



WOZ'  **BONA**
M E D I A

**BUSINESS
PROFILE**



INTRODUCTION

Woz'obona PR, Marketing & Events is an entertainment establishment founded by Paul M in 2006 and has made a strong imprint since. We are trusted by prominent business corporations and brands to deliver only the best from Event management to digital marketing through Public Relations.



BACKGROUND

In 2006 the founder of this company brought forward a wealth of experience and knowledge from years dedicated in the Hospitality Industry and projects successfully completed since the dawn of the twenty first century. With the application of his expertise to give the professional finishing touch and his passion being the difference to ensure every function is memorable, Wozobona PR, Marketing and Events was registered as a creative entity that operated throughout KwaZulu Natal Province.

Having been at the forefront of entertainment and events for over a decade, the team thrives on the very edge of creativity, authenticity and continuous research to keep updated with the ever-developing trends and delivers the best quality and craftsmanship to its clients and associates. The company's experience has mushroomed from just offering club promotions, house parties and school bashes to managing an extensive number of accounts and projects within the Creative, Hospitality and Tourism fields.





Paul M Mdiniso

Founder

Brings his hospitality and project management experience to the fore on each and every project, which goes a long way in knowing what people want at any particular time. Starting a project ground up is his strong point and sees it through with enormous passion.

paul.m@wozobona.com



Mbuso Majola

Public Relations

Our Public Relations Officer is trusted with strategic marketing on new and old platforms, thus making sure that our campaigns enjoy publicity, and are amplified on the various media platforms. His role is to create and roll out all our digital, social & traditional media content, liaises with media houses as well as social media influencers and is also responsible for below the line activations.

pr@wozobona.com



Nomfundo Ngwenya

Communication

The heart beat of this company is embodied in Nomfundo Ngwenya's administrative know how. She has done well in making sure that there are less or none mishaps, and that clients and stakeholders are happy at all times.

admin@wozobona.com



Bongani Mhlakaza

Production Manager

After the team finalises a brainstormed model, he takes over and manages the entire production: He's responsible for compliance compiling, concept execution, suppliers coordinating, hospitality management, crew training and allocation.

production@wozobona.com



NATURE OF COMPANY

Wozobona PR, Marketing & Events was registered as a private Close Corporation and falls under the BB-BEE and PDI (Previously Disadvantaged Individuals) status with vast experience in Public Relations, Corporate Hospitality, Marketing and Events Management.

Services

Public Relations

Image
Media Exposure
Branding

Artists Bookings

Fully Handle DJ Sox and Sparks
Bantwana's weekly bookings.
We get you any artist from
anywhere in the world straight
to your door step.

Graphic Design

Motion Graphics
Marketing Material
(Invitational Posters, Fliers,
Banners, Cards)
Company Branding
(Logos, Business Cards,
Websites and Profiles)



PHOTOGRAPHY & VIDEOGRAPHY

We specialize in wedding photography, corporate, family and senior portraits, often traveling to your destination to capture the perfect moment in the perfect place.

From the shores of Durban to the concrete jungle that is, Johannesburg and beyond. We will be there with you every step of the way to guarantee your special moments are captured for all time. To us photography is about people being real and then letting us paint a picture of that moment to remember it forever.

This is the story that matters most: real people, real stories, real moments. We are incredibly blessed to have a team of 5 photographers who work with us on any given day including weekends and public holidays.



MARKETING & PROMOTIONS

We combine our marketing channel management with our promotions data base having a KZN SMS Database of 43,000 active cellphone numbers and 27,000 emails.

BRANDING

When it comes to branding we deliver, no half measures. We take pride in presenting branding solutions that maximize the potential of brand contact by strategically designing and placing the brand in obvious, complex and alternative positions and place. We have had great success in attracting the attention each of our clients need by placing high definition imaging around the cities we have worked in and by branding cars and merchandise we work with.



ACTIVATIONS

WeChat — we engaged with the public for brand awareness and sign them up to their social media platforms. We managed to sign up 400+ users within 8 days.

Telkom (8ta) — the brief was to introduce the network to cellphone users when the company transitioned into Telkom Mobile(8ta). We were giving away SIM cards and cellphones.

Castle Lite — we were tasked to take the brand to Durban night clubs and generate new consumers.

