

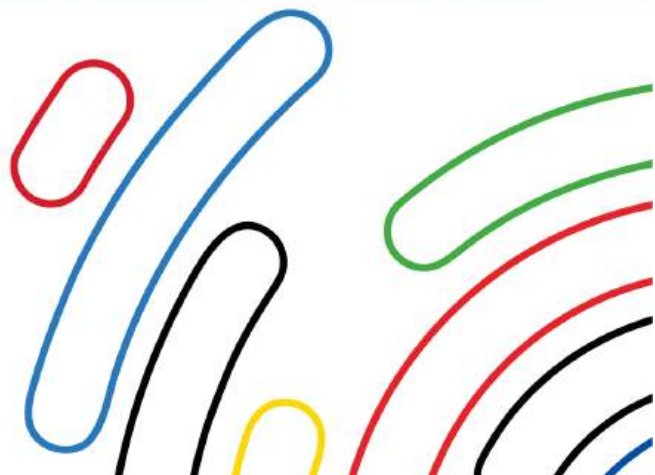
MIREGO-AFRICA'S EXPERTISE IN DELIVERING HIGH-PROFILE EVENTS



CASE STUDY



Brand &
Communications Agency





BUILDING TOGETHER

The Future of The Great Lakes Region

Project: Communication and Visibility of the European Union in Burundi

Reference: INTPA/BJM/2022/EA-RP0010

Event: Workshop on the "Renewed EU Strategy for the Great Lakes Region"

Reference: ENP06

Date: JANUARY 2024



Funded by
the European Union



Context and Objectives

In DECEMBER 2023, MIREGO-AFRICA was tasked with organizing a high-profile workshop in Bujumbura for the European Union (EU).

The event focused on the renewed EU strategy for the Great Lakes Region, aiming to promote peace, democracy, and sustainable development. The workshop also marked the launch of two significant EU-funded regional programs: the "**Regional Peace and Security Project**" and the "**EU Action for Sustainable Solutions to the Burundian Refugee Crisis.**"



Mission and Scope

The mission involved comprehensive planning, coordination, and execution of the workshop. MIREGO-AFRICA was responsible for ensuring the event's success, from concept design to post-event follow-up.



The primary goals included

- ✔ Enhancing the visibility of the EU's efforts in the Great Lakes Region.





- ✔ Facilitating effective communication among stakeholders.

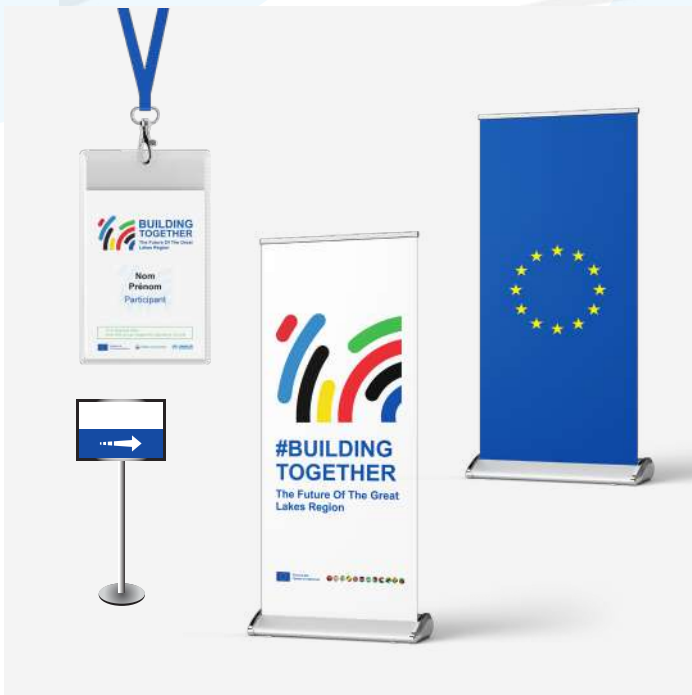
- ✔ Ensuring a seamless organization of the workshop.

Context and Objectives

MIREGO-AFRICA demonstrated its capacity, expertise, and results-oriented approach through the following achievements :

1 Event Branding and Communication

- ✔ Developed the event's name and graphic charter, applied across all communication materials.
- ✔ Designed and formatted invitations, strategies booklet and program brochures in both English and French.
- ✔ Managed media relations, ensuring extensive local and international press coverage.
- ✔ Organized a press conference on the first day, January 15, 2024.





2 Logistics and Site Management

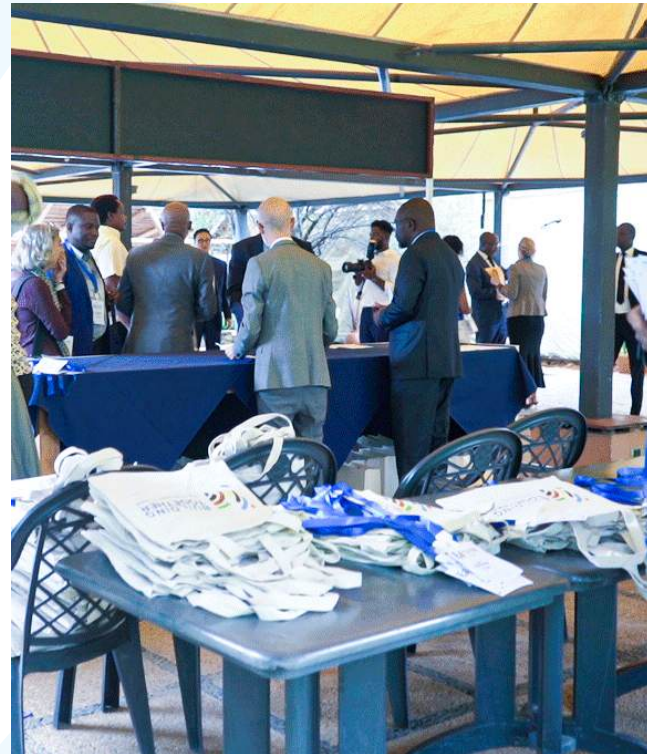
- ✔ Created a comprehensive site layout, including signage and event space decoration.
- ✔ Set up mini-stands for EU program partners, equipped with tables, chairs, and appropriate branding.
- ✔ Provided hospitality services, including hostesses to welcome and guide participants.





