



Riverwood Communications

COMPANY PROFILE

OUR COMPANY

We are an integrated strategic communications agency offering consultancy services in public relations strategy, event management, digital PR, media buying, media monitoring, media management and documentary production.

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ABOUT US

To become the leading company in Africa that provides organizations with effective strategic communication solutions.

MISSION

To be the partner of choice for organizations that seek effective strategic communication solutions.

VISION



A self-driven believer in teamwork with nearly 20 years experience in the communication industry under her belt, she has managed public relations strategy and events for both local and international brands generating enormous positive print, broadcast, online and social media coverage throughout her career.

She holds a Bachelor of Arts Degree in Communications from the University of Nairobi specializing in Development Communications. Additionally, she holds a Postgraduate Diploma in Public Relations Management from the Kenya Institute of Management with an advanced Diploma in Radio and TV Production from the Kenya Institute of Mass Communication (KIMC). She is an alumnus of Strathmore Institute of Business Studies.(ISBI)

DIRECTOR

CHARITY KATAGO

NOTABLE ACHIEVEMENTS

Headed the PR and events team that managed the Salaries and Remuneration Commission staff structure and logo generating Ksh500million+ advertising value.

Managed the opening of the Visa sub Saharan Region office in Kenya.

Managing publicity for the launch of the charter of collaboration between Visa and the Rwandan government.

Managed the publicity for the launch of the UNDP Human Development Report 2010 attended by Dr. Tegegnework Gettu.

Her efforts were instrumental in the publicity that launched the inaugural Kenya Tourism Awards(KETA).



Kamau Mbugwa. An advocate of the High Court of Kenya, holds an LLB Degree from the University of Nairobi (1993) and a Post Graduate Diploma from the Kenya School of Law (1995). He was enrolled to the Roll of Advocates in 1996. He also holds a Master's degree in International Studies from the University of Nairobi (MAIS 2013).

DIRECTOR

KAMAU MBUGWA

NOTABLE ACHIEVEMENTS

Kamau is a multifaceted individual and has featured as an actor in several international movies such as Critical Assignment, To Walk with The Lions, Constance Gardener among others. He worked as a television producer, content provider and coordinator for local shoots in the East African Region with German Television (ARD), Nairobi Bureau and later as their legal advisor.

His passion for artistic productions and arts coupled with his extensive experience in commercial law working with public and multinational organizations spanning over 20years, is an invaluable resource to the company.

OUR KEY PR COMPETENCIES

01 Strategic Planning and Counsel

05 Media Training

02 Shareholder Engagement

06 Internal Communications

09 Media Monitoring & Evaluation

03 Media Relations

07 CSR Outreach Programs

10 Digital Media

04 Event Management

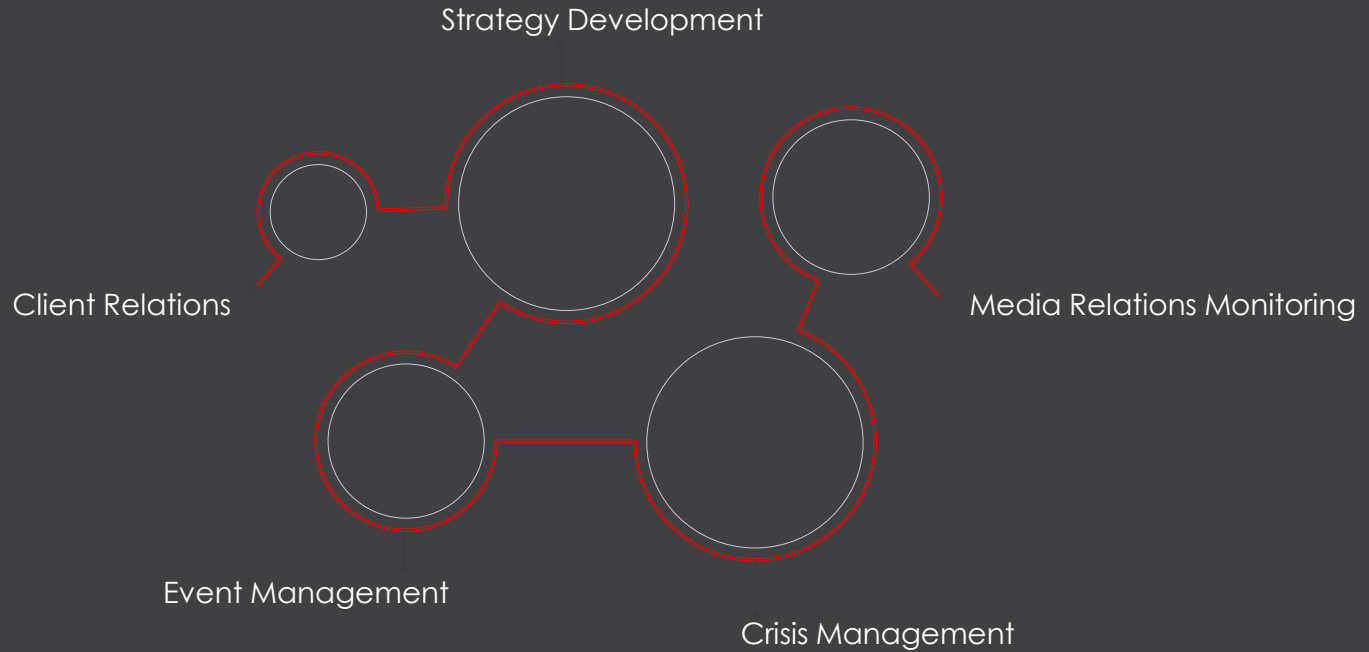
08 Media Audits & Analysis



WHAT WE DO

We create 360 degree communication plans anchored on strategic approaches for communication activities including stakeholder mapping and management, media relations, events, digital and crisis management catered to our clients needs.

