

M

Meetings

I

Incentive travel,
Private &
Group Safaris

C

Conference
Management

E

Exhibitions &
Trade Shows



Connecting Brands to Global Markets



Imagine. Innovate. Inspire

OUR COMMITMENTS



Eradicate, by 2020, (baseline year 2019), use of single – use plastic at all events organised for and/or on behalf of our clients



Reduce, by 2022, (baseline year 2019), the carbon emission associated with travel of delegates, guests and organizers attending all events organised for and/or on behalf of our clients by 40%



Enhance, by 2021, (baseline year 2019), empowerment of the people in the local communities in the destinations of our and our clients' events, by 70%

WELCOME TO OUR WORLD



Kezy Mukiri - Founder & C.E.O

When I founded Zuri Events in 2007, my goal was two-fold:

- 1. To provide corporate organisations with a professional one-stop shop for end to end brand management solutions. By aligning the execution of business events to brand strategy, we connect brands to their markets!*
- 2. To make a contribution towards generating sustainable employment for Africa's young people and help raise Africa's next generation of entrepreneurs.*

Over the past 12 years, we have remained steadfast in our commitment to our clients, our team and our community. We have successfully managed over 650 corporate meetings and events. We have provided over 350 direct & indirect jobs! We have run several impact projects including our scholarship fund educating needy girls in the communities where we do business!

Our strength is in concept design & project execution. We work with you to design event concepts that bring your brand to life and connect you to your audience!

We are **PASSIONATE** about creating strong and sustainable brands. We are **DRIVEN** by our desire to make a contribution to the sustainable development of our planet. And we are **INSPIRED** by our love for the continent of Africa! Let's collaborate.

WHO WE ARE

EXPERIENCE

12
YEARS

Founded in 2007, we now have 12 years experience in managing corporate meetings, incentive travel, conferences and tradeshows across East Africa

IMPACT

300+
JOBS

We have provided over 300 direct and indirect jobs to women and young people over the past 12 years. The average age of our employees is 25 Years.

RESULTS

650+
EVENTS

We have managed over 650 corporate meetings and events over the past 12 years, with a customer retention rate of 90%.

We are a leading champion of Sustainable Event Management (SEM) within the East African region. We help organisations develop and implement SEM Plans in their conferences and business events.

To us, sustainability is synonymous with quality – It's just a better way of doing business. Zuri Ignite Ltd trades as Zuri Events and is woman – owned and youth – led enterprise.

OUR VISION & CORE VALUES

OUR VISION

Connecting brands to
global markets

#MoreThanAnEvent.

OUR CORE VALUES



Almost Doesn't
Count



Box? What
box?



Go green or
Go Home



What you see
is what you get



Every Time is
Win O'clock

OUR MISSION

#MoreThanAnEvent

Bridging Africa to the world through sustainable Business events



OUR UNIQUE PROPOSITION

We Build Value



We see the bigger picture. We view our responsibility as extending to our industry and we work to grow our industry.

Our Energy



We infuse our energy into our client's vision. We become part of your team and we deliver results.

We Innovate



We are constantly innovating solutions for Sustainable Event Management to improve our clients' experience.

Our Partnerships



We have developed networks in the industry that make us a strong and dependable MICE partner in East Africa

WE ARE MICEXPERTS



OUR SERVICES



OUR PROCESS:



OUR GALLERY



OUR GALLERY



[Click Here to View More](#)

OUR TEAM



Kezy Mukiri -
Founder & C.E.O

Kezy is the founder, team leader and head of strategy. She has a degree in Law and an MA in International Relations. Kezy is a Mandela Washington Fellow, VV Grow Fellow and an awardee of the Women of Excellence Award by the Women Economic Forum.



Ken Macharia -
Business Development Manager

Ken is in charge of Business and Brand Development. He is currently pursuing a Masters of Arts in International Relations at the University of Nairobi. Has a Bachelor's degree in Hospitality and Tourism Management from Kenyatta University and a Certificate in Convention Management.



Grace Anyetei -
Creative Strategist

Grace is our creative genius. She is in charge of Innovation and Product Development. She has a certificate in Event Management and is currently completing her degree in Architecture.



Simon Wachira -
Finance Manager

Simon is our Accounts Executive and keeps us in check. He holds a CPA (K) and is currently pursuing ACCA.