3 Participant Engagement

- ✔ Produced 150 tote bags for participants, containing informational brochures, customized stationery, and event schedules.
- ✔ Coordinated live translations in French, English, and Portuguese, both online and on-site.
- ✔ Ensured high-speed WiFi and a robust video-conferencing system for remote participants.



4 Cultural and Social Activities

- ✔ Organized a cultural evening on January 15, featuring local performers, enhancing the event's cultural relevance.



5 Technical Support and Coordination

- ✔ Supervised the installation of audiovisual equipment and ensured the smooth operation of technical aspects during the event.
- ✔ Coordinated with multiple service providers, including translators, and technical support teams.



Overcoming Challenges

Despite the tight deadlines and logistical complexities, MIREGO-AFRICA successfully managed the following challenges:

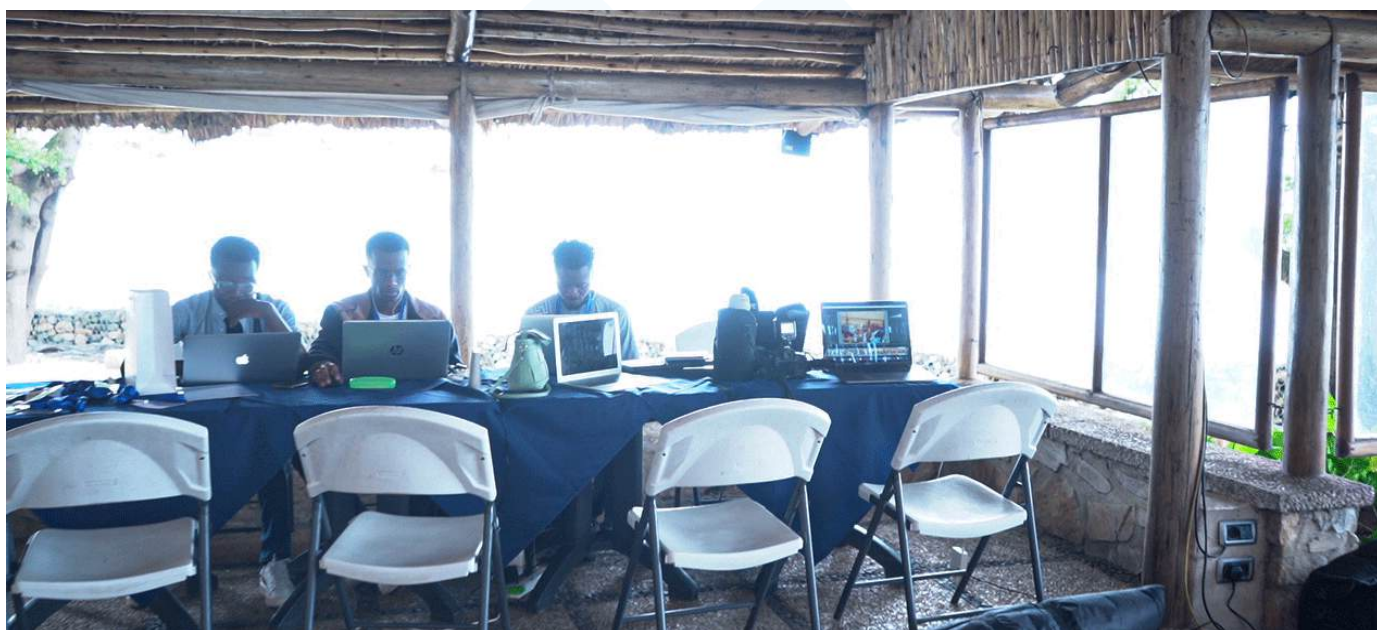
✔ Time Constraints

The short notice for organizing the event required meticulous planning and swift execution. The team efficiently handled last-minute changes, ensuring all materials and setups were ready on time.



✔ Document Corrections

Addressed late-stage corrections to event booklets and ensured timely printing and distribution, despite the disruptions caused by last-minute changes



Positive Outcomes

The workshop's success was evident through several key indicators:

✓ High Participation

Approximately 80% attendance rate, with diverse stakeholders actively engaging in discussions.



✓ Effective Collaboration

Seamless cooperation among EU representatives, local authorities, and regional stakeholders.



✓ Positive Feedback

Participants expressed strong interest in the EU's strategy and provided constructive feedback for future initiatives.



Conclusion

The high-level workshop in Bujumbura was a resounding success, highlighting MIREGO-AFRICA's ability to deliver complex events under tight deadlines. The event laid a solid foundation for collaborative efforts towards peace and development in the Great Lakes Region.

MIREGO-AFRICA's meticulous planning, effective coordination, and adaptive problem-solving showcased their expertise in delivering a high-profile event that significantly advanced the EU's strategic objectives in the region.











Recommendations

- **Enhance Communication:** Broadly disseminate the EU strategy and its impacts.
- **Inclusive Participation:** Encourage active involvement from all stakeholders in implementing the strategy.
- **Support Regional Programs:** Mobilize resources to ensure the success of key initiatives.
- **Monitor Progress:** Establish a robust monitoring and evaluation system to measure the strategy's impact and make necessary adjustments.



