration. No matter how much or how little you would like us to take off your shoulders, we can tailor a package to suit your specific requirements using our dedicated in-house team.

As a commercial event organizer in our own right (through our 'own-brand' events), we also have a specific expertise in securing sponsorship and partner support, resulting in a unique capability to deliver high-quality events whilst working within tight budget constraints, generating additional revenues, managing risk and controlling costs very closely.

#### We Specialize in:

- ✓ Corporate events & AGMs
- ✓ Conferences, Exhibitions and symposiums
- ✓ Fundraisers & formal dinner gala's
- ✓ Long Service Awards & staff recognition events
- ✓ Silent & live auctions
- ✓ Private events & celebrations - Weddings, Anniversaries, Birthday parties, Christmas parties & themed events
- ✓ Product Launches, Ground breakings & building openings
- ✓ Media & PR events
- ✓ Games, Tournaments and sporting events
- ✓ Modelling and Talent showcase events
- ✓ Religious events and services.

#### Summary of services:

##### Pre-Event Planning

- Budget creation & management
- Detailed critical path and timelines created specifically for your event
- Branding creation and custom marketing strategy
- Social media planning
- Creation of sponsorship packages specific to your event
- Venue booking and contract negotiation

##### Event Management, Design & Marketing

- Online registration set up and management
- Speaker and sponsor management
- Floor plan layout and décor planning
- Menu creation specific to your event
- Execution of every detail of your event
- Extensive list of local professionals to help make your event extra special: Entertainers, photographers, musicians, graphic designers & marketing experts, caterers, audio visual specialists, florists, rental companies and more.

##### Onsite Management & Post Event

- Volunteer management
- Onsite set up and day-of management
- Detailed timelines, show flows & MC scripts
- Friendly and trusting staff
- Stage management
- Tear down and clean-up of your event
- Post event summary and follow up



## Specialist Sectors:

- Fast-moving high-tech
- Government Agencies
- Professional Markets
- Trade Associations
- NGOs



## Our Clients:

- I. Communication Authority of Kenya
- II. Kenyatta International Convention Center
- III. County Governments
- IV. Government Ministries
- V. Philips Kenya
- VI. Toyota Kenya
- VII. County Assemblies
- VIII. United Nations
- IX. Safaricom
- X. Sarova Hotels, Resort & Lodges
- XI. Standard Media Group

## And more others

## SAMPLED MANAGEMENT SERVICES FOR A CONFERENCE.

**Registration, Delegate Payments & Badging** – We provide a wide range of online and onsite registration setup and management services, including processing delegate fees (if applicable) and pre-booking individual delegate agendas for the day.

**Venue Sourcing & Negotiation** – We have a comprehensive knowledge of venues in the East African region and are able to source and coordinate for a venue within clients' budget while maintaining a "wow" effect to the attendants.

**Accommodation Sourcing and coordination** – Our team of booking assistants offer you a range of preferential hotel rates at venues across the region, including online and telephone booking mechanisms.

We provide a list of accommodation options convenient to the conference venue for the delegates to select.

**Agenda / Programme Development** – Our team has extensive experience creating engaging conference programmes that fit your specific communication objectives, encouraging delegate attendance and aiming to exceed audience expectations on the day.

**Speaker Co-ordination & Management** – We can recommend the best speakers for your event and manage their participation, from securing a date, agreeing fees, conducting pre-event briefings and ensuring smooth-running logistics on the day.

**Sponsor / Exhibitor Sales & Customer Care** – We have a proven ability to involve your partners and other third parties in your events, generating additional income by designing and selling sponsorship packages that provide real business value. We are able to design and implement sponsorship packages depending on the conference theme and conference requirements.

**Audio-Visual & Set Production** – We have an experienced team of AV engineers able to deliver innovative solutions that fit your budget. Our team has been involved in some of the most demanding international conference setups in the region.

**Delegate Marketing, Advertising, Website and Brochure Production** Our Clients benefit from access to our own extensive in-house database of exclusive 'event-goers'

Our in-house marketing team are experienced at generating a targeted audience and making sure the event proposition matches the audience needs.

**Post-event Surveys & Analysis** – it is vital to know if your event has met its objectives, so that you can assess its effectiveness and plan for the future. On-site feedback forms and post-event surveys are all part of the service we provide.

