



# **LIGHTBULB BUSINESS CONSULTING**

## **CORPORATE PROPOSAL**

# MARKET OVERVIEW

Enterprises are increasingly acknowledging the advantages of delegating the planning and sourcing of content for corporate events, as well as marketing and global procurement services. Collaborating with firms such as ours empowers businesses to focus their resources on their core operations.

This paradigm shift is propelled by the growing intricacies of corporate events and the aspiration to craft influential and unforgettable engagements for intended audiences.



# THE PROBLEM



According to research, a significant majority of companies (around 80%) that handle their event planning and procurement internally encounter various difficulties and issues. These challenges have a substantial financial impact on the organization and encompass the following:

- Insufficient Expertise
- Constraints on Time
- Inadequate Planning
- Ineffective Risk Management
- Unqualified internal resources
- Lack of Vendor Management expertise
- Lack of customer retention integration
- Lack of Integration of Technology
- Inconsistency in Brand Messaging

These factors contribute to the challenges faced by organizations when they choose to manage their events in-house, and they can have a negative effect on the overall success and outcomes of the events.



# THE SOLUTION

In order to overcome these challenges, many corporate enterprises choose to engage professional management companies such as ours to oversee their operations including : corporate events, marketing, global sourcing, and procurement endeavours.

These entities possess the requisite expertise, assets, and comprehensive industry knowledge to adeptly orchestrate all facets of event coordination, ensuring a seamless and successful outcome.

What distinguishes our firm is our understanding that triumph extends beyond meticulous planning; it also encompasses captivating your clientele through a myriad of captivating channels, fostering unwavering brand loyalty.



# OUR SERVICES



# CONCEPT DELIVERY MARKETING

We specialise in concept delivery marketing using corporate events, marketing, advertising, PR and corporate gifting to launch products and connect brands with their audience.

We understand the importance of creating unforgettable experiences through memorable events, contextual marketing campaigns, and targeted advertising initiatives , PR services.

Our team of talented professionals will work closely with you to develop tailored strategies that align with your brand identity, objectives, and target market



