

EAST AFRICA SPEAKERS BUREAU

Africa's Premier Think Tank & Implementing Agency



ESB Consulting

ESB Events

Speakers Bureau

About ESB

East Africa Speakers Bureau (ESB), is the first entity of its kind in the East African region, an incomparable think tank and implementing agency that facilitates individuals, the public sector, corporate entities and non-profit organizations to optimize efficiency and effectiveness and realize consistent crest performance in their areas of expertise.

Our Vision

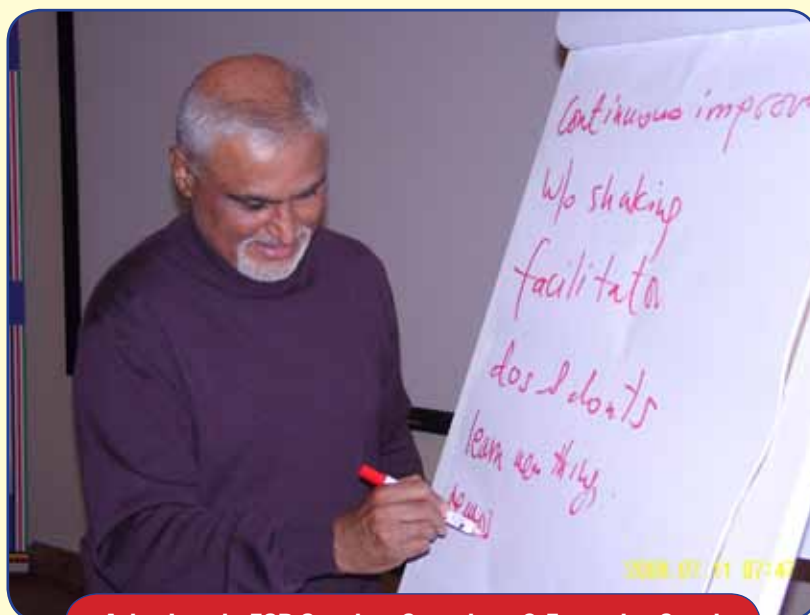
To become part of success stories for individuals, companies, organizations and the Government in achieving desirable results for events, projects and marketing campaigns.

Our Mission

To offer tailor made, timely and high quality consulting, PR and events management services that offers a breakthrough to client's needs and demands

Our Philosophy

In order to deliver the right solution for our clients, we invest time and energy to understand our client's line of engagement, vision, brand and values. Our team of experts would listen to the client so as to combine his/her thinking/ preference to our leading edge product expertise with the latest technology and creative, customized service support. We target to provide innovative solutions in accordance to our client's specific needs by interpreting and translating any vision into a reality.



Azim Jamal - ESB Speaker, Consultant & Executive Coach

Corporate Executives



Paul R. K. Mashauri
President

Our company has a team of 27 fulltime employees and 9 part time employees making a total of 36 employees. We have three main divisions namely ESB Consulting-9 employees (Offering Consultancy, Training and Research), ESB Events-15 employees (Offering Events Management Services, PR Services and Experiential Services), Speakers Bureau-12 employees (Offering professional speakers & facilitation services, audio visual production and publishing services). Additionally, ESB has a database of more than 2,000 local and international subscribers most of whom are experts in areas related to the economy, leadership, business, entrepreneurship, finance, health, applied research etc.



Moses E. Mnzava
Vice President
& Group CEO

ESB Consulting

ESB consulting is a subsidiary to East Africa Speakers Bureau dealing with individual, corporate, public and non profit entities consulting, training and research needs.

- **Consultancy Unit**

ANTI CORRUPTION, REFORMS AND GOOD GOVERNANCE

- Organizational Development and Institutional Strengthening
- Public Management Reforms Policies and Strategies
- Civil Society Engagement and Strengthening
- Local Government and Decentralization
- Outsourcing, Procurement and Government Expenditure Management
- Private Sector Development through Public Private Partnerships

HUMAN RESOURCE DEVELOPMENT & MANAGEMENT

- Human Resource Recruitment
- Performance Management Systems
- Mentoring
- Team Building
- Records Management
- Sales Support

TECHNICAL SKILLS PROGRAMMES

- Corporate Governance
- Tax Administration
- Procurement Policy & Procedures
- Business Planning
- Development of Promotion & Advertisement Concepts
- Strategic Planning
- Succession Planning
- Financial Analysis
- Crisis/Change Management
- Outsourcing
- Anti-Money Laundering
- Legal Sector Reform
- Procurement Auditing
- Legal/ Regulatory Change Management
- Political Risk Analysis, Market Analysis and Industry Analysis



Hon. Iddi Simba - Guest Speaker, Entrepreneurs' Day, 2009



Hon. Dr. Mary Nagu - Guest Speaker, Entrepreneurs' Day, 2009

EXECUTIVE COACHING & TRAINING UNIT

• **Executive Coaching**

Our coaching services provide a safe place where individuals can talk about their challenges and opportunities in a confidential environment. This allows individuals to openly share their concerns and gain a different perspective to bring back to the workplace. Often just having a safe place and objective person to listen to concerns helps people feel better thus raise morale. Our services are flexible, organized and carried out at the most convenient and comfortable premises for the client.

