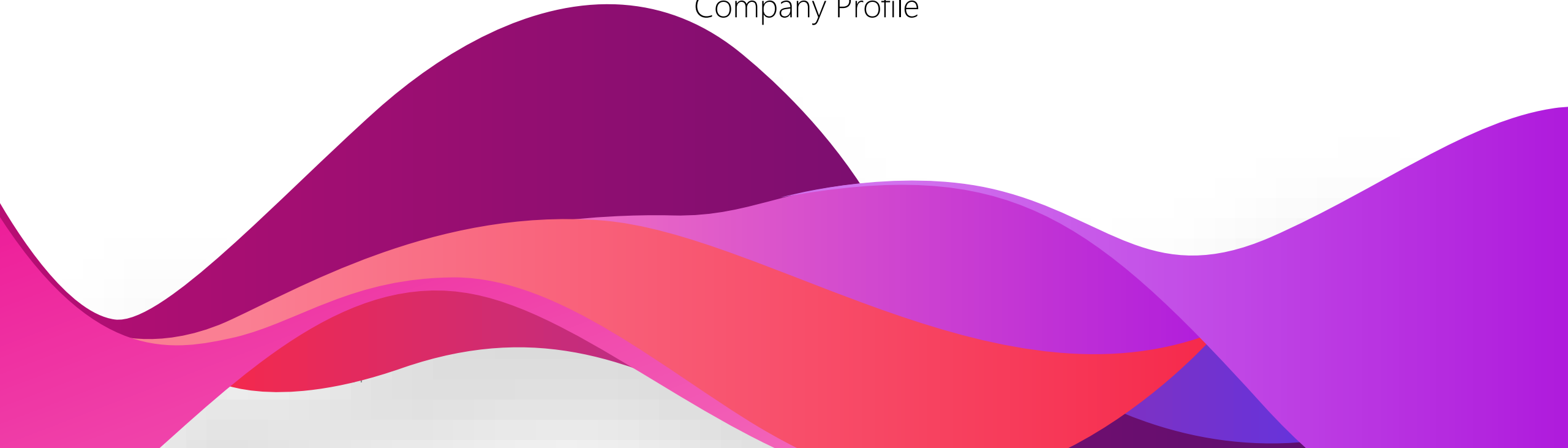




Company Profile





## Who we are

The Real Useful Company is a dynamic and innovative firm with over 16 years of experience, specializing in providing comprehensive solutions in Travel, Conferencing, Marketing, Events, and Concierge services.

Our unwavering commitment to excellence has established us as a trusted partner for individuals and businesses seeking seamless and memorable experiences in our various areas of expertise.





# Our Belief.

At **The Real Useful Company**, we believe in making every experience count, we've honed our skills to perfection. Our commitment to excellence drives us to deliver top-notch services across various domains.





# Shift your perspective.



## Our Mission

Redefine excellence in travel, conferencing, events, concierge services and marketing. We are dedicated to exceeding the expectations of our clients by providing innovative solutions, personalized experiences, and unwavering commitment to quality.



## Our Vision

To be the go-to partner for all things related to travel, events, and lifestyle management. We strive to create value, build lasting relationships, and exceed expectations.



# Key Strengths

## Experience

With over 16 years in the industry, we bring a wealth of knowledge and expertise to every project.

## Innovation

Embracing the latest trends and technologies to deliver cutting-edge solutions.

## Global Network

Establishing strong partnerships worldwide to provide our clients with a truly global experience.

## Client Centric Approach

Tailoring our services to meet the unique requirements and preferences of each client.



# Our Services

Over 16 years of experience, specializing in providing comprehensive solutions in:



# Travel



With over ten years of service in the travel business we are considered an upward growing Company offering professional and high quality service for Organizations that require cutting edge pricing for their discerning business traveler.

Amongst the list of clients that we service are IPAS, an American NGO, East African Breweries, Feba Radio, World Vision, Opportunity International, Kenya Medical Association, and World Outreach to name a few. All travel services are provided from start to finish with the lowest pricing and most logical routing sourced at all times.

A travel consultant is assigned to each organisation/party to ensure a relationship that caters to all the customers needs. Our team of expert Travel Consultants will work with you to ensure that you get an all inclusive information of a range of best possible travel options to meet your needs, with most logical routing, as well as best pricing. You will be advised on travel requirement needs, any health regulation requirements and visas.



# We Provide and ensure

## Tours

We are committed to offering you the best! East Africa is our gift to you is our only destination.