Behaviour Change Agency (Make The Cut) — this was a health awareness campaign across KwaZulu-Natal to educate and encourage men to circumcise. Target was 150 circumcisions and we managed to do 206 in 3 locations (Mtubatuba, Ladysmith & Pinetown)

SOME OF OUR PREVIOUS EXPERIENCE

- Annual Durban Underground (2010 - 2013)
- Fact Durban Rocks NYE (2011)
- Mother of All Parties (2011 - present)
- Mangosuthu University of Technology:
 - Welcome Party (2012)
 - Freshers Ball (2013 - 2014)
 - Exam Prayer (2013)
 - Beauty Pageant (2013)
- 13th Metro FM Music Awards - Public Viewing and Official After Party (2014)
- Youth Beach Festival (2014)
- Woz'eDurban Picnic (2015 - present)
- KwaDukuza Festival (2015 - 2019)
- Forever Young (2016)
- Mandeni Homecoming Picnic (2017 - 2018)
- Annual Richards Bay Imbizo (2016 - 2018)
- Vodacom Durban July Durban Tourism Marquee
- Durban Township Experience MTV Show
- Durban Visual Experience MTV

TALENT MANAGEMENT

Woz'obona is home to the legendary "Durban's Finest" DJ Sox and Sparks Bantwana, whom we take care of his public image and bookings. We also handle Kalawa Jazmee Records KZN.





MISSION

Through capacity building initiatives and policies, we undertake to grow a role of aspiring contractors and vendors whilst enhancing the notion of skills transfer and rendering self-sufficiency amongst the under-privileged.

VISION

We aspire to be among the top role-players in the community and wish to realize some remarkable economic upliftment where we operate.




OBJECTIVES

We aim to:

- Deliver the best quality workmanship to our clients and associates.
- Provide some in-service training programmes in order to achieve our objective of skills transfer.
- Embrace the policy of local people empowerment by engaging them for labour (skilled and semi-skilled), and working with local supplies.
- Be listed on national databases as excellent and preferred service provider.
- Facilitate projects linking the community, government and private sector by collaborating with community forums.

ORGANISATIONAL POLICY

- We strive to subscribe through the principles of accountability and transparency.
 - We intend to continuously improve our service by reviewing our previous outcomes.
 - Priority is dedicated to the client's needs and preferences.
 - We commit ourselves to adhere to the Quality Management and Occupational Health & Safety as stipulated in the SABS Standards and other legal requirements.
 - We commit ourselves to ensure the safety of our personnel from hazards and injury.
 - We strive to empower our organisation's members through skills development initiatives and offering training relevant to their fields of expertise.
 - We encourage everyone who has an interest in the company to offer their views and ideas leading to the improvement of our services.
- 

JOINT VENTURE POLICY

As part of our policy we profess to take local contractors on a joint venture to enhance ours and their elevation to access contracting capacity. In these joint ventures our role is especially focussed on professionalism and quality assurance through our service delivery capacity.

This policy is especially advantageous when we take on major firms for large projects. This means that no work is too big or too small for us.

COMMUNITY BASED PROJECTS

This section is manned by us personally on a hands-on basis with the community. The emphasis is helping them through synergic participation of the community members.

Training

- Our training programmes are designed to conform to the government recommendations and requirements for skills training.
- We delegate the best-qualified personnel for the specific disciplines to ensure successful and efficient training outcomes.
- In liaison with the local authorities we set up structures to facilitate sustainable projects within the community.

CORE VALUES

The following values capture beliefs that determine the company's management style, relationships with clients as well as organisational ethics:

Client Orientation: We pledge to produce high quality acceptable service standards to our clients. We respect the needs and requirements of our clients. Our clients will always be the core of our business.

Professionalism: Our interaction with our clients will always be on a preference basis and will conform to the norms of individuals as well as the specified requirements of the association to which we belong.

Transparency and Accountability: In all our dealings we will be transparent and accountable to all stakeholders.

Quality: Quality is given top priority to any work that we have done and still intend to do.

Teamwork: We firmly believe in teamwork, mutual trust, respect and co-operation. The foundation of the company has to be the co-operation of not only the staff members but also all stakeholders.

CONTACT US

Legal name: Woz'obona PR, Marketing & Events
Registration number: 2015/189290/07

57 Moreton Hall
253 Peter Mokaba Rd
Durban
4001

 031 316 5291

 072 132 4321

 admin@wozobona.com

 086 608 5690

 www.wozobona.com



Woz'obona PR, Marketing & Events

Wozobona_events

Wozobonaevents