• **Training**

We offer public and tailor made training packages for organizations and Government authorities on areas related to:

- Leadership
- Creative Entrepreneurship
- Sales & Marketing
- Consultative Selling
- Public speaking
- Business & Administrative Communication
- Conflict Management
- Negotiation Skills
- Customer Care management & Retention
- Change Management
- Business Technology Methods & Applications
- Products Development & Pricing
- Goal Setting



Delegates - Women Summit 2008

• **Research, Monitoring & Evaluations Unit**

We undertake research and information dissemination activities for marketing, media, educational or developmental purposes. Besides research, the unit keeps and maintains an Information Bank which reserves various information relevant to different sectors eg) economy, leadership, health, resources, history etc. This researched information is available for sale.

The unit also offers media monitoring services to companies and organizations with massive advertising campaigns to electronic and print media including radio, television, newspapers and magazines. We monitor and report every single advert placed or played on daily, weekly or monthly basis.

- **ESB Events**

ESB events deals with Events Planning & Management, PR & Media Services as well as Experiential Services.

- **Events Planning & Management Unit**

East Africa Speakers Bureau offers expert advice on events planning and management services countrywide to help our clients save time and money. We have an extensive experience working with Government authorities, International Organizations, Reputable Companies, Civil Society as well as various industries serving logistical solutions including the hotel, conferencing facilities, media management, transport and branding solutions. On different scenarios our team of experts prepares a short list of services needed to make your event a success and provide expert advice to make you make the right decision. Once the choice has been made we go beyond to negotiating all contractual terms and rates on behalf of the client making the process a hassle free.

To achieve desirable results under events planning and management, ESB undertakes both pre-event and post event activities as expounded below:

- **Pre-Events Planning**

From the conception to the execution ESB provides insight and logistical know how to ensure the smooth running of your event however large or small. Pre-events planning services include the following:

Concept development, Fundraising, securing event/exhibition sponsorships, event website development for updates and online registration, development and execution of the media strategy for awareness creation, designing and development of the branding materials ie) brochures and flyers, mass email marketing campaign, Contract negotiations with service providers; venue selection, exhibition stands/contractors, conference transport facilities, writing and editing materials including press releases, web copy, company/products brochures, speeches, biographies and fact sheets, corporate gifts developments, protocol arrangements, accommodation bookings, delegation confirmations, venue branding as well as professional speaking services.



Exhibition during the Entrepreneurs' Day 2009

• Pre & Post Event Telephone & Email Marketing

Our multi-lingual telephone and email marketing team can help you ensure that your event is fully attended, whilst also providing feedback and additional contacts for your activity. On top of that, the success of your event can be gauged by our comprehensive post event feedback and analysis; this is also the ideal time to seek or develop additional business contacts from your satisfied clients, friends and partners.

• Events Production

We provide technical services for a fully functioning conference room ranging from a single LCD projector to comprehensive solutions for all of your conferencing and exhibition requirements. We have a well qualified, creative and experienced supporting staff to provide staging, sound, lighting and related services on demand. The services include: PA system set, stage design and installation, lighting design and installation, special effects and staging, data projection, set design, technical personnel and solutions.

• PR & Media Services Unit

Our PR and Media Services include the following activities

- Helping a company/organization clarify its brand and strategy as well as developing the messages that it wants to convey to its target audience
- Branding seminars and sessions
- Brand Implementation both internally and externally
- Counseling top management on how best to use the power of public relations and marketing to achieve company goals and grow the brand
- Creation of strategic marketing and PR plans aimed at achieving business results
- Generating news and obtaining media coverage that will increase name recognition, credibility and visibility
- Crisis communication counseling, preparations and implementation
- Internal communications programming including newsletters, intranet and voice messaging
- Electronic and viral internet communications (email marketing



Yvonne Chalmers, ESB Speaker

campaigns)

- Relationships buildings with key business and political constituents
- Media training for company officials for interviews and events
- Writing and editing materials including press releases, web copy, company brochures, annual reports, speeches, biographies and fact sheets
- Logo design for all mediums including letter head and business cards
- Production of broadcast and internet based presentations
- Corporate Gift development including apparel and promotional items

• **Experiential Services Unit**

The unit deals with outdoor marketing campaigns including road shows and outdoor advertising. Depending on the level of engagement, our experiential services goes beyond to include the provision of sales support services.

