

FIXIT PR



**CORPORATE
MARKETING
PROFILE**

About Us

Fixit PR Kenya is a fast- growing integrated communications agency established in 2024 although some of our team members were practising well before its founding.

We offer all round Communication Consultancy specializing in Strategic Planning and Counsel, event management, media relations, creative advertising, and Planning & Communication.

We have a team of qualified and experienced consultants who have worked with some of the leading respected companies and brands in the region.

Cumulatively the team has over 50 year's communication consultancy experience.

Mission Statement

Red Oak's aim is to act as a trusted extension of our client's marketing and communication departments producing results that directly and positively impact on our clients' business objectives.

Vision

- To achieve the highest possible standards in all we do.
- To offer, at all times, a world class service which enables our clients increase their business and reach their bottomline targets.

What Makes Us Tick

Results

We are a result oriented company and peg all our engagements on delivering quality service to our clients.

Experience

We have a team of versatile experts with vast experience in corporate, brands, NGO's and government project consultancy and management.

Client Service

We offer excellent customer service and hold the value that once you engage us, we become your partner.

Creativity

We develop unique and engaging campaigns that are practical and result driven.

Relationships

We have developed strong relationships with key media and other key stakeholders to upscale our service delivery.

Customer Focus

We take time to learn you, understand your business and facilitate you to attain your goals within set timelines.

What We Believe In

Integrity

Our work is guided by the principle of diligence and consistency.

Professionalism

We believe in delivering the best results as agreed during engagement and uphold all industry best practices in dealing with all our clients.



Our Clients



EMBASSY OF DENMARK
Nairobi



Ministry of Environment,
Climate Change and
Forestry



**The National
Treasury & Planning**
The National Treasury



**Ministry of Investments, Trade
and Industry**
State Department for Investments Promotion



Ministry of Health



Kenya Revenue
Authority



What We Do

We offer clients a total package of communication management solutions, through the following services:

Event Management

For us event management covers the A-Z event management services including concept development, planning, coordination, promotion and communication, execution and evaluation. We have developed strong skills in planning, organizing and execution of live events, high level conferences, brand/products launch, exhibitions and a lot more. We take the burden off your shoulders at your event, making you a guest to enable you to follow event activities and enjoy the proceedings.

Strategic Communication Planning and Media Relations

We develop well-defined communication strategies and plans that address key issues and provide tailored PR and media activities for each stakeholder and audience group. Our strategic analysis and counsel cover all aspects of communication including, media material development such as press releases, press kits, Speeches and Q&A documentation, crisis communication management and media management training for company spokespersons.

Advertising, Media Planning and Buying

We create advertising campaigns that cut across media platforms and provide media planning and buying services. We also offer billboard and signage rental services.

Corporate Branding

~~fixative~~ branding services including visual identity creation, messaging and tone. This creates a clear, consistent identity and experience for events and corporate brands to enable target audience to instantly recognize it remember it and feel a certain way about it.

Content Production

We develop corporate and brand material, including copywriting and design for brochures, annual reports, newsletters, and advertorials. We also produce corporate and brand video material, photography, and video news releases.

What We Do - Contd'

Diplomatic Protocol, Communication, and Business Etiquette Training

We provide Diplomatic Protocol, Communication, and Business Etiquette Training that equips event professionals with the skills needed to manage formal, high-level, and international events with confidence and cultural sensitivity. The training covers diplomatic protocol and ceremonial standards, effective cross-cultural communication, and professional business etiquette, ensuring proper conduct, respectful interactions, and seamless coordination with dignitaries, executives, and diverse stakeholders. This expertise helps deliver polished events that meet global standards and enhance credibility and trust.

During events we provide protocol and ushering services that cater for multilingual and cross cultural support for our guests.

Resource Mobilization

We mobilize different types of resources - Talk of tailor-making financial, technical and human resources all to support your event and help you meet your objective. We leverage our expansive network, your existing database of funding partners, private and public sector to help you achieve your set goals and objectives for the event.



