



MARKETING

COMPANY PROFILE

ABOUT US

The company was established to create event concepts that brands can use to directly engage consumers and invites them to participate in the evolution of their brands

M&M PHILOSOPHY

M&M Marketing is a full-service marketing and events management company with offices in Gauteng and Free State. The company was created by Mosele Iepheane, a young woman entrepreneur who has passion for business and the marketing industry. We provide project management services for government, private companies, events and marketing agencies.

We understand that companies well-executed event can be leveraged to support an organization's strategic vision, incorporated into a company's marketing plan, or used to build networks and client loyalty, therefore we bring into your project an exceptional team of professional to help clients achieve their goals. The company also brings a fresh and unique approach to its clients by providing strategic experiential events concepts that brands can use to directly engage consumers to participate in the evolution of their brands.

We approach every event with meticulous attention to detail and precision. We ensure that your strategic objectives of the event are met regardless of the size and scope. When handling your event, we ensure that strategic goals are set, defined milestones and a comprehensive plan to ensure that your event is delivered on time and on budget. At M&M MARKETING we put your organization first.

We learn about your business, we focus on your challenges, and we plan events to support your goal. Our focus, unparalleled professionalism and exceptional service means clients can trust that their event is in capable hands.



THE FOUNDER

Affectionately known as 'Mo', Mosele boasts a total of 15 years as a Sponsorship, Marketing and Eventing Projects Director of large conglomerates, a role which has established her as an astute businesswoman with impeccable negotiation and leadership skills. Mosele has a diverse background in marketing, communications and event management. With over 15 years of experience working for in-house marketing and event management departments in various organisations, her strong understanding of the strategic role of events in Marketing Communications makes her a great addition to any team.

She has worked for large corporations as a Sponsorships and Events Manager where she was responsible for developing and implementing a variety of marketing and communications initiatives. She has experience delivering corporate events as well as managing sponsorship programs, managing procurement processes and suppliers. She has managed different types of events for global organisations such as Vodafone, MTN, PPC Cement, ABSA, SAB and SHOWTIME Entertainment; executing music festivals, conferences, exhibitions, summits, training programmes, award ceremonies, gala dinners and Year-end functions, team building events, employee wellness Events and media launches.

Her project management background has given her significant training in brand awareness and how each project needs to be aligned to the brand strategy in order to deliver ROI for the organisation. These roles have come with various travelling opportunities, which opened up her frame of reference when it comes to culture, globalization and incorporating the international market in every detail of project management.

Mosele has recently formed an NGO called Diamonds to Lead. Diamonds to Lead has been established for the empowerment of Girls in the Southern Africa. The organization seeks inspire all girls to be strong, smart, and bold by providing them with life changing experiences and real solutions to the unique issues' girls face, providing the right tools and support to succeed and sourcing trained professionals who mentor and guide them in a safe, girls-only environment, peers who share their drive and aspirations. Mo holds a degree in Marketing Management and is in her 2nd year studying LLB with UNISA.

FLAGSHIP EVENTS MOSELE HAS MANAGED:

Mahika Mahikeng Cultural Fest | 2018 & 2019 North West Africa Day Celebrations
Old Mutual Retirement Funds Conference | Gauteng Provincial Fun Run
2018 North West Department of Agriculture Biodiversity Conference
Vodacom CEO's Party | Eastern Cape Arts and Culture



SERVICES

M&M MARKETING specializes in event management for services for corporate, associations and government. If your event needs to be properly conceived and executed to deliver tangible business results, **M&M MARKETING** is your answer.

Our team is able to provide a full-service event management experience that includes:

- Content development and speaker management
- Budget, cash flow, and financial management
- Concept and Programme Development
- Project administration and management
- Speaker contracting & fulfillment
- Sponsorship sales, support and fulfillment
- Registration management and support
- Event branding and marketing
- Event communications and promotion
- Artists Management
- Event production and AV coordination
- Stage Management
- Venue sourcing and management
- Infrastructure management
- Logistics & operations management
- Post-event evaluation
- Health and Safety Management





INFRASTRUCTURE

M&M MARKETING through its sister company owns aluminium frame infrastructure, décor, furniture and equipment and have a professional team of creative directors, project managers and site staff that aim to outdo themselves.

MARKETING COMMUNICATIONS

M&M MARKETING provides complete public relations and marketing communications services to a variety of clients, helping them connect and communicate with media, current and potential customers, partners and employees. The firm works directly with local, regional and national media houses.

M&M MARKETING also works with various agencies for additional resources or expertise in specific industries.

Services:

Creative Designs

Public Relations

Marketing

Communications

Research



MORE ON M&M

M&M Marketing is a full service production and events management company with offices in Pretoria (Gauteng), Durban (Kwazulu Natal), Parys (Free State) and Lesotho. The company was created by pairing four industry veterans entrepreneurs who have a passion for business and the events industry.



STATS & MILESTONES

45

EXPERIENCES

The team
experience
Combined

350

CUSTOMERS

The number of
customers the team
has managed

600

EVENTS

The number
of events
managed

15

COUNTRIES

The number of
countries the team
has worked in

60K

CROWD

The most amount
people ever hosted
at one event

SIGNATURE

PROJECTS GALLERY





GCWALISA IMABHIDA MASKANDI MUSIC FESTIVAL



MEBALA BIODIVERSITY CONFERENCE



MAHIKA MAHIKENG MUSIC FESTIVAL



BARLOWORLD BUSINESS SYSTEMS LAUNCH



BARLOWORLD INDUCTION JOURNEY



BARLOWORLD WOMENS DAY BREAKFAST



VODACOM AGRICULTURE APP LAUNCH



GLOBAL CHAIRWOMEN WOMENS DAY CELEBRATION



LEMO FESTIVAL



ESSENCE OF SOUTH AFRICA IN NEW ORLEANS



M A R K E T I N G

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C O M P A N Y P R O F I L E