

EVENT MANAGEMENT

PROFESSIONAL, MEDIA FOCUSSED COORDINATION FOR YOUR EVENTS

Your event is where people experience the very essence of your brand and it's the day where nothing can go wrong.

We manage events at every level to ensure that your occasion is enjoyed by, and covered by, all.

Our team oversees delegates, programme development, venue, accommodation, housing, branding and every other need your event might have.

All of our events are designed from the ground up to catch attention and our team has developed optimised solutions for documenting your event, online and in the media.

EVENT MANAGEMENT SERVICES

EVENT MARKETING

From branding to creating excitement we ensure that news of your event reaches all your stakeholders and beyond.

LOGISTICS

We deliver seamless organisation to ensure that your event takes place without flaws.

MEDIA COVERAGE

We draw on an unparalleled media network to ensure that your event makes headlines.

SOCIAL MEDIA

We use every platform you have to activate your event on social media and make it look good.

LIVESTREAMING

We use a lightweight broadcast setup to stream your event to any platform or news station you can think of.

DIGITAL MEDIA

Africa2018

CASE STUDY: RE-ESTABLISHING DIGITAL MEDIA AFRICA FOR THE WORLD ASSOCIATION OF NEWSPAPERS

Once a year on each continent, The World Association of Newspapers and News Publishers (WAN-IFRA) hosts a Digital Media conference and regional Digital Media Awards to discuss innovations in news publishing and honour the best innovators in revenue generation.

But they had a problem: recently their African events had struggled to find a foothold, with 2017's events having to be cancelled. WAN-IFRA needed a new driving force behind their event, so they selected **fray**intermedia as the first partner, globally, to manage the events externally.

We oversaw all the logistics going in to the event from securing delegates, to designing trophies, to managing the A/V and branding. Guests were secured from across Africa and speakers joined from as far as England and Sweden.

The conference took place on the 23rd of November, 2018, with the awards happening that night. **fray**intermedia handled all of the media for the event, which was featured in multiple publications and heavily documented on social media. WAN-IFRA hailed the event as a great success, anticipating an even bigger one in 2019.



NASYA SMITH

HEAD OF MARKETING

Nasya Smith has a BA Honours in Journalism and Media Studies, specialising in Television and video, from the University of the Witwatersrand. As Head of Marketing at **frayintermedia** she develops creative and strategic marketing and advocacy activities that stretch across all platforms. Passionate about storytelling for change, she uses her skills and knowledge in visual story production and communications to achieve these goals. Nasya has experience in writing, filming, photography, audio editing, broadcast design, and specialises in video editing. She has travelled across South Africa and the SADC region telling stories and has her credits on two television-length documentaries. She has an exceptional ability to translate clients' needs into visual content that is on par with their vision and brand as well as international standards.

MANAGING YOUR EVENT

Meet the rest of the team

ADDITIONAL SERVICES

STRATEGY

Communications strategies to connect with and hold your audiences.

TRAINING AND RESEARCH

Training and research for leading organisations.

VIDEO PRODUCTION

Bespoke video production, made to engage.

PHOTOGRAPHY

Compelling images to build and expand your brand.

EVENT MANAGEMENT

Professional, media focussed management for your events.

PUBLIC RELATIONS

Relationship and media management from Africa's most connected journalists.

SOCIAL MEDIA

Dynamic, connected platform management that cuts through the noise.

DESKTOP PUBLISHING

Finely crafted publications backed up by world-class journalism.



GET IN TOUCH