# PRODUCTS



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## SOUND SYSTEMS



## POWER BACKUPS



## SCREENS



## VIDEO COVERAGE



## TENTS



## LIGHTING



# PRODUCTS...



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## DECOR



## STAGINGS



## INTERFACING AND CONTROL



## TECHNICIANS



## INSTALLATIONS, SALES & SERVICES

We deliver customized, turn-key Audio-Visual solutions. We'll design, supply & install a solution that works for you. Our AV Solutions are designed in a way that guarantees seamless integration with our other solutions. Our customized AV infrastructure forms a robust foundation for our Digital Signage, Music, Media and specialized Atmospherics Solutions as well as our PA evacuation systems. These include: SOUND SYSTEMS AND BACKGROUND MUSIC SYSTEMS, BOARDROOM & OFFICE SPACE AUDIO VISUAL, VIDEO CONFERENCING FACILITIES, ZOOM VIDEO COMMUNICATIONS, TV & DIGITAL DISPLAY SCREENS, SMATV & DSTV INFRASTRUCTURE, SPECIALISED DIGITAL SIGNAGE SOLUTIONS, LED WALLS, VIDEO WALLS, DIGITAL MENU BOARDS, HUDDLE SPACES. PA & PAGING SYSTEMS, AUTOMATION & CONTROL SYSTEMS, INTERACTIVE CLASSROOMS & AUDITORIUMS, PROJECTORS AND PROJECTION SCREENS, NETWORKING, CCTV AND SECURITY SYSTEMS among other solutions

# PAST EXPERIENCE

## case study 1



**PROJECT:**  
COMMUNICATION AUTHORITY -  
ICT consumer forum, popularly  
known as *Kikao Kikuu*

**NATURE OF EVENT**  
Conference & Exhibitions with  
Luncheon and Roadshows

- Baringo County
- 1500 Delegates
- 40 Exhibitors
- Roadshows
- Luncheon
- 2 Consecutive ICT Center Launch



**Client:** Communication Authority  
of Kenya



### BACKGROUND

The Communications Authority of Kenya (CA) is the regulatory authority for the communications sector in Kenya.

Established in 1999 by the Kenya Information and Communications Act, 1998, the Authority is responsible for facilitating the development of the information and communications sectors including; broadcasting, cybersecurity, multimedia, telecommunications, electronic commerce, postal and courier services.

### OBJECTIVE

As the ICT regulator, the Authority is charged with safeguarding the interests of consumers of ICT services. This is achieved through enforcement of consumer regulations as well as educating users of these services on their rights and responsibilities. One of the avenues is the County ICT consumer forum, popularly known as Kikao Kikuu. In this forum, the Authority is partnering with County Governments to host public forums that act as platforms of interaction between ICT consumers, the Authority, service providers and other stakeholders to discuss and explore solutions for communications challenges in the counties.

### OUR ROLES:

- 1) To hold brief on the various events as presented by the Communications Authority of Kenya;
- 2) Conceptualize the execution of the events
- 3) Designate a CA Account manager, to be main liaison for management of all event.
- 4) Participate in briefing meetings at the CA's HQ Office on Waiyaki Way Westlands, Regional Offices and at the event venues, as was agreed upon
- 5) Participate/ accompany the Authority staff to various preparatory meetings as required; either at CA's HQ Office, regional offices or where advised;
- 6) Providing professional advice and raising any clarifications required from the brief of the event;
- 7) Sourcing for all items as were required for event as per the brief;
- 8) Mobilizing participants for various events as detailed in brief;
- 9) Conceptualizing and providing event management services as per brief;
- 10) Preparing and presenting an events management plan for the execution of each event
- 11) Undertaking dry-runs when required;
- 12) Executing the event as per approved event management plan and writing a report as per predetermined format;
- 13) Preparation and presentation of an outline of the event report
- 14) Participating in evaluation meetings

### RESULTS:

Our solution was to create a Five-day event in one venue, addressing the needs and demands of all the different stakeholders involved.

The event was a huge success for CA, both internally for cementing their roles, structures, and externally – with business partners and customers both rating Connections as an excellent event. Over 1,500 consumers together with 500 invited delegates attended. Delegate feedback was especially complimentary about the new format of reaching the consumers comprising three information-packed days of keynote sessions, seminars, workshops, roadshowask-the-expert clinics and one-on-one sessions, combined with a structured networking environment and extensive exhibition and demonstration areas.

Sponsorship and exhibition stand generated Ksh.840,000 of additional income, offsetting a major proportion of the overall costs.

Exhibitors had an excellent event and reported high levels of interest in their products – so for all event stakeholders, the event was a great success.