OUR TEAM



Lydia Wachira -
Partnerships Coordinator

Lydia develops new partnerships and cultivates existing ones through constant engagement. She has a Bachelor's degree in Sociology and Psychology from Kenyatta University and is pursuing a Masters in Sustainable Development and Environmental Economics.



Miriam Wangui -
Brand Relations Manager

Miriam is the face of the brand to our publics. She is a graduate from Daystar University with a Bachelor's degree in Public Relations and Electronic media. She heads the company's brand relations with our clients, stakeholders and partners.



Naomi Sugut -
Project Manager

Naomi is a tourism expert with a Bachelor's degree in Tourism Management from University of Eldoret. She heads the projects department which handles events production and management.



Sheena Aine -
Project Manager

Sheena holds a Bachelor's degree in International Business Management from USIU Africa. She heads the African Tourism Technology Innovation Forum (ATTIF) Impact Project team and works closely with the creative department in conceptualization of ideas.

OUR CLIENTS

Our Partners



Our Clients



OUR SUSTAINABILITY COMMITMENT

4 QUALITY EDUCATION



Our education & Mentorship fund is currently educating 7 girls from needy families

5 GENDER EQUALITY



We promote gender and diversity inclusion in the workplace with 55% of our management being women

8 DECENT WORK & ECONOMIC GROWTH



Over 200 direct and indirect jobs created with a deliberate emphasis on employing youth. Average age in the company is 25yrs

9 INDUSTRY, INNOVATION & INFRASTRUCTURE



We have conceptualized an incubation program to encourage technologies and innovations that will drive the MICE industry

11 SUSTAINABLE CITIES COMMUNITIES&



We exist to inspire social change and transform the communities where we do business. We constantly engage in community empowerment projects.

12 RESPONSIBLE CONSUMPTION & PRODUCTION



We promote sustainable event management, working with organizations to encourage responsible production and consumption in the MICE industry

17 PARTNERSHIP FOR THE GOALS



OUR IMPACT PROJECTS



The **Global MICE Summit** is a gathering of practitioners in the Meetings, Incentives, Conferences and Exhibitions industry from across the world to confer on the potential of the Meetings industry within the Tourism industry. The 1st annual edition was held in November, 2018 in Nairobi.

The 2nd edition will be held on 11th - 13th September, 2019 at Trademark Hotel, Nairobi.

[Click here to learn more](#)



Africa Tourism Technology & Innovation Forum - ATTIF Is a dialogue between Stakeholders in the Tourism & Technology Industries from across Africa. The inaugural edition was held between 25th and 26th April, 2019 at USIU – Africa. It brought together over 70 delegates, over 20 speakers and 10 exhibitors from various parts of the world. The 2nd edition will be held in 2020.

The event report and Documented Images and Videos are available here

[Click here to learn more](#)



The **Youth for SDGs Forum** is an annual programme designed to mobilize and activate the power of young people to drive the implementation of the Sustainable Development Goals (SDGs) in Africa.

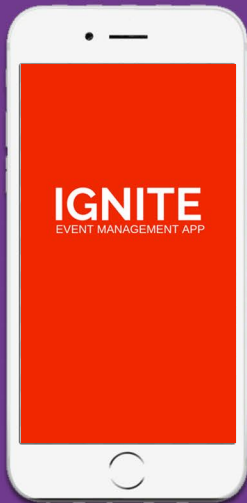
The annual event will take place in August 2019.

We welcome partners to engage and support us in empowering our youth economically to achieve the SDGs.

[Click here to learn more](#)

OUR IMPACT SOLUTIONS

Ignite Event Management App



The Ignite App is a M.I.C.E Event Listing App developed by Zuri Events to provide a one – stop solution for the following services:



*Delegate
Registration*



*Delegate
Networking*



*Speaker
Management*



*Exhibitor
Management*



*Event
Analysis*

We provide complementary listing for all events we organise on behalf of our clients



DOWNLOAD APP

M.I.C.E uP! Masterclass & Incubation Program

The MICE Up! Incubation Masterclass & Incubation program is a 6 week highly interactive, intense and inspirational course which is fit for meeting & event professionals seeking a career in business events & conference management.

The program is in line with #SDG4 – Quality Education and SDG11 – Sustainable Cities and Communities.

CONTACT US

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