• **Speakers Bureau**

This is a full service Speakers Bureau and a publishing unit, committed to representing exclusively the greatest African and world leaders of our time, motivational speakers, cutting edge thinkers, business visionaries, political icons, great achievers, inspiring story tellers, best selling authors, performance coaches and guest celebrity speakers.

Our easy to navigate website features special search tools, speakers videos, news and in-depth articles of hundreds of exclusive and specially selected speakers to enable CEOs, Human Resource managers and meeting planners access great speakers for their upcoming events, conferences, product launches etc. to book a speaker please visit.

Our services are also extended to include publishing of self help personal development materials including books, magazines and journals. We also sell and distribute VCDs, DVDs, Video and Audio tapes of the leading thinkers and doers in leadership, business, academia, entrepreneurship, patenting, relationship, motivation, stress management, religion, physical fitness, entertainment etc.

ESB is a worldwide networked Lecturer/facilitators/speakers Agency to help make your event or program achieve its objectives. We bring to you ideal speakers/facilitators to train, facilitate, moderate, lecture, translate, report, inspire or entertain in your event, be it a meeting, conference, road show, product launch, public lecture, one to one coaching, training session, concert, media program, after dinner event or any other occasion.

Whether you need a successful businessperson, experienced facilitator, prominent academician, prominent media personality, professional MC, moderator, Thought-provoking

Leader, inspirational & motivational speaker, best selling author, sports figure or any other type of speaker/model for television/radio commercial or press conference, ESB is the right partner to make your dream come true.

• Why ESB

We are living in the fast moving and competitive information age in which success for any individual or Organization broadly depends on the ability to tap a wide range of practical knowledge and the power to apply that knowledge to offer solutions to complex challenges and uncover new opportunities. Are you looking for an experienced, talented and a well knowledgeable speaker to present in your next conference /meeting? Are you looking for the best professional MC to make your event colourful? Are you dreaming of delivering the most persuasive speech in your next event? Are you looking for a well informed facilitator/moderator to your upcoming training session? Are you looking for a Guest celebrity speaker to make your event colourful? Are you looking for an inspirational/motivational speaker or the most admirable achiever to raise your colleagues' morale at work, conference, college, school or club?

ESB will assist you access great speakers of your dream within Africa and the world at large. We have a network of reputable Agents across the continent and we are affiliated to world's most prominent speakers Agencies representing world's leading speakers in a variety of topics including leadership, economy, politics, business, psychology, parenting, personal growth, health, success, entertainment etc.

The value of working with outstanding personalities

There are many benefits to working with a famous media personality, sports figure, public figure, celebrity or entertainer. Not only can they help raise awareness and generate a tremendous amount of excitement for your company, product, or event, but they can provide instant credibility and trust in your company vision and confidence in your brand name.

SPEAKERS CATEGORIES

(a) Business & Management

1. Branding
2. Change Management
3. Coaching
4. Managing change
5. Intellectual capital
6. Communication

7. Conflict Management
8. Corporate Culture
9. Creativity
10. Innovation
11. Entrepreneurship
12. Diversity
13. Emotional Intelligence
14. Economics
15. Commerce
16. Employees Relations
17. Ethics
18. Finance/Tax
19. Globalization
20. Human Resource
21. International Business
22. Law/Legal
23. Leadership
24. Management
25. Marketing
26. Networking
27. Partnering
28. Presentation Skills
29. Productivity
30. Real Estate
31. Retail
32. Sales
33. Security
34. Strategic Planning
35. Team Building
36. Advertising
37. Business Planning
38. Training

(b) Celebrities & Entertainment

1. Arts/Music/Culture
2. Celebrities
3. Comedians
4. Chefs/Food
5. Emcees/Master of ceremonies
6. Entertainment
7. Journalism/News/Media

8. Magicians
9. Musicians
10. Hypnotists
11. Fashion
12. Modelling
13. Sports

(c) Health care

1. Addiction & Recovery
2. Biotechnology & Genetics
3. Disability
4. Fitness
5. Health care management
6. Health care technology
7. Nurses
8. Nutrition
9. Psychology

(d) Inspiration & Motivation

1. Achievement & Success
2. Overcoming disability
3. Olympians

(e) Personal Development

1. Empowerment
2. Family
3. Goal Setting
4. Life Balance
5. Organizational Skills
6. Performance Improvement
7. Personal Development
8. Relationships
9. Spirituality
10. Stress management
11. Success
12. Time management

