



PUBLIC RELATIONS

# Who we are

Diamond Media Communications Ltd is  
Kenya's fastest  
growing Professional Communications  
Marketing & Media Experts with  
Regional & Global Interests

## **BROAD SERVICES**

- Public Relations & Marketing
- Media Consultancy
- Event Management
- Brand Development
- Political Management

[www.diamondmedia.co.ke](http://www.diamondmedia.co.ke)

The background of the slide features a dramatic sunset scene. Two silhouetted figures stand on opposite sides of a deep crevice in a rocky cliff, reaching out to shake hands. The sun is low on the horizon, creating a bright, golden glow that fills the sky and casts long shadows. The sky transitions from a deep blue at the top to a bright yellow near the horizon. The overall mood is one of achievement, partnership, and hope.

## Our Vision

To have a well-trained team of experts in the Pub Communication & Marketing Industry, with focused and passionate team players who will create a one-stop solution driven house of business

## Mission

To provide professional and timely delivery of services to our clients. We endeavor to develop fresh ideas to every new task to suit your vision.

## OUR KEY SERVICE AREAS

@DIAMOND MEDIA We have redefined Public Relations & to us PR is the ART of analyzing trends, predicting their consequences & implementing a planned program of action

PR consists of all forms of Planned Communication both inwards & outwards. We endeavor to keep our publics informed while monitoring & analyzing external public opinion.

Key responsibilities of PR is to establish & maintain a correct IMAGE of an organization, irrespective of its policies, activities, products , services & its personnel

Specialized functions in our PR include;

Community Relations  
Investor Relations  
Employee Relations  
Government Relations  
Crisis Communication

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We believe in creating Visibility oppportunities for new and existing brands'



# Understanding Public Relations

- ▣ PR is the PROCESS of Communicating a 'Desirable Image' to your 'Targeted Audience'
- ▣ The Image could be that of a Country, a Brand, an Event, an Organization, an Individual, a Celebrity, a Politician/ Political Party and so on
- ▣ At Diamond Media, we focus on the various Communication & Marketing Strategies to give you Maximum Brand Visibility..

# Our specific services include;

- ▣ Public Relations Strategies
- ▣ Online PR
- ▣ Marketing Campaigns
- ▣ Brand Development & Communication
- ▣ Media Relations
- ▣ Advertising strategies
- ▣ Digital Marketing
- ▣ Events in PR
- ▣ Event Marketing & Resource Mobilization
- ▣ Corporate Fundraising
- ▣ Creative Production of branded merchandize, TV & Radio Ads, documentaries, features, articles

- In Political Management we focus on;
- Campaign Schooling – Training campaign teams, aspirants, candidates
  - Campaign strategies
  - Political Communication & Political Marketing
  - Online Reputation Management ORM
  - Personal Branding
  - Image Consultancy,
  - Media Training & Public speaking
  - Political Branding
  - Propaganda Management
  - Grassroots campaign strategies

# Our Service flier

**Diamond MEDIA** Visibility Experts

**Public Relations Experts**

- Event Marketing & Sponsorship Management
- Professional Brand Communication
- Event Planning
- Media Management
- Supply of Event Equipment
- Professional Photography
- Event Filming & Production of Documentaries
- Media Buying
- Advertising Strategies
- Media Training
- Mentor-ship Programmes
- DM Online TV

*We are Your Visibility Experts!*

Diamond Media PR & Events Specialists  
Centre Point Business Centre  
Global Centre 1st Floor, One Village Centre, 071 Ring Road  
P.O. Box 630877 - 00250 Nairobi, Kenya  
Tel: 0204402350 / 0204402099  
Email: info@diamondmedia.co.ke  
Website: www.diamondmedia.co.ke  
Twitter: @diamondmedia  
Facebook: Diamond-Media-kenya