# PAST EXPERIENCE

## case study 2



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### PROJECT:

The Sustainable Blue Economy Conference 2018

### NATURE OF EVENT

International Conference & Exhibitions with Cocktail, Luncheon, Dinner and Breakaways Meetings

Venue – KICC, Nairobi

Delegates – 18,000

Exhibitors - 60

Break Away Room – 12

Duration – 5 days



Client: SLEEK SOURCING LIMITED

### BACKGROUND

Sleek Sourcing Limited is an integrated marketing and Advertising company instituted by professionals seasoned with multiple years' experience in training. As the Main contractor, the Experiential company outsources Unicore to Manage Venue Setups and Event coordination.

### OBJECTIVE

The Sustainable Blue Economy Conference was the first global conference on the sustainable blue economy. Over 18,000 participants from around the world came together to learn how to build a blue economy that:

- Harnesses the potential of oceans, seas, lakes and rivers to improve the lives of all, particularly people in developing states, women, youth and Indigenous peoples
- Leverages the latest innovations, scientific advances and best practices to build prosperity while conserving the waters for future generations

Our Roles:

- 1) Conceptualize the execution of the events
- 2) To hold brief on the various events as presented by the Ministry of Foreign Affairs
- 3) Participate in briefing meetings at the venue
- 4) Participate/ accompany the Ministry staff on where advised;
- 5) Designing floor plans and setups for the Main Opening Ceremony Hall, Break Away rooms, Luncheon hall, Cocktail area, Dinner venue and Closing ceremony Hall.
- 6) Providing professional advice and raising any clarifications required from the brief of the event;
- 7) Sourcing for all Audio-Visual equipment as were required for event as per the brief;
- 8) Conceptualizing and providing event management services for all rooms setups;
- 9) Preparing and presenting an events management plan for the execution of each event
- 10) Undertaking dry-runs when required and updating signages;
- 11) Executing the event as per approved event management plan

### RESULTS:

The world rallied around the enormous pressures facing the oceans and waters, from plastic pollution to the impacts of climate change. At the same time, there was international recognition of the need to develop the waters in an inclusive and sustainable manner for the benefit of all.

The Sustainable Blue Economy Conference built on the momentum of the UN's 2030 Agenda for Sustainable Development, the 2015 Climate Change Conference in Paris and the UN Ocean Conference 2017 "Call to Action".

The conference was able to:

- Identify how to harness the potential of the blue economy to create jobs and combat poverty and hunger
- Show how economic development and healthy waters go hand in hand
- Capture commitments and practical actions that can be taken
- Bring together the players needed to transition to a blue economy

# PAST EXPERIENCE

## case study 3



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**PROJECT:**  
THE 2ND HIGH LEVEL MEETING, 2016 (HLM2) OF THE GLOBAL PARTNERSHIP FOR EFFECTIVE DEVELOPMENT CO-OPERATION

**NATURE OF EVENT**  
International Conference & Exhibitions with Cocktail, Luncheon, Dinner and Break-aways Meetings

Venue – KICC, Nairobi  
Delegates – 4,600  
Exhibitors - 120  
Break Away Room – 10  
Duration – 3 days

Client: KENYATTA INTERNATIONAL CONVENTION CENTER



### BACKGROUND

Kenyatta International Convention Centre (KICC) is a State Corporation established under the Tourism Act 2011 whose objective and purpose is to promote the business of Meetings, Incentives travel, Conferences and Exhibitions also known as MICE. KICC is the largest Convention Centre in Eastern Africa with the capacity to hold a large number of delegates

### EVENT BRIEF

HLM2 was hosted by the government of Kenya, and attended by more than 4,600 delegates from 157 countries including heads of state and government, ministers, parliamentarians and leaders from international organizations, business, civil society and foundations, participants attended seven plenary sessions, 10 Amphitheatre sessions, 57 side events and 120 exhibitions to:

- Take stock of the implementation of the internationally-agreed development effectiveness principles and commitments
- Provide a learning space on development effectiveness, showcasing successful examples
- Identify innovative approaches to sustainable development that can be scaled up
- Position the Global Partnership to effectively contribute to implementation of the SDGs and the Addis Ababa Action Agenda
- Produce the Nairobi Outcome Document, charting a path forward for all development actors to realize their complementary contributions to implementing Agenda 2030 and realizing the SDGs

### Our Roles:

- 1) Conceptualize the execution of the events
- 2) To hold brief on the various events as presented by the Ministry of Trade
- 3) Participate in briefing meetings at the venue
- 4) Designing floor plans and setups for the Main Opening Ceremony Hall, Break Away rooms, Luncheon hall, Cocktail area, Dinner venue and Closing ceremony Hall.
- 5) Providing professional advice and raising any clarifications required from the brief of the event;
- 6) Providing all Audio-Visual equipment as were required for event as per the brief;
- 7) Conceptualizing and providing event management services for all room's setups;
- 8) Preparing and presenting an events management plan for the execution of each event
- 9) Undertaking dry-runs when required and updating signages;
- 10) Executing the event as per approved event management plan.

