

COMPANY PROFILE

SEAMLESS EVENTS MASTERY



lumamu

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INTRODUCTION

Lumamu is a corporate event management, fundraising and stakeholder engagement agency delivering seamless, high-impact experiences that drive both brand and social value.

We partner with corporate, government and non-profit organisations to design and manage events that not only inspire audiences but also unlock partnerships, mobilise funding and strengthen long-term relationships.

Our approach blends creative event production, strategic fundraising and stakeholder engagement, ensuring that every event contributes to measurable outcomes.



WHO WE ARE

Lumamu is a 100% Black woman-owned, Level 1 BBBEE contributor with over a decade of expertise spanning Event Management, Public Relations, Tourism, and Hospitality. Founded in 2013 and trading since 2018, Lumamu has established itself as a trusted partner for organizations seeking professional, innovative, and results-driven event solutions.

Mission

Our mission is to deliver impactful events that go beyond gatherings, serving as strategic platforms to:

- Build brand credibility
- Drive revenue growth
- Strengthen stakeholder relationships
- Create shared value and social impact

Vision

Lumamu envisions being the leading catalyst for transformative event experiences in South Africa and beyond-empowering organisations to connect meaningfully, inspire action, and drive sustainable growth through innovative event solutions.





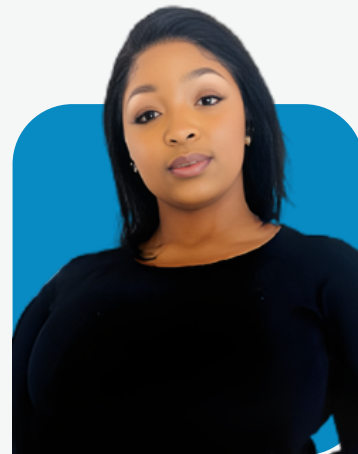
MEET OUR TEAM



Nwabisa Makumule

Founder & CEO

Delivering impactful communications and events with expertise in public relations, corporate engagement, and creative project management.



Kealeboga Chauke

Project Manager & Strategist

Delivering strategic event solutions through expertise in project management, stakeholder engagement, and communications planning.



Sindiswa Lehutso

Stakeholder Relations Lead

Driving organisational success through expertise in stakeholder engagement, partnership development, and grant mobilisation.



Thabelo Matamela

Head of Events Administration

Ensuring seamless event delivery through expertise in administration, logistics, and industry best practices.

OUR SERVICES



Corporate Event Management



**Fundraising Event Strategy
& Management**



**Stakeholder Relations &
Partnership Development**



Event Venue Sourcing



**Event Branding
& Corporate Gifting**

CORPORATE EVENT MANAGEMENT



Event Concept & Strategy

Crafting tailored event concepts and strategies that align with organisational goals and brand identity.



Operations & Logistics

Handling logistics, vendor coordination, budget management, and program design to ensure seamless delivery.



Full-Service Execution

Managing conferences, seminars, product launches, award ceremonies, leadership forums, and internal corporate events.



Guest Experience

From professional guest liaison and protocol coordination to designing memorable experiences that strengthen stakeholder engagement and elevate brand credibility.

FUNDRAISING EVENT STRATEGY & MANAGEMENT



Fundraising Strategy

Developing event concepts and strategies that maximise ROI and long-term sustainability.



Donor Engagement

Designing donor cultivation events, sponsorship packaging, and corporate partnership activations.



Premium Experiences

Delivering high-net-worth and VIP experiences, hybrid and digital fundraising events, and auction/giving campaign support.



Sustainable Impact

Transforming events into funding pipelines that build trust, mobilise resources, and drive social impact.



STAKEHOLDER RELATIONS & PARTNERSHIP DEVELOPMENT



Stakeholder Mapping

Identifying and understanding key stakeholders for the purpose of building and sustaining effective relationships to support organisational outcomes.



Donor Stewardship

Building and maintaining meaningful relationships with donors through transparent communication, appreciation and accountability through reporting.



Partnership Development

Building mutually beneficial relationships with organisations that share an aligned mission, to expand reach and increase resources for impact.



Networking Platforms

Creating spaces for stakeholders, partners and beneficiaries to connect, share ideas, and build relationships for strengthening community and open opportunities for collaboration and support.

EVENT VENUE SOURCING



Complimentary Venue Sourcing

Through our strategic sales and marketing agreements with leading venues and hotel groups, we offer clients complimentary venue sourcing services. These partnerships give our clients access to premium venues while saving valuable time in the research, comparison, and selection process.



Strategic Venue Alignment

Venues that align with the event's objectives, audience profile, logistical needs, and desired guest experience, are identified and recommended.



Venue Negotiation & Coordination

We support clients through site inspections, venue comparisons, and coordination with venue teams. Our team assists in evaluating proposals and negotiating packages, pricing, and inclusions to ensure the best value and suitability for the event.



Contract & Logistics Support

We assist with reviewing venue proposals and coordinating event logistics with venue teams. Upon client request, Lumamu can also provide complimentary staff support for guest registration to ensure a smooth and professional guest arrival experience.



EVENT BRANDING, MERCHANDISE & CORPORATE GIFTING



Event Branding

Designing cohesive event identities through tailored branding elements that reflect the client's brand and event objectives.



Merchandise & Promotions

Sourcing and producing branded promotional products that enhance brand visibility and reinforce brand presence during events. These items are carefully selected to create meaningful brand interactions and leave a lasting impression on guests.



Eco-Friendly Gifting

Providing sustainable and socially responsible gifting solutions aligned with modern brand values and environmental awareness.



Guest Experience Enhancements

Curating branded touchpoints and interactive elements that enhance guest engagement throughout the event journey. Creating memorable moments that strengthen the connection between guests and the brand.



INDUSTRIES WE SERVE

Corporate Engagement

Partnering with corporates and listed companies to deliver impactful events and stakeholder initiatives.

Government Relations

Supporting government departments with strategic communications, public programs, and engagement platforms.

Development Agencies

Collaborating with agencies to design events and campaigns that drive social and economic impact.

BBEE & Transformation

Partnering with transformation-driven organisations to advance inclusivity and sustainable growth.

STRATEGIC PARTNERSHIPS

NGOs & Foundations

Strengthening donor relations and fundraising strategies for nonprofit organisations.

Educational Institutions

Creating platforms for knowledge-sharing, leadership development, and academic engagement.

Social Enterprises

Building visibility and credibility for enterprises focused on community empowerment.



WHY LUMAMU

Integrated Approach

Delivering events, fundraising, and stakeholder strategies in one cohesive model.

Transformation Leadership

Strong BBBEE positioning with women-led leadership at the forefront.

Relationship Focus

Building trust through a relationship-driven approach across corporate and social sectors.

Proven Expertise

Decades of experience with measurable impact and sustainability at the core.



OUR VALUES

Collaboration

Partnering closely with clients to co-create meaningful outcomes.

Accountability

Ensuring transparency and responsibility in every project.

Innovation

Designing creative solutions that inspire and engage.

Service Excellence

Consistently delivering high-quality experiences that exceed expectations.



OUR CLIENTS

Trusted Partnerships

Our commitment to excellence ensures that we consistently deliver outstanding results, helping businesses stay ahead of the competition.



OUR WORK



**LET'S WORK
TOGETHER!**

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