We manage

- Corporate Launches
- Event Planning & Event Marketing
- Corporate Fundraising/Sponsorship Mgt
- PR & Marketing Campaigns
- Media Campaigns
- Advertising campaigns - ATL/BTL/OOH
- Sport events e.g. golf tournaments, marathons
- Environmental PR campaigns
- Charity events
- Local & International events e.g. Conferences, Workshops, Exhibitions, Tours, Concerts & Seminars
- Digital Media Marketing
- Production of electronic & print media ads, branded merchandize,
- Photography, filming, features, documentaries & much more
- Political events/ projects / campaigns

A hand holding a silver and black microphone, set against a background of colorful bokeh lights in shades of blue, purple, and red. The microphone is the central focus, with its mesh grille clearly visible. The background is out of focus, creating a dreamy, artistic atmosphere. A red diagonal shape is present in the top-left corner of the image.

PAST  
**PROJECTS IN**  
**PICTORIALS**



# Event Marketers & Golf Coordinator for the inaugural KENYA CHAMBER GOLF TOURNAMENT April 2018 – Corporate Fundraising Event – raised 8.4M

[https://drive.google.com/drive/folders/14zAqHWRlrsbCdoH5\\_BwUpZ6Y8xfSQ-9a?usp=sharing](https://drive.google.com/drive/folders/14zAqHWRlrsbCdoH5_BwUpZ6Y8xfSQ-9a?usp=sharing)





# NSE ASEA 7<sup>TH</sup> BAFM SEMINAR April 2018 – Chief Guest Liaison, Event Publicists - [https://youtu.be/tIUZ\\_aixYO6](https://youtu.be/tIUZ_aixYO6)





# Event Organizers for the Endorsement Dinner for Gov A. Kingi hosted by the Kilifi Professionals June 17, 2017





# Political Parties Forum Mobilisers N'tl Kenya Chamber of Commerce

Calling on all **political parties**

[ include **Business Issues** ]  
in your **Manifestos**



Topic: Business position paper presentation to political parties

Venue: Intercontinental Hotel

Date: 8<sup>th</sup> June 2017

Time: 8am - 2pm





# PR & Media Managers for the Netherlands Embassy. A 3 Day Healthcare Business Mission to Kenya April 19 – 23, 2017

Media clips; <https://youtu.be/Ko9elPPucMU>, <http://www.capitalfm.co.ke/business/2017/04/20-dutch-firms-seek-opportunities-kenyas-health-sector>  
<http://www.businessdailyafrica.com/magazines/NHIF--Dutch-backed-M-Tiba-Supa-Cover/1248928-3900762-9ivsdt/index.html>