# CONCEPT DELIVERY MARKETING SERVICES

Corporate Event planning and management

Creative Corporate gifting

Creative marketing campaigns

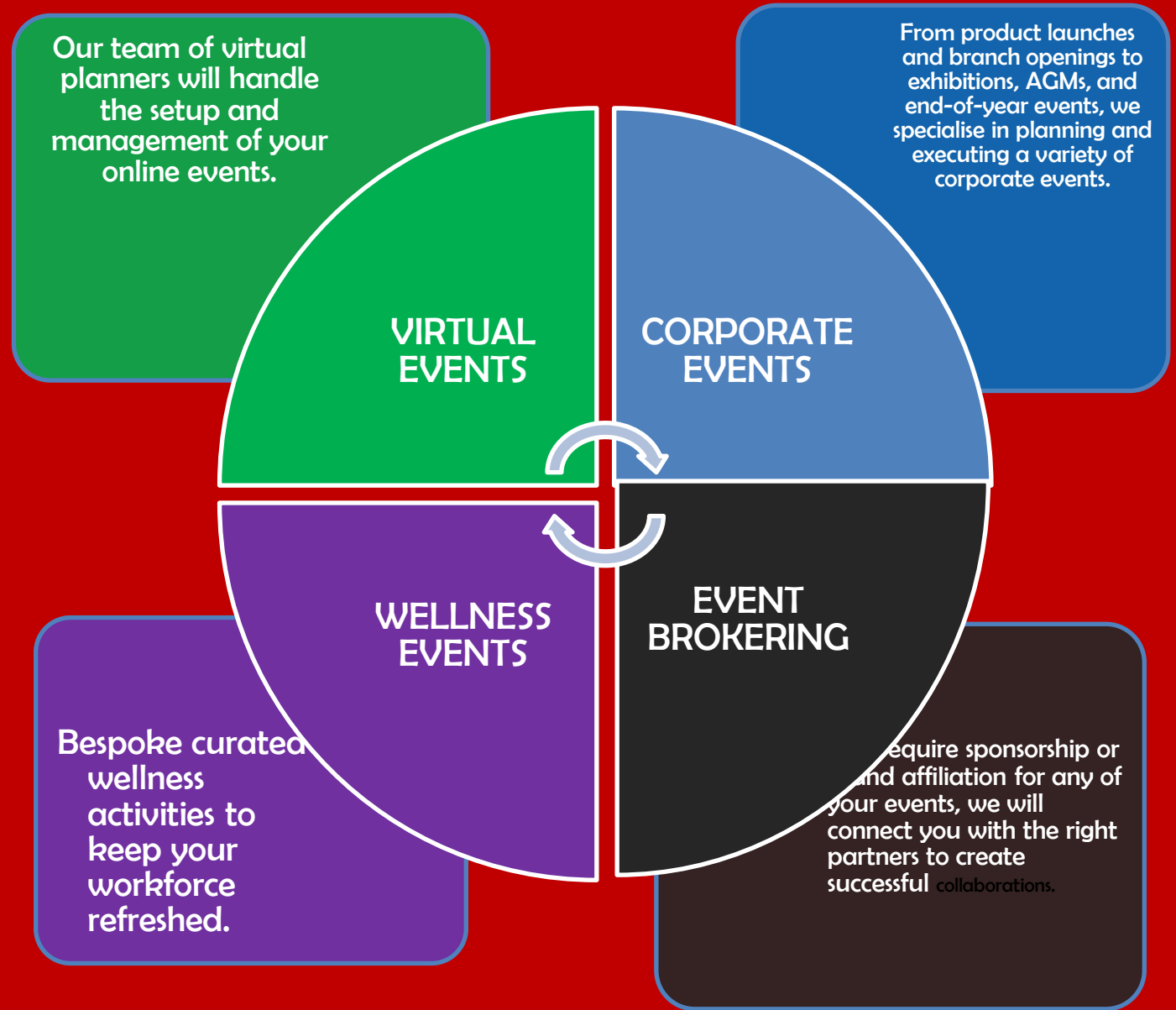
Target audience PR analysis-  
Influencer Marketing

Strategic advertising initiatives

# EVENT MANAGEMENT

As a company focused on delivering exceptional concepts, we can elevate ordinary events and projects into extraordinary client experiences through our creative approach.

With our experienced global team, we bring years of innovative thinking to the table, ensuring that our events are brand appropriate and interactive.





# MARKETING AND ADVERTISING

Our agency enhances your brand with impactful marketing, PR, and advertising campaigns that resonate.

To expand your brand, we merge online and offline channels, engaging a diverse audience during event and marketing planning.

Beyond ads, we specialise in campaigns that deeply connect with your target, spurring action. Our expertise spans various platforms, including influencer marketing.

Product Experiential  
Marketing- Market  
and Community  
Storm

Giftology- Rewards  
promotional gifts,  
testers and give-  
aways

Events- Product  
Launch, Client  
appreciation and CSR

Plug and Play  
Façade: Great for  
night advertising on  
building exterior

Events- End of year,  
Anniversaries ,wellness  
retreats

Media Buying-  
Influential Marketing-  
Bill Boards

Social Media  
Platforms- LinkedIn,  
Instagram, Facebook  
and e- marketing



# CORPORATE GIFTING

We harness gifting and merchandising for impactful customer and investor engagement.

Our consultants match recipients' profiles with brand-promoting gifts. Our versatile, trendy merchandise seamlessly integrates into lifestyles, elevating brand visibility.

Our gifting services encompass promotional items, employee gifts, marketing collateral, seasonal presents, and Christmas hampers.

We have gifts specific to different target industries. Explore our website and catalogue.