We focus on developing and arranging unique safaris that our clients will remember fondly for a lifetime. We have traveled to the corners of the continent, earning us the know-how and expertise to organize tours. Our main goal is to craft itineraries that communicate and celebrate the mystique, romance and beauty of Africa.

## Travel Insurance

In view of intricate health issues that could arise during travel, we strongly recommend provision of travel insurance services to all our clients. We do this through AIG Insurance (ALICO – American Life Insurance Company) who custom tailor packages for us based on conference needs. The Insurance cover is exclusively developed for travelers and is designed to provide cover for all kinds of hazards when on travel. sh. In a free hour when our power.

## Transport

We are determined to go beyond the horizon to provide quality services to our esteemed clients through our partners in transport offering, Safety, Affordability, Quality of Service, Integrity and security.

We will be achieving of " customers first and safety", taking good care to ensure this is paramount.

Our Variety of Fleet:

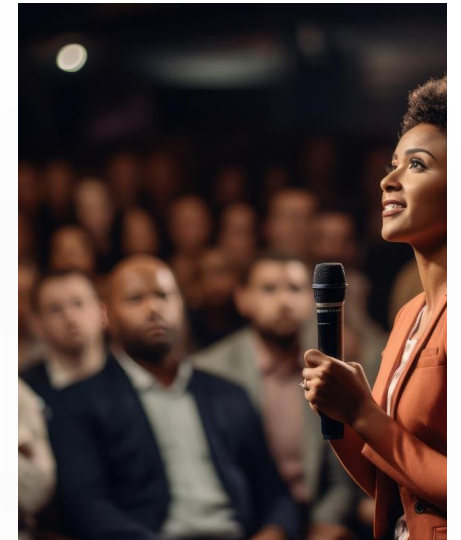
- Through our preferred partners all our vehicles are world class.
- We offer a variety starting from Sedans to sturdy SUV's (4 wheel drives).
- We offer cars, mini-vans, 4 wheel drives, Luxury coaches etc.
- Safety: All drivers who drive our Car are Insured and periodically tested and re-trained.





# Conferencing

For Conferences, we source the venues for your meetings, providing alternative choices and the profile on each hotel/venue property proposed. We also act as the liaison/coordinator for all your communications with the hotel in relaying all the specific requirements. The meeting place and all its meal and function rooms are also addressed in relation to your needs.



- 01
- 02
- 03



# We Provide and ensure



## Scheduling/Project Management

We develop a timeline action plan and invest pre-planning time towards all our projects.

We hold periodic meetings to coordinate with our clients, organizers and stake holders which in turn results in the production of an agreed upon program, action plan and check list with all parties.

## Procurement of facilities & Equipment

We undertake to manage the venue and procure any third-party equipment necessary for the function and at a reasonable market rate. All audio visual and Conference equipment's can be obtained directly from us.

## Collateral Signage

Name Tags /Place Cards / Stickers / Country Flags & Banners will be done in conformity to your specifications to project the client's corporate image and needs.

## Secretariat

Our Secretariat services come fully equipped with support assistance of staff who man it and have conference secretariat experience.

They include a Secretarial staff, one photocopier/messenger staff, a technical assistant for computers, and presentations and all IT requirements.

This comes with a standard:

1. Computers (HP Desktops + Laptops)
2. Printers (at cost of printing to client)
3. Photocopiers (hire + cost of paper)
4. LCD Projector (cost)

All the above equipment items are provided as a standard and except for where stated, there is no cost on a minimum 1 day meeting therefore, first day, where stated, comes at no cost.





# We Provide and ensure



## Security

In this era of highly sensitive security concerns, we partner with the venues security personnel as well as the National Police Force, where necessary, to ensure safety of the participants and their property during each event.

## Virtual conference

For virtual conference we provide a virtual event reception from where your attendees enter and where they have the overview. The virtual conference can have 1:1 Meeting Booking & Video Calls and Notifications, Live Feed, Polling & Surveying. The virtual meeting place and function rooms are also addressed in relation to your needs.



## Information & Advisory Services

A help desk is key for the smooth-running of any conference. This would normally be a portal for information from where the prospective attendees are updated regularly and, prior to the event, can manage their bookings to the meeting. Hospitality, information and advisory services are addressed effectively at this desk which will usually be situated within the hotel lobby during the time of the conference. It is manned by qualified staff ready to address issues relating to information dissemination, program and provide any support. Alongside this, the desk effectively carries out registration of the delegates prior to the start of the conference





# Events

At Real Useful Company, we specialize in creating memorable and seamless events tailored to your unique vision and objectives. With our dedicated team of professionals and a wealth of experience, we aim to turn your event dreams into a reality!