### RESULTS:

Based on an inclusive consultation that concluded in Kenya at the Global Partnership's Second High-Level Meeting (HLM2), the Nairobi Outcome Document was released on 1 December 2016. This document helped to shape how all development stakeholders will partner to implement Agenda 2030 and realize the SDGs.



# PAST EXPERIENCE

## case study 4



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**PROJECT:**  
THE WORLD TRADE ORGANIZATION (WTO), 10TH MINISTERIAL CONFERENCE HELD IN NAIROBI, KENYA 2015

**NATURE OF EVENT**  
International Conference & Exhibitions with Cocktail, Luncheon, Dinner and Breakaways Meetings

Venue – KICC, Nairobi  
Delegates – 5,000  
Exhibitors - 80  
Break Away Room – 14  
Duration – 5 days

Client: KENYATTA INTERNATIONAL CONVENTION CENTER



### BACKGROUND

Kenyatta International Convention Centre (KICC) is a State Corporation established under the Tourism Act 2011 whose objective and purpose is to promote the business of Meetings, Incentives travel, Conferences and Exhibitions also known as MICE. KICC is the largest Convention Centre in Eastern Africa with the capacity to hold a large number of delegates

### EVENT BRIEF

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to ensure that trade flows as smoothly, predictably and freely as possible. The WTO has over 160 members representing 98 per cent of world trade.

The WTO's 10th Ministerial Conference was held in Nairobi, Kenya, from 15 to 19 December 2015. It culminated in the adoption of the "Nairobi Package", a series of six Ministerial Decisions on agriculture, cotton and issues related to least-developed countries (LDCs).

### Our Roles:

- 1) Conceptualize the execution of the events
- 2) To hold brief on the various events as presented by the Ministry of Trade
- 3) Participate in briefing meetings at the venue
- 4) Designing floor plans and setups for the Main Opening Ceremony Hall, Break Away rooms, Luncheon hall, Cocktail area, Dinner venue and Closing ceremony Hall.
- 5) Providing professional advice and raising any clarifications required from the brief of the event;
- 6) Providing all Audio-Visual equipment in all 14 break-away rooms as were required for event as per the brief;
- 7) Conceptualizing and providing event management services for all break away room's meetings and setups;
- 8) Preparing and presenting an events management plan for the execution of each event
- 9) Undertaking dry-runs when required and updating signages;
- 10) Executing the event as per approved event management plan.

### RESULTS:

WTO members concluded their Tenth Ministerial Conference in Nairobi on 19 December by securing a historic agreement on a series of trade initiatives. The "Nairobi Package" pays fitting tribute to the Conference host, Kenya, by delivering commitments that will benefit in particular the organization's poorest members.

Ministers also formally approved Afghanistan's WTO membership terms at a special ceremony.



# CSR AND CHARITY EVENTS



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At UNICORE we understand that we have a responsibility to our society and we have made Corporate Social Responsibility (CSR) an integral part of our business culture. To underline our deep commitment to making a difference in people's lives, we are guided by an existing policy and we commit a substantial budgetary allocation each year to CSR initiatives. Our efforts focus on the following four key areas:

**EDUCATING LESS FORTUNATE IN THE SOCIETY** - Through our Foundation we are able to sponsor 90 vulnerable students in high school education

[unicorefoundation.org](http://unicorefoundation.org)

**PROVISION OF MATERIAL ITEMS IN CHILDREN'S HOMES AND IN SPECIAL SCHOOLS**

Talent Development amongst youth

**Sponsorship of Charity Events** - Quarterly Outburst Boot Cancer Challenge, KU Golf Tournament for Proceeds towards Orphan Students, Eardrop Kenya- Raising funds to aid children with hearing disability

## CHILDREN'S HOME



## EDUCATION



## FOOD DONATION



## YOUTH EMPOWERMENT



# COMPANY PROFILE



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