Our Experience

Fixit PR Limited has years of experience delivering exceptional event management and strategic communication services in Kenya and the region.

The company specializes in designing and managing successful events within budget, offering bespoke solutions for both high-profile summits and smaller, unique events, from concept development to post-event reporting. In addition, Fixit PR provides integrated communication services—including public relations, media engagement, digital marketing, crisis management, and brand positioning—supporting government, multilateral, and private sector clients with comprehensive, goal-aligned communication strategies.

In the following pages are Key Events delivered, Communications and Branding Work.



Our Experience - Contd'

A. Key Events Delivered

1.) The Africa Urban Forum 2, Nairobi, Kenya, held at Kenyatta International Convention Centre from 8 – 10 April 2026

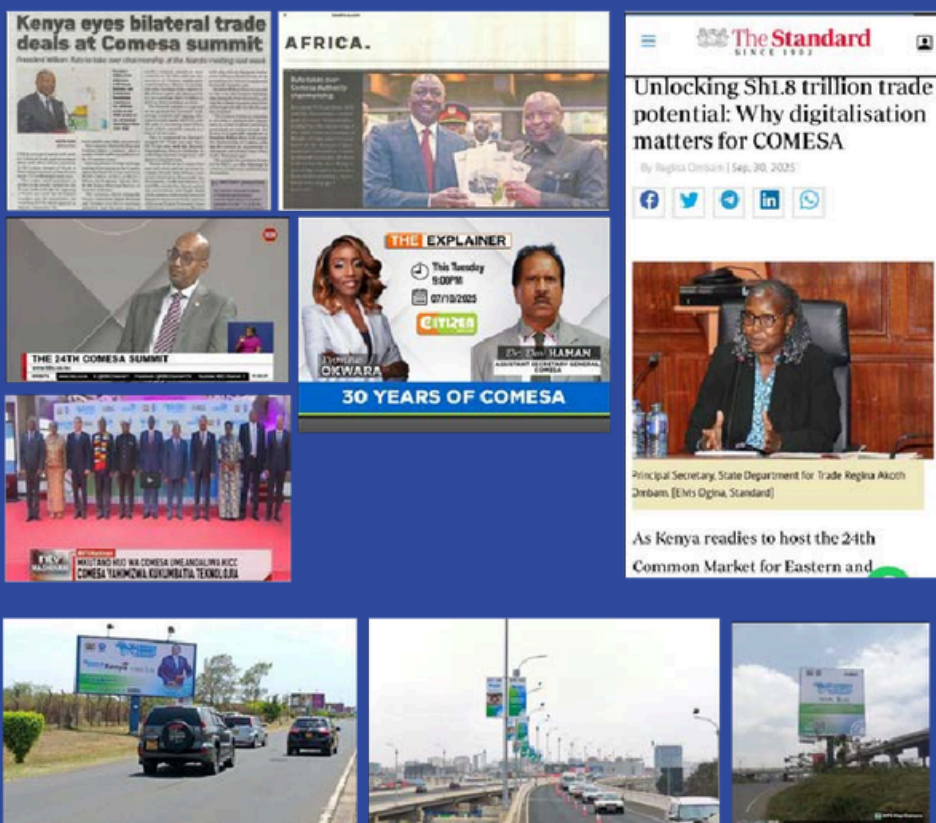
Fixit PR was engaged as the Official Event Management Company (EMC), and the communication and publicity agency for the Africa Urban Forum (AUF) 2026. The Forum was Convened by the African Union, with Kenya as the host country. The meeting attracted more than 10,000 delegates from across the continent and beyond and was officiated by H.E. Dr. William Samoei Ruto. Fixit PR was responsible for integrated event management, strategic communications, publicity, media engagement, stakeholder visibility, and ensuring consistent branding and message delivery before, during, and after the Forum.



2.) 24th COMESA Heads of State and Government Summit held at KICC, Nairobi, Kenya from 7th – 9th October 2025.

