



NEONHIVE

Events & Marketing Agency

Company Profile

Neonhive Management (Pty) Ltd
Company Registration Number: 2017 / 144169 / 07
Address: 190 Burwood Road Lansdowne

B-BBEE Level 1 Contributor: 135% Procurement Recognition
100% Black Female Ownership

COMPANY

BACKGROUND

Neonhive is an emerging private black woman owned event management, design and marketing agency. The company offers event and marketing experiences from start to finish, which is the necessary ingredient to ensure success through planning and organisation.

A proudly 100% black woman owned business taking great care on each assignment. Our core business is the provision of event management services, as well as having internal specialist functions such as design, IT, software development and RSVP management.

Our event and project management includes budgeting, venue research, establishing dates and alternate dates, selecting and reserving the event venue, acquiring permits (liquor licences, insurance licences, etc), coordinating transportation and parking, developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), arranging decor, event support and security, catering, emergency plans, aid stations, and clean-up.

At Neonhive we view event management as the application of project management to this process, utilizing only the best, competent and proven service providers/industry partners. We have an ongoing and strong relationship with these industry partners to ensure we provide all our clients with the best quality of work, while ensuring we are in-line with budgets.

Although we are an emerging enterprise, we have many years of experience in the industry and have worked with reputable companies such as Sanlam, Old Mutual, Glacier by Sanlam, Maitland Group, Spree, Takealot, Independent Newspapers, Media 24, etc. The business has key specialisation and competence brought about by the partners due to their vast experience in the industry.

Our Vision

Our vision is to be a mastered events and marketing agency by being effective, efficient and strategic, while still guaranteeing a return on investment and delivering masterpieces on each and every bespoke brand experience.

Our Mission

Our mission is to be a globally dynamic, diversified and innovative project management service provider which ensures reliable, loyal and excellent service to all our clients.

“Our team of experts can start with a crumb on an idea and develop it into a phenomenal experience.”

COMPANY VALUES



- **Innovation** That makes a difference, think strategically
- **Caring** Maintain respectful relations with customers, partners, suppliers and colleagues
- **Loyalty** Work collaboratively with, partners, suppliers and clients to solve problems and achieve goals
- **Integrity** Exhibit honesty and integrity at all times
- **Commitment** Dedicated to the success of our clients, partners
- **Knowledge** Be thought leaders and experts in our fields

MEET THE TEAM



FARAH MOOSA

FOUNDER & MANAGING DIRECTOR

As the Founder and Managing Director of Neonhive, Farah is responsible for setting the company's vision and strategy. Farah has extensive experience in conferencing, event and project management, logistics, gala dinners, awards ceremonies and exhibitions. She has been in the industry for the past 8 years including profiling, planning, budgeting and executing of events and brand experiences for many blue-chip companies in South Africa. Farah also has extensive knowledge in hotels and venues around South Africa, as well as built many close relationships with industry partners to ensure a well oiled business, and execution of every single project Neonhive manages.

SAARAH MALICK

PROJECT DIRECTOR

Saarah is responsible for the growth and development of all existing and new clients. She has an inherent ability to connect positively with our clients and has no trouble adopting a strategic mindset when solving problems.

Saarah has recently executed the rollout of the new brand bible, which has been instrumental in the strategy for business growth. Saarah has a National Diploma in Public Relations from the Cape Peninsula University of Technology, and has numerous years of experience in marketing as a Project Manager. Her strength is bringing brands to life by implementing the business strategy and is passionate about client relations.



MEET THE TEAM



ZAYNE MANUELS

BUSINESS DEVELOPMENT MANAGER

Zayne oversees the creation and maintenance of new and existing clients, ensuring their journey with us is streamlined and their return on investment is only satisfactory.

Studying Hotel & Catering Management and traveling to the U.K. to work in a 5 star hotel & restaurant has given him his diverse skills within hospitality, human resources and customer service.

Zayne has since been in fashion, human resources and event management, introducing the pop-up store concept to corporate and filtering into culture enhancement.

With his 12 years of experience within the formal corporate environment, he has obtained the ability complementing his skills to ensure our operations are fully equipped and efficient in all assignments we embrace.



OUR SERVICES INCLUDE:



Event & project
management



Marketing



Activations



Design



Strategic brand
message
development



Theme and
strategy



Entertainment,
master of ceremonies,
speakers

“You can rely on us for end-to-end management for all aspects of your project.”