# Event Marketers & Managers for the 2<sup>nd</sup> Kiambu Family Fun Day Dec 2016 @Ndumberi Grounds





# Market Research & Baseline survey is key in pre product launch. Talk to us!





# Event Managers for a Corporate Anniversary #DavisandshirliffAT70





# DAB Italian Water Systems Product Launch; Event & PR Managers

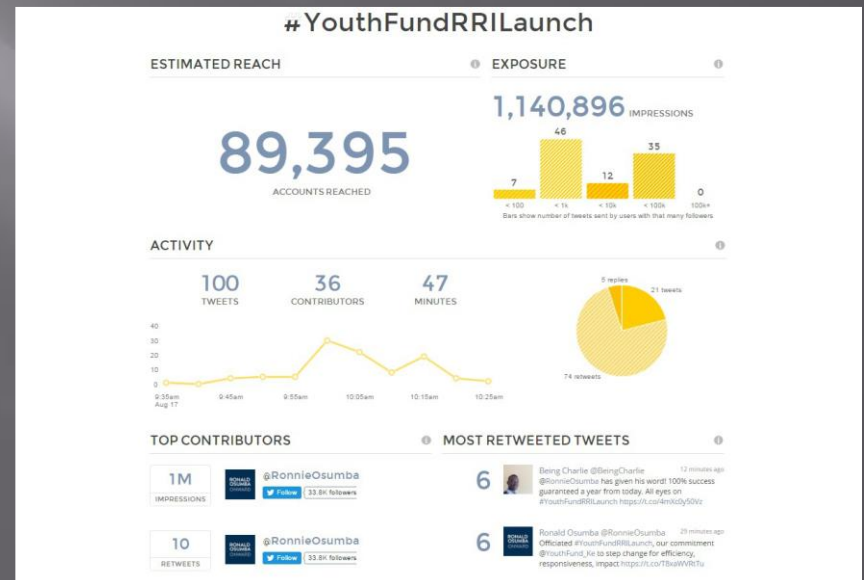




# Sample Past Digital Marketing Campaigns; Social Media Campaigns - Trending Topics, Content & Video Marketing, Live streaming, #hash-tags etc

## #DAVISANDSHIRTLIFFAT70

## #YOUTHFUNDRILAUNCH



# Sample Media Appearances (press coverage media clips)

## TV & RADIO

- RE/MAX looks to grow real estate brokerage business in Kenya  
<http://www.capitalfm.co.ke/business/2017/07/re-max-looks-grow-real-estate-brokerage-business-kenya/>
- Netherlands Business Mission to Kenya  
<http://www.kbctv.co.ke/blog/2017/04/19/dutch-firms-scout-for-investment-opportunities-in-health-sector>
- *Dutch firms seek business opportunities in Kenya's health sector*  
<http://www.capitalfm.co.ke/business/2017/04/20-dutch-firms-look-for-opportunities-kenyas-health-sector>
- The Business Center with Terryanne Chebet at 9 o'clock  
<https://www.youtube.com/watch?v=BbykFiMlxIo>
- K24 Inside business with ZawadiMudibo  
<https://www.youtube.com/watch?v=JW3D1ImvZ9I>
- Citizen TV with Patrick Igunza  
[https://www.youtube.com/watch?v=H6Yxi\\_yMC-4](https://www.youtube.com/watch?v=H6Yxi_yMC-4)

## PRINT & BLOGS

- <http://www.businessdailyafrica.com/analysis/Dutch-new-life-into-Kenya-healthcare/539548-3893074-nv6u58/index.html>
- [http://www.the-star.co.ke/news/2017/04/20/dutch-team-pledges-to-help-health-sector\\_c154620](http://www.the-star.co.ke/news/2017/04/20/dutch-team-pledges-to-help-health-sector_c154620)
- <http://www.standardmedia.co.ke/m/article/2000216644/what-kenyan-farmers-can-learn-from-the-dutch/?pageNo=2>
- <http://www.businessdailyafrica.com/Opinion-and-Analysis/Ease-of-Doing-Business-Index-/539548-3371710-item-1-bppqx3/index.html>
- <http://www.kbctv.co.ke/blog/2017/04/19/dutch-firms-scout-for-investment-opportunities-in-health-sector>



# Event Managers - AfWA Int'l Water Congress 2016 Launch

<https://youtu.be/xBdGwaVLdpA>





# County projects; Mombasa Vision 2035 Launch & Dinner/ Event Managers 1500 guests





Event Managers & Marketers/Resource Mobilization/ Media Managers for Mater Heart Run 2015. Together we raised 74M, had 200 corporate sponsors and over 35,000 participants in the



# THE MATER HEART RUN

## 23-5-2015

**THE MATER**



**HEART run**

Nairobi - Nyayo National Stadium at 7:00 a.m  
 Mombasa - Mombasa Sports Club at 9:00 a.m  
 Mumias - Booker Academy at 8:30 a.m  
 Machakos - Kenyatta Stadium at 8:00 a.m



Give the gift of healing to a child by buying any of the following Heart Run items: T-Shirts @ 1,000 (800 for schools) | Shorts @ 700 | Caps/Mats @ 400 | Wristbands @ 300 or making a contribution to M-PESA Pay bill No. 526300. Account No. HeartRun. Enquiries: 020 670 3013 | 020 690 3085 | 0728 873 348 | 0706 672 666 or hktonga@materkenya.com | jktonga@materkenya.com www.materheartrun.com

You can get Mater Heart Run Merchandise from all Nakumatt and Pizza Inn outlets in Nairobi & Mombasa, Mulleys Supermarkets in Machakos, The Mater Hospital and its Satellite clinics.

