



**FRENDLY
MARQETER.**

Event Communications
& Stewardship Portfolio

Who We Are

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Friendly is a strategic communications and event stewardship partner that helps organisations bring clarity, structure, and visibility to moments that matter.

Our work is guided by foresight, preparation, order, and a deep commitment to service. We believe great outcomes are not accidental — they are the result of thoughtful planning, strong systems, trusted partnerships, and calm execution, especially in complex or high-pressure environments.

We exist to serve our clients with excellence. While we are deeply grounded in digital communications, Friendly is not limited to tools or platforms. Through carefully selected partnerships and an extended ecosystem of specialists, we are able to support events and engagements holistically- from strategy and storytelling to on-ground execution and post-event continuity.

Our role is not just to support events, but to steward visibility, experience, and alignment, ensuring that every touchpoint reflects the purpose, credibility, and ambition of the organisations we serve.

Selected Events & Strategic Engagements (2023–2025)

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Katapult Africa Investor Day & Bootcamp 2025 – Cape Town

Industry: Venture Capital

Frendly's Role: - Venue identification and coordination - Branding and merchandising - Event production - Social media management - Digital marketing - Travel and logistics coordination - Catering coordination



Selected Events & Strategic Engagements (2023–2025)

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The FoundHer Table 2025

Industry: Leadership & Women Founders

Frendly's Role: - Venue scouting - Event production - Catering coordination - Guest registration management



Selected Events & Strategic Engagements (2023–2025)

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Katapult Africa VC Night Edition 2024 – Cape Town & Nairobi

Industry: Venture Capital & Investment

Frendly's Role: - Venue scouting and coordination - Branding and merchandising - Event production and content creation - Travel and logistics coordination - Social media management and digital communications



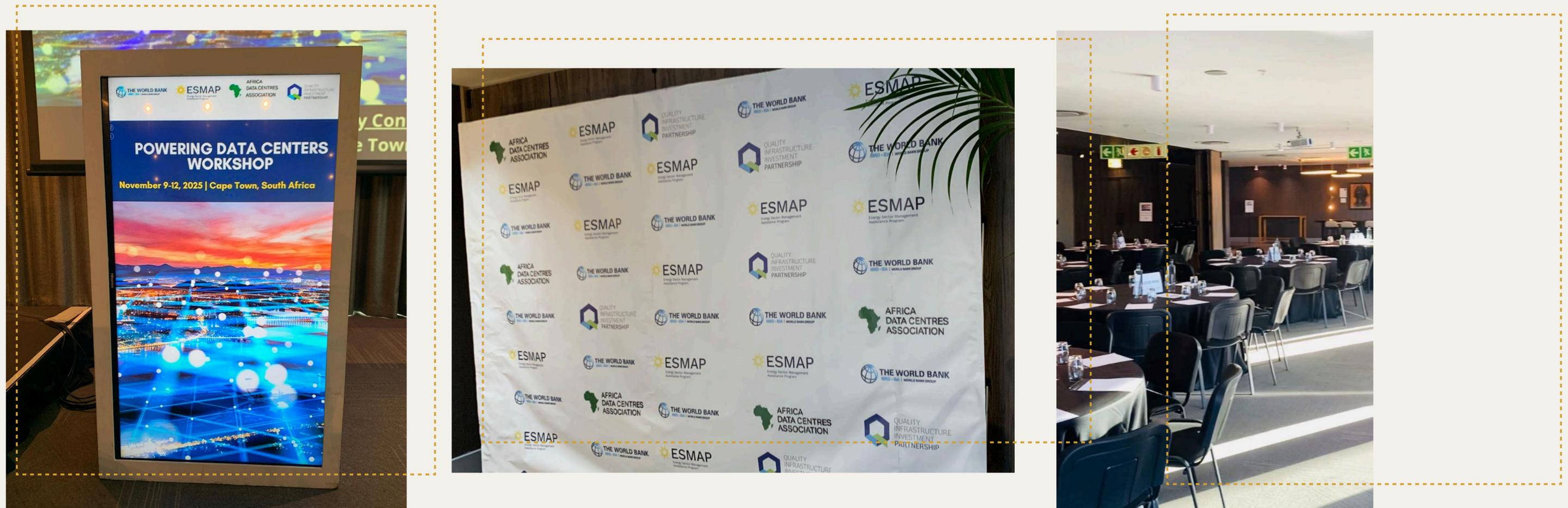
Selected Events & Strategic Engagements (2023–2025)

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Eloge Consulting UK – Africa Data Centres Engagement

Industry: Data Centres & Infrastructure

Frendly's Role: - Event registration system setup - Event hostess and on-ground team support - Branding and merchandising - Travel and logistics coordination



Selected Events & Strategic Engagements (2023–2025)

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Connected Africa Summit 2023 (with ICT Authority)

Industry: Information Technology & Digital Transformation

Frendly's Role: - Content strategy and execution - Digital and Graphic Design support - Event production support - Social Media Management -Community management