KEY PILLARS AND TASKS



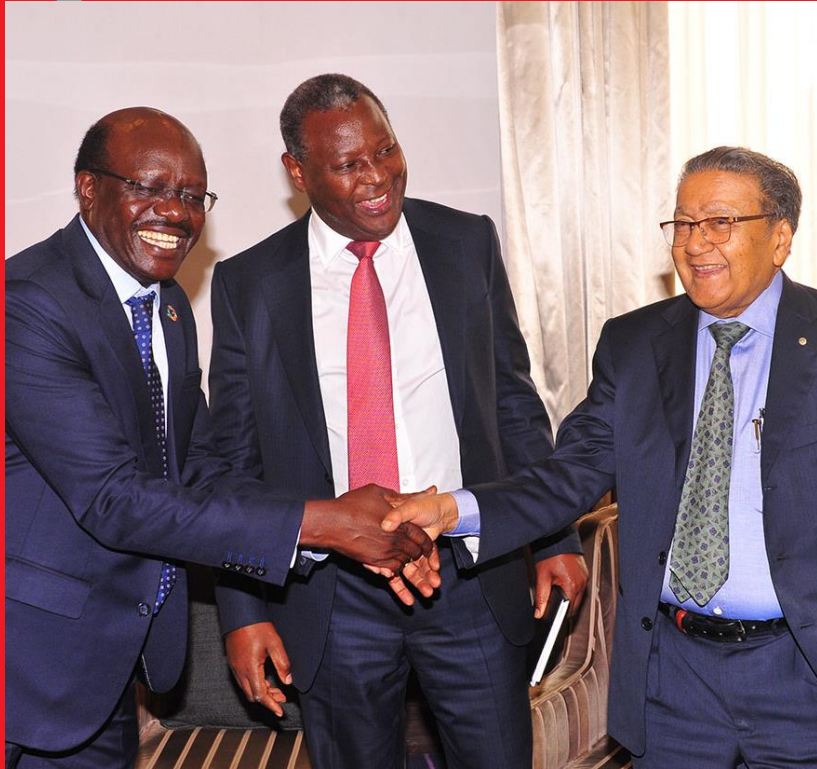
STRATEGY DEVELOPMENT

We take time to listen, understand and study your brief in order to come up with solutions that are specific to your needs.

We then develop a strategic communication plan to guide you and us on how to ensure your communication needs are achieved.

We implement, track and report regularly on progress.





CLIENT RELATIONS

We pride ourselves in knowing and understanding our clients allowing us to provide tailor made services.

Regular communication and reports ensure our clients are abreast of any and all issues relevant in their industry of operation.

We track, monitor and share documentation of all PR media appearances.

Clients get scheduled monthly reports of activities carried out on related media activity.

MEDIA MANAGEMENT

Riverwood Communications has developed strong media relationships and partnerships which it draws on to enhance bonds for our clients.

We specifically develop media lists to suit the needs of the client at the time.

We pitch, schedule and manage interviews with the media for the client.

Organize media training for the client for its key spokespersons.

We arrange for pro-active One on One media networking sessions.

We Invite and manage the media during events as well as put together press packs.





EVENT MANAGEMENT

We work with you to understand your events main goals to get the best possible and effective aspects for the event.

We then develop a concept document, budgets, source & manage suppliers and coordinate the event.

Event planning and management is enhanced through a critical path document that is updated throughout the period.

We manage photography and videography for the event.

CRISIS MANAGEMENT

We equip our clients with skills and tools to be used in the event of a crisis.

Act as the liaison between the media and the client during a crisis.

We strive to inform our clients of impending crisis through our diligent media monitoring and media relationships.



OUR VALUE

We shall take the time to understand and customize communication solutions to your need.

Our 360 strategic approach to communication plans will facilitate your organization in achieving its goals.

Our approach assists in streamlining organizations internal and external communication channels.

Through our tailor made communication strategies we shall build relationships with your target publics thereby growing your brand value.

With our expertise at media monitoring you will be effectively kept abreast on market conversations within your industry.

TO YOU

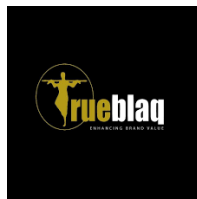
OUR CLIENTS

National Aid & STI Control
Programme





WILDAID





+254 722738583 Charity.k@riverwoodcommunications.com Fatima Flats 2A, Marcus Garvey Road P.O Box 27683-00506 Nairobi