

Events

Conferences

Incentives

Meetings

& much more

# Ikaze PCO

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Ikaze Professional Conference Organisers (PCO) is an Events, Communications, and Marketing Agency based in Rwanda. Creating unique experiences is at the centre of what we do, with a strong focus on strategic communication, graphic design and development, digital marketing, content development, and event management.

# ABOUT IKAZE PCO



Ikaze PCO is an experience focussed and customer-centric company, targeting inbound tourism, and in particular MICE tourism with a strong focus on Conference and Incentive travel to Rwanda. We are an enthusiastic, solutions' oriented team with hands on management, ensuring flexible decision-making. Being owner managed means our clients enjoy personal attention and quick turnaround times.

Ikaze PCO offers a single point of contact solution for organisations. This includes:

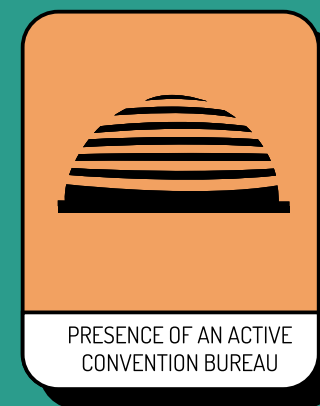
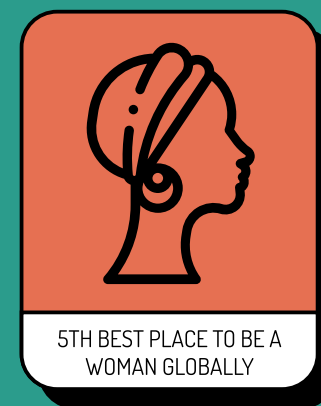
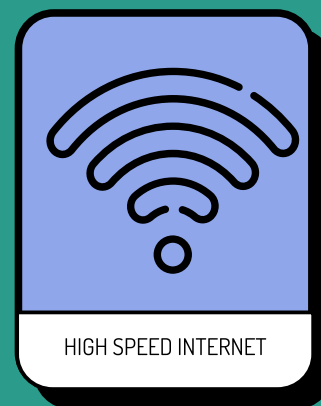
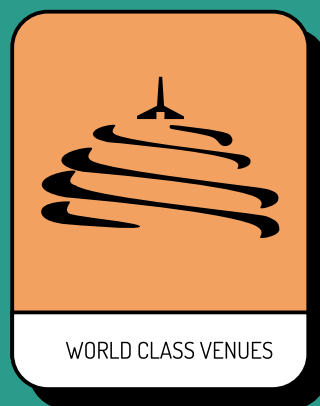
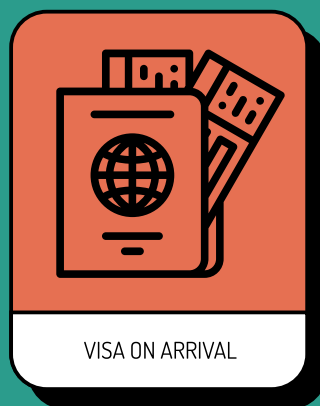
- Implement and manage all logistics for events including venue arrangements, delegates management and branding of the event venue.
- Manage project-specific logistics as requested.
- Creative design, development, and implementation in line with the project theme.
- Public and media relations campaigns and media activity planning.
- Creating a project-specific portal and designing all branding for promotional material.
- Content creation including Press releases, digital newsletters, blog-post, videos, corporate brochures, photographs, info-graphics, or social media posts.

# WHY RWANDA?

Rwanda is an undiscovered incredibly beautiful country with ever changing landscapes that offer outstanding flora and fauna and spectacular scenery. Misty, moody rainforest in the south gives rise to lushly forested volcanoes and bamboo in the north. Dugout canoes ply the tranquil waters of Lake Kivu in the west and undulating grass plains of Akagera in the east are interspersed with light acacia woodlands.

Rwanda's popularity as a prime MICE destination stems from its streamlined visa process, allowing nationals from every country to obtain a visa on arrival. Its accessibility is enhanced by numerous flight options via RwandAir, ensuring seamless connectivity to Kigali and the rest of Africa.