How Friendly Supports Events

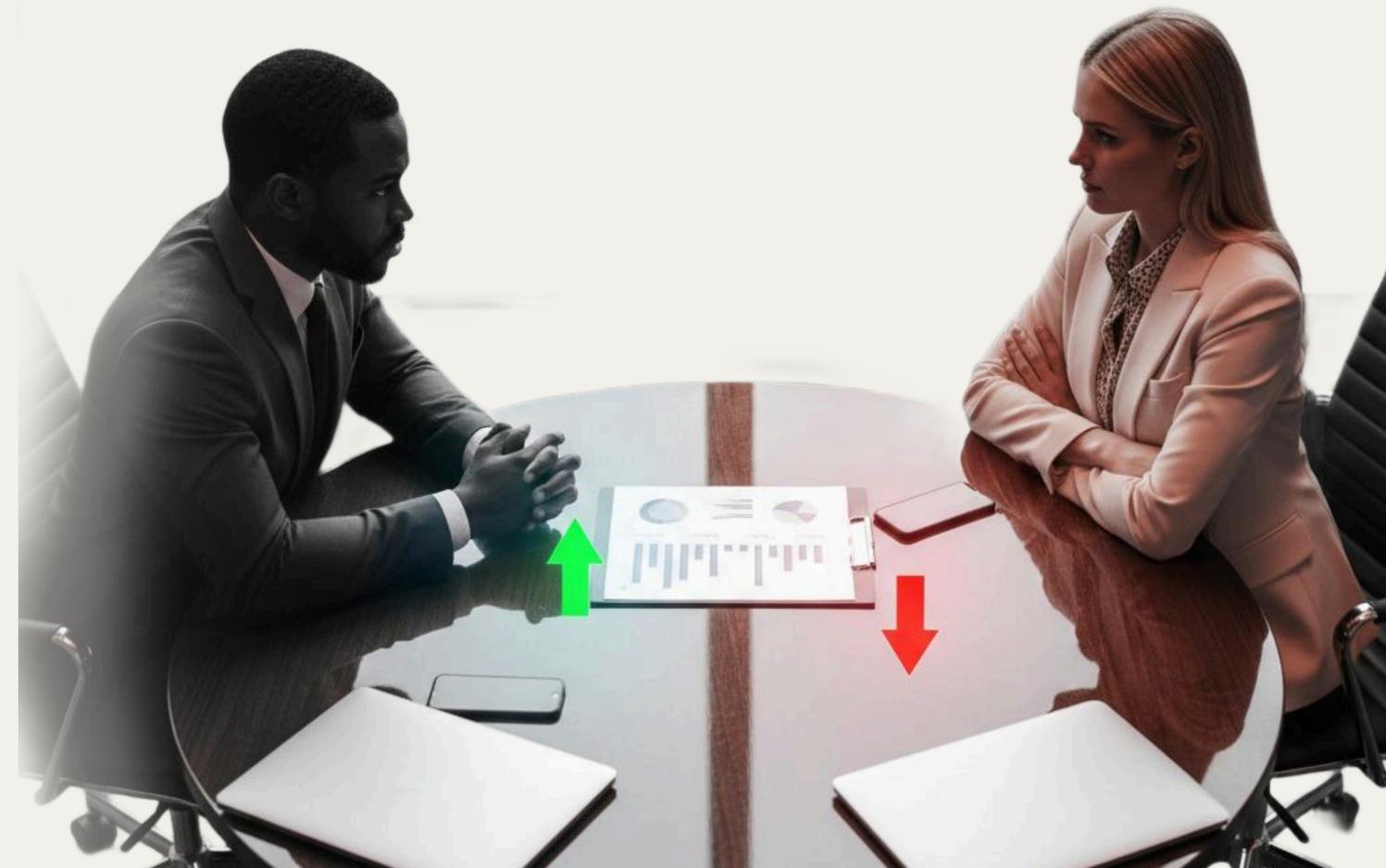


- Event communications and visibility strategy
- Content planning, production, and execution
- Digital communications and social media management
- Event production support and coordination
- Branding, merchandising, and on-ground experience
- Registration systems and guest journey management
- Travel, logistics, and catering coordination
- Strategic partnerships and extended delivery capacity

What Clients Rely on Us For

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- Clear structure in complex or multi-stakeholder environments
- Calm, dependable execution under pressure
- Consistent and professional brand presence across touchpoints
- Trusted coordination with partners, venues, and service providers
- Strategic thinking that aligns events with broader organisational goals



Let's Work Together

Frendly Marketers partners with organisations, institutions, and brands looking for a dependable team to steward their events, communications, and visibility with excellence and intention.

We bring structure where there is complexity, clarity where there is noise, and confidence where moments matter most.

We welcome the opportunity to collaborate and support your next engagement with the care, professionalism, and foresight it deserves.



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