*\*The Mater Hospital Terms & Conditions apply*







# Event Planners ; State function for Zetech University Ruiru Complex officially opened by H.E President Uhuru Kenyatta





# Media liaison, PR, Personal & Political Branding, PA for Hon Martha Karua 2013 Presidential Candidate

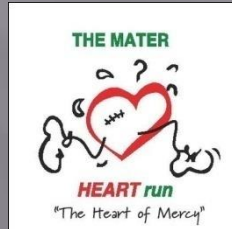
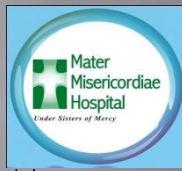
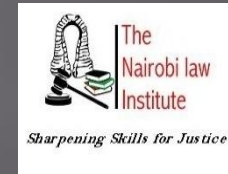




# Our Clientele include;



NAIROBI COUNTY



DIAMOND MEDIA



# Management Team

Our Team is comprised of individuals who are passionate about excellent & professional service delivery, creative ideas as well as trendy and up to date concepts. We have about 7 associate departments within our company & 5 Non Executive BOD Members



## FOUNDER/CEO

Wanjiru Mbugua is a multi-talented individual; she is a teacher by profession, a renowned PR expert, a passionate marketer, a media consultant, a brand manager, a certified events planner, a political consultant / trainer/ advisor



**CREATIVE DIRECTOR**  
George Njuguna



**HOD PRODUCTION**  
Joyce Mwakasi



**PHOTOGRAPHY**  
Francis Nderitu





## ABOUT MARY WANJIRU MBUGUA

- ❑ She is the Founder & CEO of Diamond Media Communications Ltd. She holds a Diploma in Public Relations from the Kenya School of Professional Studies (KSPS), has a Certificate in Business Management from Kenya Institute of Management (KIM), holds a Certificate in Early Childhood Development from the Modern New Montessori College in Mombasa County.
- ❑ Wanjiru has worked at Kenya Bus Services (Fleet of 514 Buses), as a Customer Service Manager, and at Kenya Broadcasting Corporation in various ranks including Public Relations Officer (1,500 staff), PA to the MD, Head of Marketing & Commercial Events, TV News Anchor. Wanjiru has also worked with an International Media House - China Radio Int'l as a Radio News Producer & Head of PR
- ❑ Wanjiru is a reputable Corporate Brand & has managed both local & international events, projects and assignments
- ❑ She is a renowned & seasoned Media Personality as well as a Certified Event Planner.
- ❑ Currently a final year student, Bachelor of Arts Political Science & Communications (Double Major – 2 Degrees in 1) at the University of Nairobi
- ❑ Wanjiru has worked with both Public & Private Sectors; the Government & the Opposition and has managed a presidential campaign (2013), amongst other political activities including the launch of two political parties and managing political aspirants of various positions as a Political Professional.

Twitter: @wanjirumbugua1 Instagram: wanjiru\_mbugua C:+254 722 337 845



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Kenya

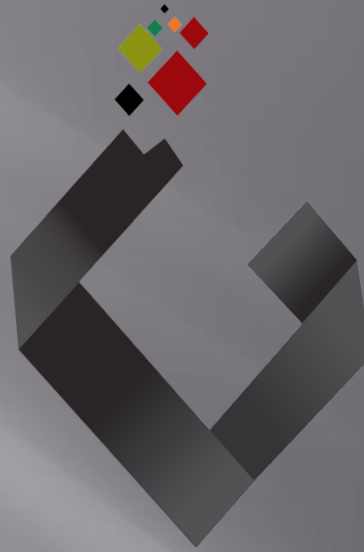
1<sup>st</sup> Floor, Equity Bank Building  
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*Diamond*  
**MEDIA** Visibility Experts

## Diamond Media Communications Ltd

*Your Brand Visibility Experts!*





**THANK YOU!**