Furthermore, Rwanda is home to an array of world-class MICE venues, including the Kigali Convention Centre, Kigali Conference and Exhibition Village, Intare Conference Arena, and the newly opened BK Arena. These venues solidify Rwanda's position as a top-tier destination for MICE events.



# OUR SERVICES

## PROFESSIONAL CONFERENCE ORGANISER SERVICES

- Event and conference management including hybrid, live and digital experiences
- Venue and supplier management
- Event logistics & planning
- Operations management
- Exhibition management services
- Technology support & implementation
- Registration services
- Housing & room block management
- Integrated digital marketing, communications & media relations
- Sponsorship development
- Content management, development and production
- Event Financial Management

## ASSOCIATION MANAGEMENT & CONSULTANCY SERVICES

- Event, trade show and convention management
- Advertising, exhibit and sponsorship sales
- Corporate sales and fundraising
- Marketing, communications, public relations and social media
- Government relations, advocacy and lobbying

## DESIGN, BRANDING & PRINTING SERVICES

Our in-house design team will ensure your event is a success. We have

- A wealth of experience is providing branding, design and printing services for all types of events.
- Event Website build
- Electronic Branding Design
- Printed Branding Design
- Event Ticket Creation

## VIRTUAL EVENTS SERVICES

- Ikaze PCO is able to work closely with our clients to ensure a successful, engaging and seamless virtual experience. Our virtual services include but are not limited to:
- Invitation and RSVP management
- Custom digital content
- Registration management
- Technological and technical support
- Breakout rooms management
- Client training and pre-event rehearsal
- Dedicated platform technician
- Live-streaming on preferred social-media platforms

## **HYBRID EVENTS SERVICES**

We have the expertise and capacity to deliver your events both digitally and face to face from any of your venue spaces.

Our Audio Visual team will help to design your venue and reimagine your event to enable you to extend your reach whether in person, virtually or a hybrid of the two:

- Live recording and set up of event
- Live web link to streaming service of your choice
- Vision layout options including full screen presenter or content image, side by side camera and content, lower thirds titles
- Camera packages including 4k capable cameras
- LED backdrop
- Fold-back monitors for live stream pre-view

On-site AV and ICT support

Custom digital content creation

## **HOTEL & TRANSFER SERVICES**

Ikaze PCO has negotiated some of the best rates for hotels and transfers. We are able to use an event to leverage local hotels to offer the best rates, which we pass on to event staff and delegates.

- Private buses
- Luxury 4X4 vehicle transfers
- Hotel booking
- Private accommodation booking
- Service of an English/ French speaking driver guide
- Self-hire vehicle rentals.

## **COMMUNICATION & MARKETING SERVICES**

We ensure that all stakeholders involved in the project receive transparent and adequate information. We also assist in promoting the event to the ideal audience. Cross-platform integrated content strategy for platforms including;

- Social media,
- Website,
- Brochures,
- Email, Broadcast,
- Print Media.
- Copy-writing for websites, social media, and sponsorship proposals
- Event Registration Platform

## **INCENTIVE TRAVEL SERVICES**

We specialise in creating once in a lifetime, unique and unforgettable experiences for your incentive travels and meetings to help you motivate your team and reward your key employees and top customers. With meticulous attention to detail and round the clock client care, we will take over and manage the entire trip and experience, including but not limited to the following services;

- Proposed activity packages to inspire and motivate participants
- Selection of industry leading suppliers
- Price and contract Negotiation
- Venue and accommodation sourcing
- Development of a successful campaign
- Bespoke pre- and post-tours
- Management of room inventory, food and beverage, activities and transportation





# PAST EVENTS

The exceptional event management, planning, attention to detail, constant calm and a big-picture-perspective, enables the Ikaze PCO team to provide well executed events.

With this in mind, check out our past events here, to see what Ikaze has done over the years, making numerous clients happy.

# FIFA CONGRESS DINNER

FIFA

The FIFA Congress Dinner is an event typically held in conjunction with the FIFA Congress, which is an annual meeting of the member nations of FIFA. The FIFA Congress Dinner is an opportunity for representatives from these nations to come together in a more informal setting. It's a chance for networking, celebrating football, and fostering a sense of camaraderie among the international football community.

