POPULAR LINKS



COMPANY PRESENTATION

Mariam Ndabagenga
Founder and Managing Partner

OUR STORY

We are a PR company that has segmented itself around corporate events. Connecting services is what Popular Links Limited is best known for within the Events Industry in Tanzania and Africa at large.

LETS GET STARTED



WHO WE ARE ?

Popular Links Limited is a registered company based in Tanzania but serving the African region in PR (media management, digital marketing, OOH) and event management.

HOW WE WORK ?

We strives through **connecting services** that are the missing links within the Events Sector, in the area of Public Relations (PR).

WHO WE SERVE

Our reputable clientele includes government ministries & agencies, corporate companies, NGO’s and professional associations



OUR TEAM

Our team comprises PR, Events, and Marketing professionals with over 15 years of experience in the MICE (Meetings, Incentive, Conferences and Exhibitions) sector, managing public and private sector relations.

We leverage **our extensive networks and trusted relationships** to meet your PR and event needs at the highest level of excellence.





OUR VISION

Events as a PR tool of choice in Tanzania and Africa at large.

OUR MISSION

To contribute towards the sustainable growth of the MICE sector as a PR tool for governments, corporates, and professional associations.

OUR PROCESS



CLIENT BRIEF

We customize all PR needs according to the client. Let us know all your challenges

PROPOSAL WRITING

Creativity, innovation, and collaboration is our process. We bring you our best ideas and incorporate your experience.

GO LIVE

Leverage on our pool of networks for an unforgettable PR experience, both conventional and digital.



OUR SERVICES

PUBLIC RELATIONS

Media planning, coordination, and reporting. Includes digital media campaigns, billboards, TV, and radio

SUPPLIER MANAGEMENT

We are professional conference organizers (PCOs), standing between the client and event vendors

GOVERNMENT RELATIONS

We assist in guest of honor invitation to speakers sourcing, speech writing, and protocol management

DELEGATE SERVICES

Invitation and confirmation, delegate accommodation, visa processing, and post- conference activities

MODERATOR/SPEAKER SERVICES

Invitation and confirmation, programme development, briefing, and onsite management

OUR PARTNERS

PENUEL'S INVESTMENT

HUGO DOMINGO
CREATIVE EVENT SETS AND DECOR

K.A.V.S
Audio Visual Solutions
Excellence is our Tradition

FORMER PROJECTS

DUBUY
By DP WORLD

TANZANIA - UK
BUSINESS FORUM

Waendeleze
Women in Agribusiness - Reaching the next step

Forum on Internet Freedom in Africa 2023
September 27-29, 2023 | Dar es Salaam, Tanzania

WomenLift Health
Global Conference 2024

psi

Dar es Salaam, Tanzania

TANZANIA FILM FESTIVAL AWARDS 2022

Coke STUDIO

PROJECT VISUALS



Guest of honor | Local partner services | Local speakers and exhibitors | Local media sourcing | International media management | Podcast recording | Speech writing | Delegate servicing | Protocol Management

Local partner services | Government relations | Event equipment rental | Interpretation services | Delegate servicing | Protocol Management



PROJECT VISUALS



Government relations | Event equipment rental | Delegate servicing | Protocol Management



PROJECT VISUALS



A 6-months digital media campaign for behavioral change

Podcast services as part of event content creation for post event dissemination



FIND & CONTACT US ON DETAIL



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THANK YOU