SHOP YOUR BUSINESS GIFTS @ [WWW.LIGHTBULBGIFTS.COM](http://WWW.LIGHTBULBGIFTS.COM)







**OUR HAMPERS RESONATES YOUR BRAND AND MATCHES YOUR RECIPIENT'S LIFESTYLE**



# CORPORATE WELLNESS

We understand the importance of employee well-being and its impact on the overall success of your organization. That's why we offer and plan a comprehensive range of corporate wellness events/activities tailored to meet the unique needs of your workforce.

Our holistic approach focuses on promoting physical, mental, and emotional well-being, resulting in happier, healthier, and more engaged employees..

Investing in your employees' well-being is an investment in the success and productivity of your organisation.

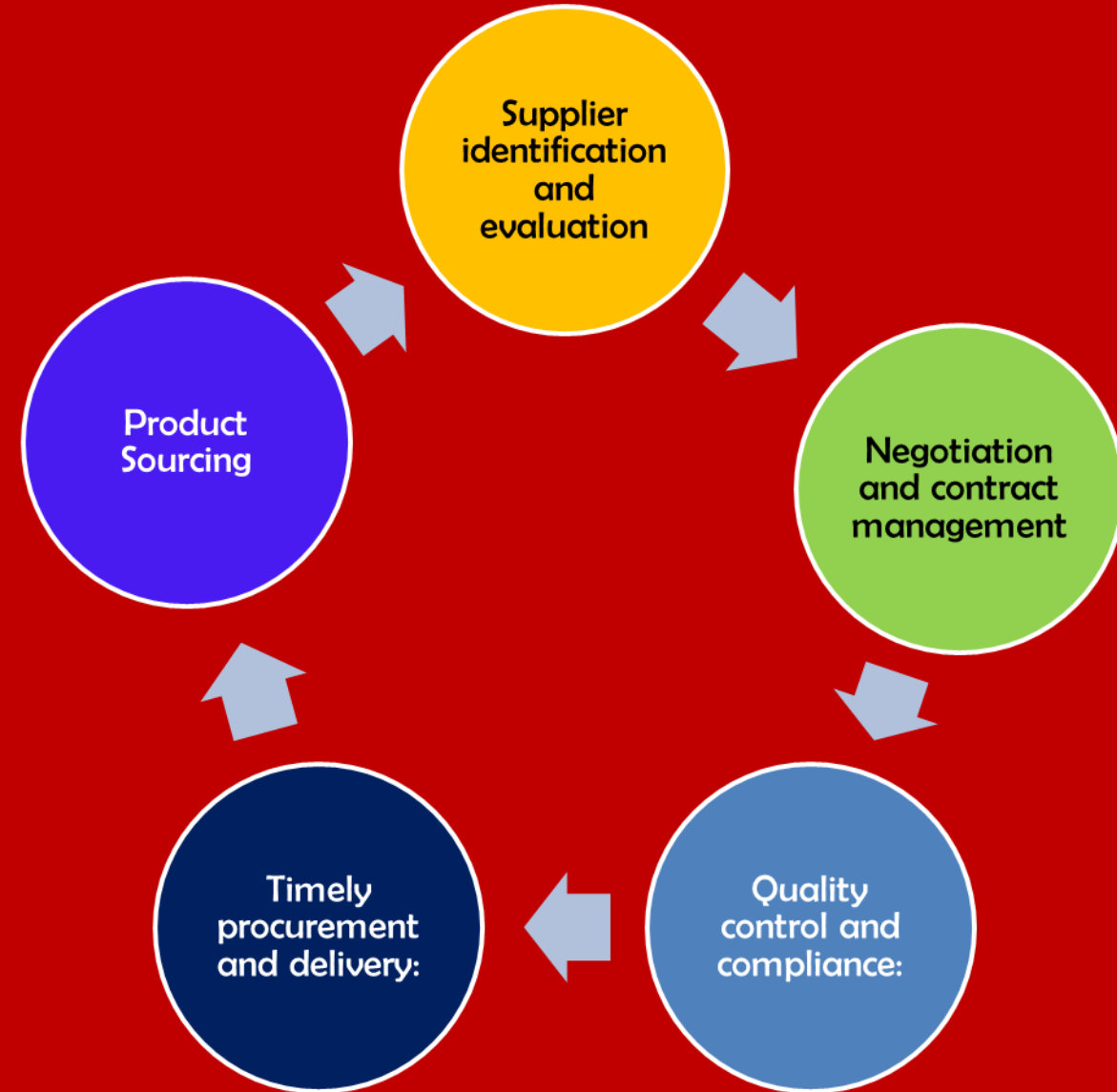


# GLOBAL SOURCING AND PROCUREMENT

We provide exceptional global sourcing and procurement services. We recognise the difficulty of finding reliable suppliers and products that meet cost and quality standards.

Our wide network of trusted suppliers and product range guarantees efficient procurement.

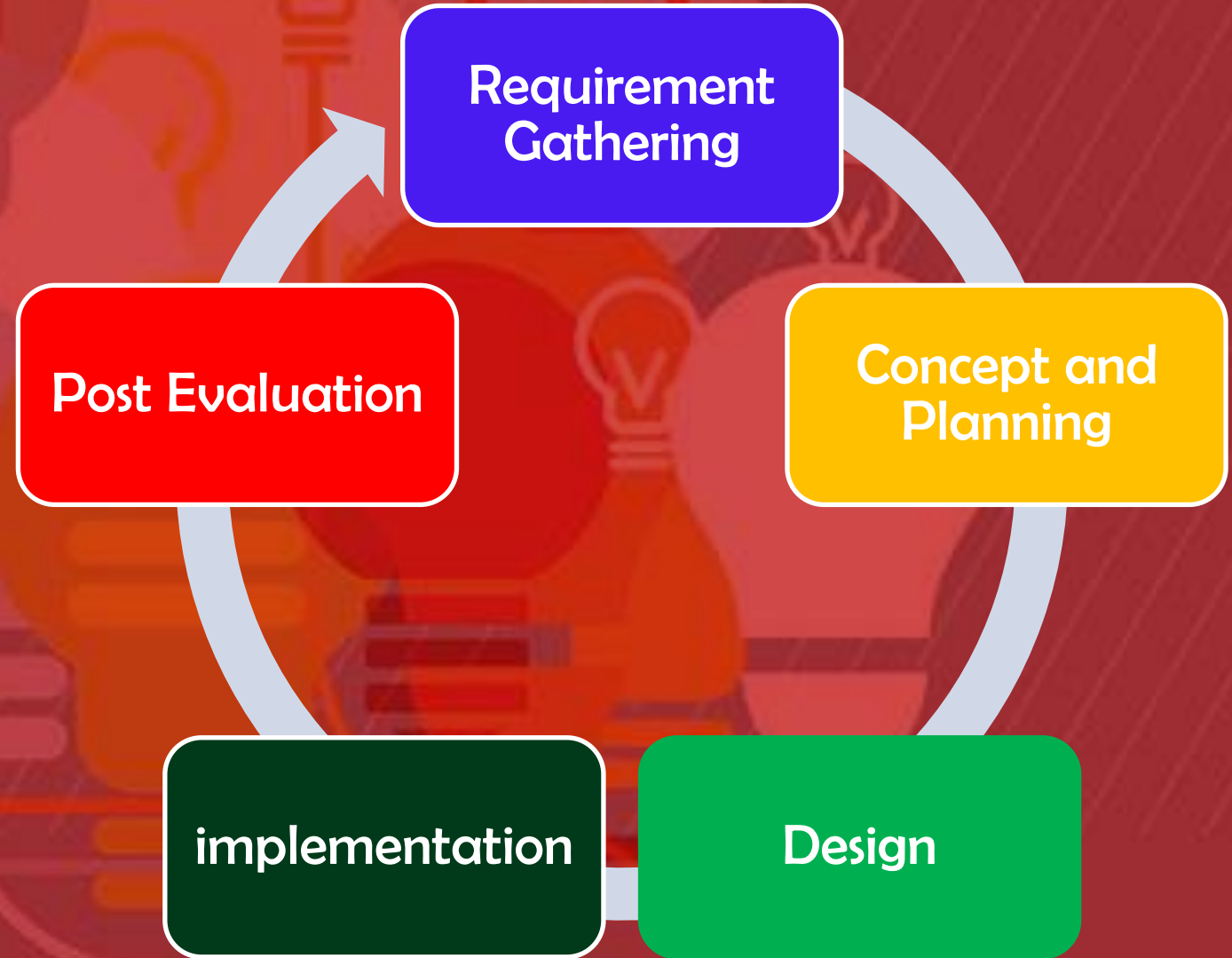
Our expert team manages the entire process, from supplier and product selection to contract negotiation, ensuring top-notch quality control and timely delivery at every stage.