**Number of Delegates: 1200**

**Task Completed:**

- Brand Identity
- Creative and Entertainment Concept
- Event Set Design
- Exhibition Design
- Catering Concept
- Technical Proposals





# GIANTS OF AFRICA

FIFA

The inaugural Giants of Africa Festival brought together 250 youth from 16 African nations to Kigali, Rwanda for a week-long celebration of basketball, education, culture, and entertainment.

Ikaze PCO was tasked with interviewing over 1000 volunteers and interns. During the event, our task including managing 250 volunteers, ensuring they were trained, allocated a timetable and managed catering to provide food for over 1200 delegates and volunteers

**Number of Delegates: 1200**

## Task Completed:

- Project Management
- Catering Concept & Management
- Interviewing
- Event Set up
- Exhibition Design
- Catering Concept





# UNLEASH Rwanda



Unleash Rwanda was an innovative gathering that united 1000 participants and talents, alongside 200 staff members from across the globe, to collaborate on discovering solutions for different Sustainable Development Goals (SDGs). The objective of the event was to utilise the combined talents and expertise of individuals from diverse backgrounds in order to tackle some of the most urgent global challenges.

**Number of Delegates: 1100**

**Task Completed:**

- Transportation
- Logistics & Operations
- Security Management
- Event Set Design
- Event Production





# IWA CONGRESS & EXHIBITION

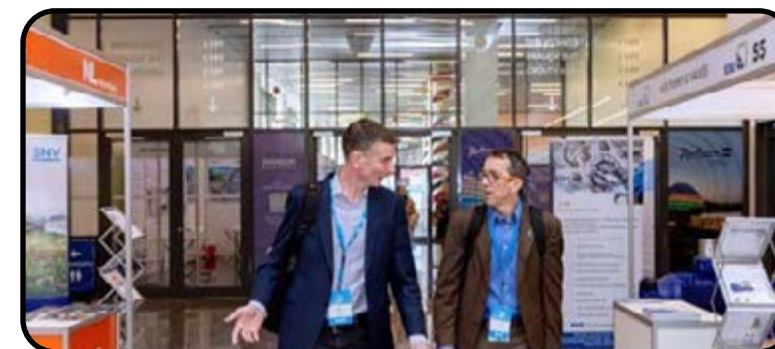
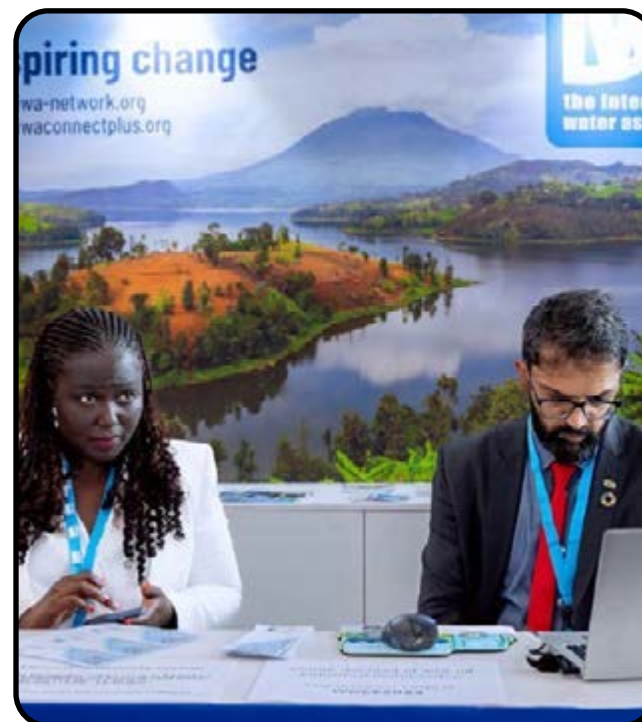


IWA Water and Development Congress & Exhibition 2023 was a unique opportunity for water professionals from a variety of backgrounds and different geographies to exchange knowledge, experience and best practice that are accelerating progress towards ensuring safe, sustainable, and climate-resilient water and sanitation services for all.

