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KENYA MODELS CONFERENCE

Modeling for the past years was considered as a waste of time and energy but of late it is a career in developing countries just like in the developed countries and that people venture in as a source of income. With many pageants that are being held from the county levels in Kenya to national and international levels, they have brought a lot of glory to Kenya both nationally and internationally. The pageants have also taken some of the Kenyan companies far in terms of business mileage. Despite all these benefits, Kenyan models have been facing quite a number of challenges that have never been tackled. Kenya models conference is an event that will be hosted by Mr/Miss Trade East Africa and Fotophreak Magazine on 14th October in Nairobi at K.I.C.C from 8:00A.M to 5:00P.M. The purpose of this conference is to address key challenges in the modeling industry and forge ways out of how the government can empower the industry and the models. It is also meant as an initiative for the government to tap into the talents available in Kenya. The conference is planned to mark the auditions of Mr/Miss trade East Africa that will be happening in December at K.I.C.C.

The event will be opened by the deputy president William Ruto who will be accompanied by the Nairobi City County governor, the CS in charge of sports, culture and arts among other government dignitaries. In attendance will also be some Kenyan celebs in fashion industry, sports, media and music industry.

The conference is set to have experienced professionals in the industry both local and international. International agencies and designers will be participating too. Kenyan modeling agencies and designers are also set to feature in a big way.

It will be important for your brand to feature during this event because the event possesses a lot of benefits to your brand. Brand publicity, brand sale, brand advertising, marketing and activations, brand ambassadors among many other benefits.

We wish to have a meeting with your team to discuss with you the conference and the benefits of your company sponsoring the event.

Karibuni Sana!

Yours faithfully,

Justus Anzaya

Managing Director

QuestPR and Communication Consultants Limited



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PUBLIC RELATIONS SOCIETY
OF KENYA