# OUR PLANNING AND IMPLEMENTATION APPROACH

We ensure projects meet our client's objectives through our Agile implementation approach.





**ABOUT US**



# LIGHTBULB BUSINESS CONSULTANT

A concept delivery management agency merging brands directly with their target audience through innovative and engaging initiatives. With Operations in Nigeria and the UK.

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# OUR FACTORIES



Our source of pride lies in our collaboration with manufacturers, factories, and suppliers in our operational countries, including China, the United Kingdom, Nigeria, and South Africa.



It's important to be aware that the process of OEM customization, mold creation, and prototype development spans a period of more than eight weeks, encompassing consultation, construction, and approval phases.

We invite you to reach out to us for further information. Rest assured, quality control is assured throughout this comprehensive process.



# WHY US? WE ARE



**Company Registration: UK Operations- 13767971**  
**Nigeria Operations- BN2615485**

# OUR PROPOSAL

Consider collaborating with us as your global management consultants. This partnership extends to corporate event management global sourcing, procurement, and marketing strategies. By aligning closely with your corporate branding, events, and marketing teams, we aim to infuse innovative concepts into all of your upcoming projects.

Alignment among stakeholders is key. We recommend sharing an annual calendar of events, projects, and campaigns to foster a harmonious approach.

Our meticulous preparation involves capturing creative insights, resulting in comprehensive concepts, brand strategies, and budgets. This proactive approach aids precise planning and resource allocation, reducing pressures on your end.

For seamless integration, kindly provide vendor registration information. This ensures a smooth assimilation into your operational framework while respecting established procedures.





# CONTACT US

There are various ways to contact us. We love to hear from you



## WEBSITE

### CONSULTING:

[WWW.LIGHTBULBBUSINESSCONSULTING.COM](http://WWW.LIGHTBULBBUSINESSCONSULTING.COM)

### GIFTING

[WWW.LIGHTBULBGIFTS.COM](http://WWW.LIGHTBULBGIFTS.COM)

### CORPORATEWELLNESS

[WWW.THEBEACONFEST.COM](http://WWW.THEBEACONFEST.COM)

## EMAIL

[SALES@LIGHTBULBBUSINESSCONSULTING.COM](mailto:SALES@LIGHTBULBBUSINESSCONSULTING.COM)

## SOCIAL MEDIA



[@LIGHTBULBBUSINESSCONSULTING](https://www.instagram.com/LIGHTBULBBUSINESSCONSULTING)

[@BEACONFESTLAGOS](https://www.instagram.com/BEACONFESTLAGOS)

[@LIGHTBULBBUSINESSGIFTS](https://www.instagram.com/LIGHTBULBBUSINESSGIFTS)

# THANK YOU!

For all inquiries, please contact - [sales@lightbulbbusinessconsulting.com](mailto:sales@lightbulbbusinessconsulting.com)