**Number of Delegates:** 450

## Task Completed:

- Managing transportation and customs clearance of exhibition materials across borders
- Program and Session Management
- Participant Services
- Venue Arrangements
- Stakeholder Engagement
- Exhibition Management
- Freight and Customs Services
- Program Management
- Registration
- Meal Facilitation Preparations
- Hotel Management
- Transportation





# CHOGM-SIDE EVENTS



In conjunction with the Commonwealth Heads of Government Meeting (CHOGM) 2022, Ikaze PCO was tasked with designing the official social and side events to create networking opportunities for delegates attending the event. The events were namely the CHOGM Street Festival, The CHOGM Golf Tournament, and the CHOGM Cricket Tournament. The scope of work here serves as an ideal example to demonstrate our capabilities and expertise in managing large-scale event logistics such as working with multiple suppliers, designing transport plans and coordinating various aspects of the event to ensure a seamless and successful execution.

**Number of Delegates:** 5000

## Task Completed:

- Printing & Branding
- Strategic Planning
- Marketing and Promotion
- Event Execution
- Sponsorship Management
- Event Accreditation
- Event Website
- Registration & Badge Printing
- Program Management
- Registration
- Meal Facilitation Preparations
- Hotel Management
- Transportation





# MO IBRAHIM GOVERNANCE WEEKEND



The Mo Ibrahim Governance Weekend is a high-profile event that attracts leading African heads of state, political figures, business leaders, and key players in civil society. As an official event organizer, Ikaze PCO was tasked with managing the operations and marketing for over 3000 delegates.

**Number of Delegates:** 3000

**Task Completed:**

- Seamless event operations for a high-caliber audience,
- Executing Marketing
- Transport Operations
- Event Operations
- Logistics
- Program Management
- Guest Relations





# AVIATION AFRICA/SMIESA



The Aviation Africa/SMIESA event stands as a distinguished gathering, bringing together prominent stakeholders and influencers within the aviation sector. Renowned for its high-profile attendees and impactful discussions, this event serves as a pivotal platform for networking, collaboration, and the exchange of innovative ideas. Attended by industry leaders, policymakers, and representatives from across the globe, the event fosters dialogue on crucial issues shaping the future of aviation in Africa and beyond. Notably, the presence of esteemed dignitaries, including the President, underscores the event's significance and the commitment of key decision-makers to advancing the aviation industry's growth and development agenda.

**Number of Delegates:** 3500

## **Task Completed:**

- Venue Operations
- Event Setup
- Audiovisual
- Branding
- Exhibition Booths
- Event-Day Media Coverage
- Curated Tour Packages



