



YOUR VISION. OUR INNOVATION

COMPANY PROFILE

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| Introduction

Message from our CEO/ Managing Director



YOUR VISION. OUR INNOVATION

Lourel. C Holdings is a hybrid events management and service delivery firm, combining the attention to detail one can expect from a concierge service with the marketing, communication expertise of a consultancy agency.

Whether it's a product launch, a corporate retreat, team building experience, or a trip for you and your family, our team will ensure that your every events needs are catered for so you can enjoy your time with the peace of mind of having Lourel. C Holdings behind you.

We thank you for taking the opportunity to read through our company profile and look forward to hearing from you. Do feel free to contact us for any enquiries and bookings. Thank you.

Regards

Carol

ABOUT US

WHO WE ARE



| About Us

WHO WE ARE.

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YOUR VISION. OUR INNOVATION

LCH was established to cater to clients in a comprehensive way none of our competitors brought to the table at the time. We saw that our prospective clientele needed a hands on approach that saw them from start to finish.

We are a dynamic firm that seeks to deliver holistic event and media packages that aimed at increasing brand impact on consumer markets and whilst introducing a level of product awareness and access that sees our event sales outcomes achieved with an unmatched success rate. Our dynamic business portfolio holds a strong focus on market

“ Although we think that decision making about brands depends strongly on functional beliefs, it all comes down to one question; how will this brand make me feel? ”
— Kim Cramer

determination and product placement, bringing the right brand to the right consumer to ensure a worthwhile event.

Situated in the heart of Johannesburg LCH leverages its extensive national service provider network to achieve our clients instructions irrespective of the size, location or particularity of the request.

One of our other aims are is to ensure that we deliver the best communication services to our clients.

LCH is a client focused, excellent prone, delivery obsessed service machine!

Our team is constantly innovating new and efficient means to continuously surpass client expectations. We understand that an event is an extension of our clients personality, whether they're corporate or individuals, we pride ourselves on giving you, an event you couldn't have done better yourself. To achieve this, we focus on a five-stage event building plan that comprises of the following:

1. **BRAND** – Understanding the client's business is always the first step;
2. **VISION** - secondly, we sit down with you and find out what you picture your event entailing;
3. **OUTCOMES** – whether its on site sales or a product launch, we tailor your event & market it to achieve your fundamental objectives;
4. **EFFICIENCY** – because time and money are always of the essence, we waste neither when putting your vision into action; and
5. **DELIVERY** – a member of more of our team will be with you each step of the way ensuring that your event runs fluidly

| Our Vision

- To become a household name in events management and communications;
- To be the benchmark for quality service in both the social and corporate event management sectors;
- To nurture our media, hospitality and branding industry relations to further extend our national and continental footprint;
- To deliver unfettered quality of service to every client, individual or corporate; and finally
- We aim to achieve longevity through faithful service and value-based delivery.

| Our Objective

To provide a constant source of an all-round unorthodox events management and communication package sfor clientele.

The objectives we will undertake to satisfy are outlined as follows:

- To position Laurel C Holdings as one of the market leaders in the events management and communication industry in at least a 10 year period.
- To develop the firm to a potential franchisee level as we expand regionally.
- To advertise in more target market relative outlets e.g. Business Weekly, True Love etc.
- To grow and serve a wider client base out of Johannesburg.
- Create an interactive presence on online platforms through e-marketing i.e. Twitter, Instagram, Facebook, Pinterest, the company's website and through email.
- Use of co-branding strategies with more industry relative brand houses i.e. Tsogo Sun, SAB, South African Airways, Palse Homme and more.

OUR TEAM

MEET WHO WE ARE BEHIND THE SCENES



Carol Mhlarhi

CEO/ MANAGING DIRECTOR

Carol has amassed more than 5 years in the events management and media industry and was under the mentorship of Vuyelwa Boo (7 delaan, Isidingo, Speak Out presenter, singer, MC) and Sekoati Tsubane . Using her project management expertise she took it upon herself to take this opportunity to establish a firm that would assist brands in the conceptualization, planning and execution of clients marketing and events needs.