(f) Politics & Current Events

1. Civil & Human Rights
2. Cross Cultural Issues
3. Futurists
4. Global Affairs
5. Government
6. International Relations
7. Liberal Politics
8. Media/Broadcast/Print
9. Politics
10. Security
11. Military Affairs
12. Patriotism
13. Economic Diplomacy

(g) Social issues

1. Youth/women/Children Affairs
2. Ecology
3. Education
4. Religion
5. Female Genital mutilation
6. Bride Price
7. Marriage
8. Corruption
9. Abortion
10. Homosexuality
11. Leadership & Elections
12. Criminology
13. Environmental Conservation
14. Poverty

(h) Work place

1. Conflict management
2. Corporate Culture
3. Diversity
4. Employee Relations
5. Empowerment
6. Human resource
7. Leadership
8. Life balance
9. Management
10. Motivation
11. Organizational skills
12. Performance Improvement
13. Productivity
14. Stress management
15. Team Building
16. Time
17. Training management

(i) Technology

1. Computers
2. E-Commerce
3. Futurists
4. Internet
5. IT
6. Science
7. Technology

Frequently Asked Questions

- **I am in need of the speaker/presenter. How do I begin the process?**

It is easy. Just contact ESB through phone/fax/email or visit our offices and our staff will explain to you the process. If you have a speaker in mind or you just want us to suggest to you we will find for you the right speaker to fit your audience. To book a speaker please email us through speakers@eastafricaspeakers.net

- **What are the costs involved in booking for a speaker?**

Fees vary depending on the individual speaker and event location. In addition to the honorarium, speakers typically require expenses to include roundtrip travel (firstclass in most cases and sometimes for 2 people), hotel accommodations, meals, roundtrip ground transportation in city of origin and in event city and all meals and incidentals during their stay. Our event staff works with you to coordinate all travel and logistical details for the appearance to make the process easy and hassle-free!

- **Is there any additional cost paid to ESB for booking a speaker?**

There is no any additional cost paid to ESB for booking a speaker. We secure our commission straight from the speaker's honorarium. We receive the commission from the speaker's fee in return for speaking logistics including financing & contracts; arrange schedules as well as marketing and promotional services. All of these are included in speaker's honorarium.

- **What should I do if I want ESB member to write for me a speech?**

Thinking is our business. We represent a wide array of professional speech writers in a number of international languages. To whatever the industry/sector/audience, ESB can help you deliver the most persuasive speech of your dream. We maintain confidentiality and all other applicable terms to our clients. Just contact us and you will see the difference.

- **I am interested in a speaker who is not listed in your catalogue/brochure.**

What should I do?

Our website/catalogue highlights just some of the many thought provoking speakers a in a wide range of expertise that ESB can secure for you. If you are interested in a speaker not featured in this website we can still secure for you. We work with a wide array of today's most informed speakers who can make your dream come true. Kindly contact us and we will make your next event a great success. To learn more about our speakers bureau please visit www.eastafricaspeakers.net

• **Multimedia Production Unit**

The unit deals with audio visual productions including developments of documentaries, online adverts, newspapers artworks, banners, brochures and leaflets designing and printing as well as equipments hire including PA System, MultiMedia Projector, Plasma Screens and Radio Calls.

Our Clients and Partners

- Tanzania Private Sector Foundation (TPSF)
- Confederation of Tanzania Industries (CTI)
- Family Health International (FHI)
- Tanzania Women Bank (TWB)
- Office of the IGP (Police Force)
- Geitagold Mine Ltd
- Tanzania Association of Accountants (TAA)
- Financial Sector Deepening Trust (FSDT)
- Fair Competition Commission (FCC)
- IPP Limited
- Barclays Bank (T) Limited
- Ministry of Gender, Community Development and Children
- Air Tanzania
- Twiga Bancorp
- Tanzania Breweries Limited
- Alliance Insurance
- African Life Assurance
- Parastatal Pensions Fund
- Foundation for Civil Society
- Vodacom Tanzania
- Open University of Tanzania
- ILO
- Artumas Energy
- Ministry of Industry, Trade and Marketing
- British High Commission
- BRELA
- Galileo Bytravel Port

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East Africa

EAST AFRICA SPEAKERS BUREAU

Africa's Premier Think Tank & Implementing Agency

COMPANY PROFILE

GREATEST SPEAKERS OF OUR TIME



The Dalai Lama



Julius K. Nyerere



Barack H. Obama



Martin Luther King Jr.



Bill Clinton

ESB Consulting

- Market Research
- Social Research
- Media Monitoring
- Consultancy
- Training

ESB Events

- Events Management
- Experiential Marketing
- Fundraising
- PR Services
- Sales Support

Speakers Bureau

- Speakers Marketing & Publishing
- Executive Coaching
- Conference Solutions
- Multimedia Productions

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