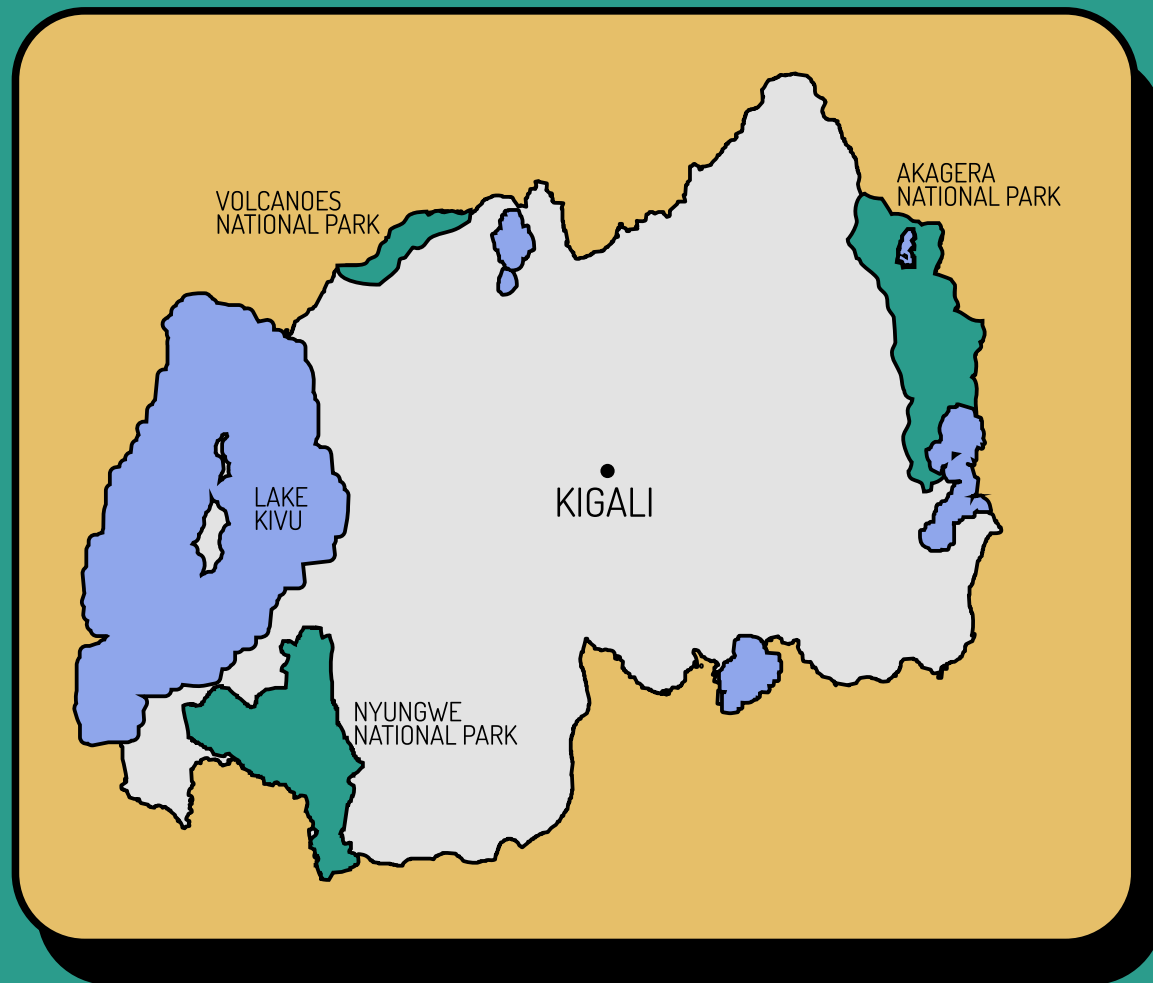


# INCENTIVES & TOURS

Rwanda is an undiscovered gem, boasting an ever-changing landscape that offers stunning flora, fauna, and breathtaking scenery. In the south, misty rainforests give way to lushly forested volcanoes and bamboo forests in the north. The tranquil waters of Lake Kivu in the west are plied by dugout canoes, while the undulating grass plains of Akagera in the east are interspersed with light acacia woodlands.

This diverse natural beauty makes Rwanda a thriving destination for incentive travel. It offers a remarkable experience, further strengthened by its growing membership in the Society for Incentive Travel Excellence (SITE). Let's dive into why Rwanda is an excellent choice for your incentive travel program.

# NATIONAL PARKS IN RWANDA



## **VOLCANOES NATIONAL PARK**

Situated in the far north-west of Rwanda, Volcanoes National Park protects the steep slopes of this magnificent mountain range – home of the endangered mountain gorilla and a rich mosaic of montane ecosystems, which embrace evergreen and bamboo forest, open grassland, swamp and heath. Volcanoes National Park is named after the chain of dormant volcanoes making up the Virunga Massif: Karisimbi – the highest at 4,507m, Bisoke with its verdant crater lake, Sabinyo, Gahinga and Muhabura.

## **NYUNGWE NATIONAL PARK**

One of the oldest rainforests in Africa, Nyungwe is rich in biodiversity and spectacularly beautiful. The mountainous region is teeming with wildlife, including a small population of chimpanzees as well as 12 other species of primate, including the L'Hoest's monkey endemic to the Albertine Rift. With 15 trails along with various other activities, visitors can choose to sample the delights of the forest or indulge themselves for a week or more in one of Africa's most stunning forests.

## **AKAGERA NATIONAL PARK**

The relatively warm and low-lying plains of Akagera comprise savannah, woodland, wetland and a dozen lakes. In partnership with African Parks, Akagera National Park transformed into a world class location to experience a safari. Visitors can encounter rhino, lion, leopard, elephant, buffalo, giraffe, hippo, zebra, baboons, vervet monkeys, an incredible 490 bird species, plus much more.



# SAMPLE ACTIVITIES



GORILLA TREKKING



SAFARI GAME DRIVE



SHOPPING



MUSEUMS



ART



NATURE WALKS



BOAT RIDES



GOLF



COFFEE TOURS



TEA PICKING





PROFESSIONAL CONFERENCE ORGANISERS