# We Deliver:

## Event Planning

A special team oversees the planning and implementation of these projects of which the need cannot be over-emphasized. The team performs the following functions: provide information and advisory service to the client as needed, procurement of facilities and equipment, accommodation & hospitality, public relations and marketing, fundraising, entertainment management, exhibition management, program and time management, and any other additional technical support services amongst other specific needs that may be required.



## Entertainment Management

We arrange for suitable and appropriate entertainment during intervals within the event as necessary.



## Programming and Time Management

We coordinate with our clients to oversee and manage the flow of the entire program, including liaising with secretaries of various key invited speakers to avail information of their attendance.



## Catering Services

From our many years of experience working with hotels and other caterers, we closely monitor the delivery of quality catering services by the supplier, and observe utmost and strict control of standards.



## Gala Nights

Are a particularly colorful affair; with a running theme, well decorated having an elaborately detailed program which includes a warm reception, sumptuous meals (dinner), a musical journey through a diaspora of performers giving a flavor of some of the most recognized talents in the entertainment industry.



# Concierge

We are committed to manage all your needs, from setting up and planning your meetings and transport to basic simple errands to the most complicated daily tasks. We do everything professionally and luxuriously, ensuring quintessential experiences.

No more waste of time, no more delays and no more worries, because we handle all the details and we cater to your requirements with a wide range of the highest end services, large networks government, corporate and private businesses worldwide, an optimal address book and our years of expertise. We cater to needs of individual, corporate and VIP clients. As time is precious and sometimes it is difficult to cope with the constraints of everyday life, from urgent requests to mundane needs like shopping, every occasion in your personal or professional life can lead you to call our Concierge. We are very honored to serve you and cover all your requirements, ensuring delivery of a deluxe and comfortable lifestyle.





# Marketing Support

We know that your business communications must have an expressed purpose. It may be to sell products or services, enhance a company's reputation or prove performance benefits. Our fresh approach starts with analyzing your marketing challenge. Then we develop a plan designed to get results. We can tailor our efforts to assist you with individual elements of your marketing program or create a fully integrated approach that capitalizes on multiple techniques for maximum effectiveness. Marketing Communications Services: Communications Strategy, Public Relations, Graphic Design, Web Site Development & Search Engine Optimization, Advertising, Trade Shows & Events, Direct Marketing, Direct Mail.





# What we deliver:

## Communications Strategy

Our first step with every client is to develop a communications strategy. This process provides a roadmap for each client's program.

## Public Relations

Effective public relations helps you tell your story to customers, prospects, thought leaders and other key audiences.

We help clients make their point using a variety of public relations strategies and tactics.

## Creative Design

Our creative design professionals are skilled at creating compelling visual images that enhance your messages to generate results. We have extensive experience managing the entire process – from concept to production – for a full range of design projects.

## Website Development

Effective use of the Internet is a vital element of most marketing plans today. We help clients create web sites that not only look great — they help you achieve your Internet business objectives – to generate a steady flow of qualified leads, RFQ's and sales.

# What we deliver:

## Trade Shows & Events

Trade advertising is a valuable way to reinforce messages with critical audiences. Advertising for our clients ranges from ongoing programs that maximize frequency to single, compelling ads in trade show programs or special editions of publications.

## Video Production

Video is the most powerful vehicle for message delivery. Boosting your sales, marketing, and branding messages with memorable visual and aural impact is what goes into every phase of the videos we produce.

## Direct Mail

Targeting customers with a well-conceived direct mail campaign is still one of the most cost-effective tools in the marketer's arsenal. Concepts can be as simple as a well-designed postcard or as elaborate as a multi-part, three-dimensional mailing.

## Social Media

Social media marketing (SMM) as a service involves the strategic use of social media platforms to promote and enhance the online presence of businesses or individuals.



# Our Commitment

We understand that our clients deserve the very best, and it is our responsibility to exceed their expectations. Our team of professionals is driven by a passion for delivering services that not only meet but surpass industry standards. We prioritize attention to detail, efficiency, and a customer-centric approach in every interaction.