With an incomparable work ethic, a strong business acumen, Carol spearheads the firm's overall functions to meet client targets as well as ensuring that the firm always stays in tune with its internal policies and objectives

Carol is also the managing director of Divine Women Empowerment, a business that focuses on women empowerment activities. She is also the host and content producer for DWE Online youtube tv show called' Divine Women Empowerment Inspirational Talk with Carol L Mhlarhi

Her passion for events management , media relations and consumer trends, coupled with outcomes and development based leadership skills have helped position Laurel C Holdings as a well known brand and competitor in the events management and communication field.



@LourelC



www.facebook.com/lourelc



@Lourelc



Team Members of Lourel.C Holdings

Lloyd Chikamba

Head of Graphic Designing & Website

Shoni Munyai

Head of Communications & Media Relations
and Events Management

OUR SERVICES

WHAT EXACTLY WE DO



Our events management & communications team works relentlessly to give you the world class services in each of the following:

Communications

- Public Relations(PR)
- Marketing
- Strategic event management
- Online Advertising
- Project management
- Online Promotions
- Branding – Corporate and social
- Creative concept development
- Hospitality
- Concert management
- Creative Content development for newsletters and brochures
- Online Social Media Marketing

Conferencing

For large corporations to SMME's we cater for the logistics of large groups of people for work conferences. Bookings can be per day and can include events management and accommodation as well.

Event management

- Venue scouting, research and selection
- Sponsorship sourcing
- Event strategy and PR
- Event Coordinating
- Transport and accommodation
- Event set up (Theming, Stage, Lighting, Décor, Audio and Visual)
- Medical and security services
- Agendas and Conference
- Sourcing and booking entertainment including speakers and acts relevant for foresaid event
- Catering and Staffing
- RSVP management
- Design and decor

“ events management
& communications
that moves mindsets ”

We do not only cater to the corporate sphere in regards to events. One of our specialties are social events and birthday parties for all ages

| Corporate responsibility

Divine Women Empowerment

We're proud to announce that one of our core projects is centred around Women Empowerment through our Divine Women Empowerment (DWE). In an increasingly globalized and interconnected world, utilizing all social and economic assets is crucial for success. Yet, despite progress, women continue to confront discrimination, marginalization and exclusion, even though equality between men and women stands as a universal international precept – a fundamental and inviolable human right.

Divine Women Empowerment has now expanded by hosting its own online you-tube tv Channel called 'Divine Women Empowerment Inspirational Talk'. Divine Women empowerment seeks to empower women to participate fully in economic life across all sectors and throughout all levels of economic activity is essential to:

Building strong economies;

Establishing more stable and just societies;

Achieving internationally-agreed goals for development, sustainability and human rights;

Improving quality of life for women, men, families and communities; and

Propelling businesses' operations and goals.

BRANDING

OUR IDENTITY





YOUR VISION. OUR INNOVATION

LOGO:

Our logos are more than a mark of identity, it is a symbol of culture symbolizing our uniqueness and high class delivery. As the first point of contact between the brand and potential clients and partners and with that we have a classy, out of the box design that encompasses what we stand for and still gives a vibrant feel. You will see our logo on all our branded items. Red and white are our brand colors.

The mix of red and white makes a bold statement that exudes a mix of passion and sincerity, style and elegance with virtue with a certain level of warmth.

LOCATION

WHERE IN THE WORLD ARE WE



| Location



Johannesburg,
South Africa



Location:

We are currently based in the heart of North Johannesburg, South Africa. Initially our focus is to grow nationally, expanding regionally across Africa and internationally after.

We however are a global brand and as per our mission of promoting businesses to a global scale through quality branding and positioning so that they are more visible, have access to new markets and fully maximise returns in existing markets, we are available online on our website www.Lourelcholdings.co.za our social media platforms and via email on info@lourelcholdings.co.za or Lourel.c.holddings@gmail.com

PORTFOLIO

TAKE A LOOK AT SOME OF OUR DESIGNS



| Portfolio

Events

PRODUCT LAUNCHES



| Portfolio

We can assist with performers /Speakers/MC To make your event worthwhile



CONTACT US

FEEL FREE TO KEEP IN TOUCH WITH US.





YOUR VISION. OUR INNOVATION




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WE THANK YOU :)