The Republic of Kenya hosted the 24th Heads of State and Government Summit held at the KICC, Nairobi, Kenya from 7th – 9th October 2025. The annual meeting attracted approximately 1,500 participants, including delegates from 21 COMESA member states, 4 Heads of State and Government, Ministers, development partners, private sector leaders, representatives from the African Union, and other regional economic blocs, as well as media representatives, leaders in Academia and the civil society. The event was structured to include conferences, side events, exhibition, gala dinner amongst others.

Fixit PR won the bid to the official Public Relations and Media Engagement Agency for the event. We were responsible for managing all communication, publicity, and media relations before, during and after the event. Our Scope of Work included: creative design work, event advertising, branding, media coverage and event promotion.



3.) ESAAMLG

Fixit PR in July 2024 -September 1st 2024 was engaged as the official event organizer the the 48th ESAAMLG Taskforce for the the senior Officials, the 24th council of ministers and the 7th Public-private sector dialogue on Anti-money laundering and combating financing of terrorism held in Diani from the 23rd August - 1st September 2024. A continental event that attract- ed over 2000 delegates from the public sector finance and security ministers and high level private sector leadership.



4.) The 2024 Annual Meetings of the African Development Bank

The Republic of Kenya hosted the 59th Annual Meeting of the African Development Bank and the 50th Annual Meeting of the African Development Fund from 27–31 May 2024 at the Kenyatta International Convention Centre, bringing together about 9,000 accredited participants from 81 member states, including heads of state, ministers, senior officials, private sector leaders, media, academia, and civil society. Organized as a five-day event with high-level debates, side events, and cultural activities under the theme “Africa’s Transformation, the African Development Bank Group and the Reform of the Global Financial Architecture,” the meetings addressed Africa’s rising debt challenges.

Following a competitive RfP process, Fixit PR was appointed as the event management consultant, supporting the planning and execution of the meetings. A key outcome of the event was the approval by the AfDB Board of Governors of a \$117 billion General Callable Capital Increase, raising the Bank’s authorized capital to \$318 billion and strengthening its lending capacity.



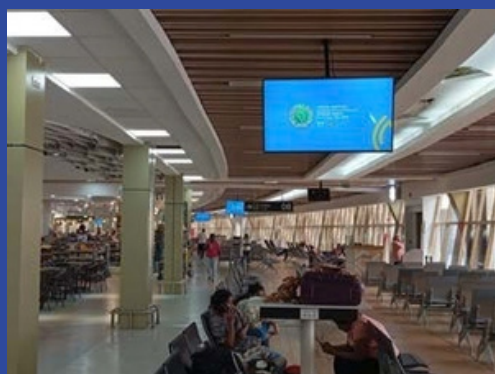
Sample Events

Various activities during the 2024 Annual Meetings of the African Development Bank



Sample Events

Various advertising activations for the 2024 Annual Meetings of the African Development Bank



Sample Events

Various signages for the 2024 Annual Meetings of the African Development Bank



Sample Events

5.) IDA21 Replenishment Drive – 28th – 29th April 2024, at Kenyatta International Convention Centre, Nairobi Kenya

The International Development Association (IDA) for Africa Heads of State Summit (IDA21) was jointly organized by the Government of Kenya and the World Bank Group and held on 29 April 2024 at the Kenyatta International Convention Centre, following a ministerial finance meeting on 28 April 2024. Coordinated by the State Department for National Treasury with support from an interministerial committee, the Summit brought together over 1,000 delegates from 42 African IDA member states.

Fixit PR Limited served as the event management company, providing overall coordination as well as advertising and media activation. The Summit focused on mobilizing greater support for Africa's development and resulted in the launch of a new coalition to champion an ambitious replenishment of IDA resources, reinforcing commitments to governance reform, private sector growth, climate action, and inclusive development. The high-level meeting was attended by 12 African Heads of State.



Sample Events

Various Branding and Advertising Activation International Development Association (IDA) for Africa Heads of State Summit



Various activities during the African Climate Summit.





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