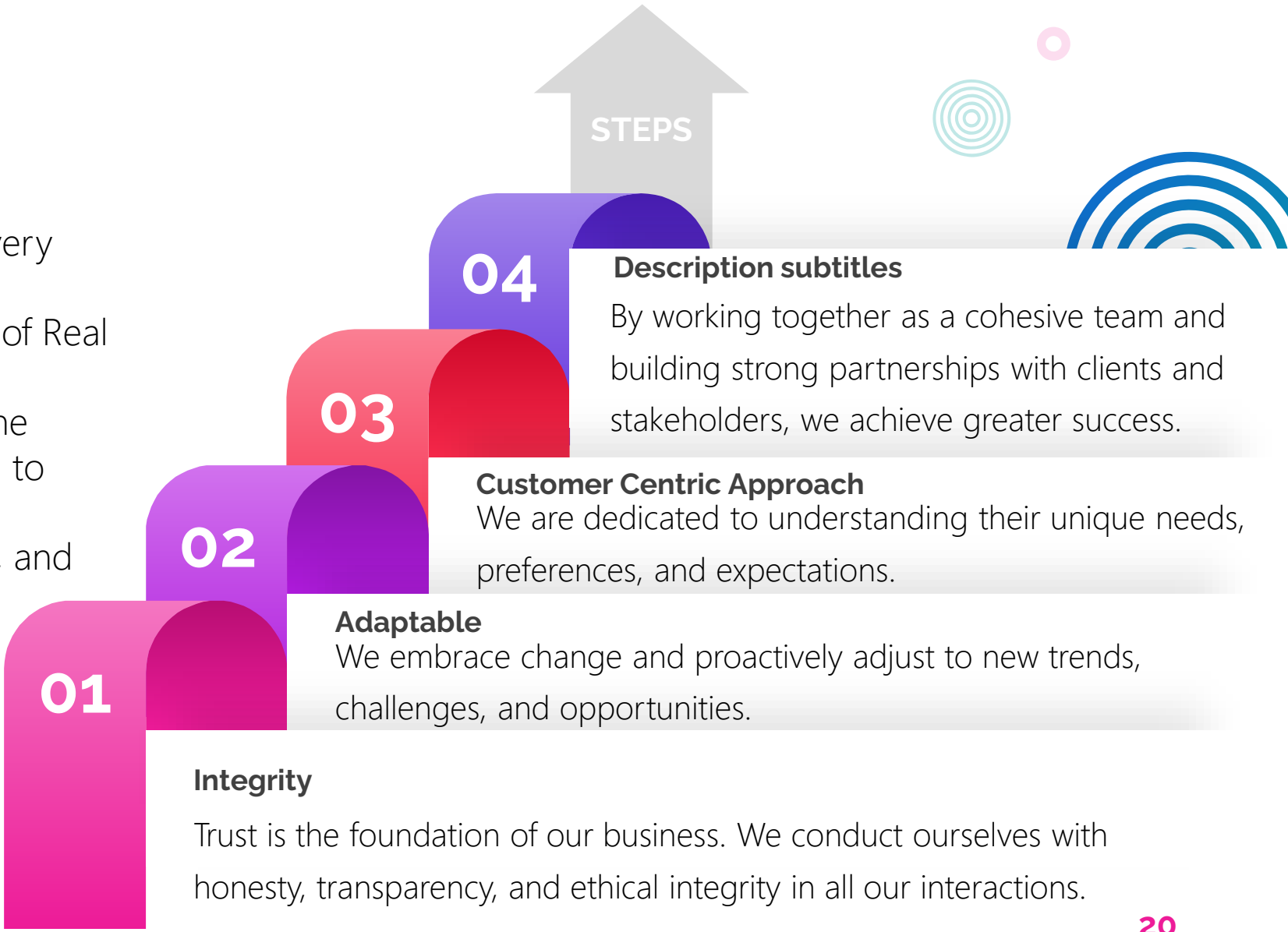
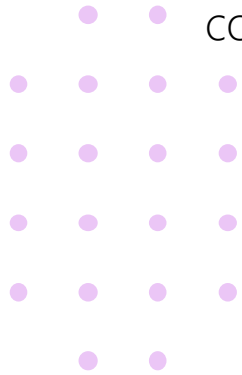


**16+ years**

We have over 16 years of experience.

# Our Values

These core values guide us in every decision, action, and interaction, shaping the culture and identity of Real Useful Company. They are the foundation of our success and the driving force behind our mission to redefine excellence in travel, conferencing, marketing, events, and concierge services.





# Some of Our

# Clients



# Get in touch with us

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THANK YOU

