

DID YOU MOVE WITH YOUR CHEESE?

THE MSK GALA AWARDS 2021 PROGRAMME

DEC 3RD | MOVENPICK HOTEL NAIROBI | 1800-2200HRS



TIME	ACTIVITY	FACILITATOR
1730 HRS	ARRIVAL AND REGISTRATION OF GUESTS	MSK TEAM
1800 HRS	COCKTAIL HOUR	MSK TEAM
1845 HRS	GUESTS USHERED TO MAIN ARENA	MSK TEAM
1850 HRS	ARRIVAL OF THE CHIEF GUEST: BRIEFING OF THE CHIEF GUEST IN THE HOLDING AREA	MSK CHAIRPERSON & CEO
1915 HRS	FORMAL PROGRAM STARTS	MC
1920 HRS	NATIONAL ANTHEM AND PRAYERS	MC
1925 HRS	CHIEF JUDGE SPEECH	MR. DEPEESH JHA CHIEF CREATIVE OFFICER, SCANAD
1930HRS	WELCOME NOTE	MR. EDWARD OSWE CHIEF EXECUTIVE OFFICER, MSK
1940 HRS	MSK CHAIRPERSON SPEECH	CHARLES KARIUKI
1950 HRS	SPEECH CHIEF GUEST	PETER NJONJO CO-FOUNDER AND GROUP CEO, TWIGA FOODS
2000 HRS	BREAK	
	JAMBO JET RAFFLE TICKETS(5 RETURN TICKETS)	
2010 HRS	AWARDS SESSION 1 - CLASS A: PRODUCT (P)	EMCEES TAKE OVER
	LAUNCH & PRODUCT RE-LAUNCH	
2015 HRS	AWARDS SESSION 2 - CLASS B: PLACE (P) / (DISTRIBUTION)	
	DISTRIBUTION STRATEGY AND IMPLEMENTATION	
	SHOPPERS' EXPERIENCE (FORMERLY IN STORE & SHOP FRONT MANAGEMENT)	
2020 HRS	AWARDS SESSION 3 - CLASS C: PROMOTION (P)	
	ADVERTISING CAMPAIGN	
	DIGITAL & SOCIAL MEDIA MARKETING	
	EXPERIENTIAL MARKETING	
	SALES PROMOTIONS	
	INTEGRATED MARKETING COMMUNICATION (IMC)	
2035 HRS	BREAK	
	KWS RAFFLES (4 ACCOMMODATION)	
2050 HRS	AWARDS SESSION 4 - CLASS D: BRANDING	
	BRAND BUILDING	
	BRAND PR	
2055 HRS	AWARDS SESSION 5 - CLASS E: FUTURE MARKETING	
	SUSTAINABILITY MARKETING	
2100 HRS	AWARDS SESSION 6 - CLASS F: BEST UNIVERSITY IN MARKETING (STUDENTS)	
	BEST UNIVERSITY IN MARKETING - REPRESENTED BY ITS STUDENT(S) FOR THE PERIOD OCT 2019 -OCT 2020	
2105 HRS	BREAK	
	2 ACCOMMODATION RAFFLES (SAROVA HOTELS)	
2110 HRS	AWARDS SESSION 7 - CLASS G: MARKETING MEDIUMS	
	BEST MARKETING MEDIUM EXECUTION WITHIN THE PERIOD OCTOBER 2020-OCTOBER 2021	
	PRINT	
	RADIO	
	TV	
	DIGITAL/NEW MEDIUM	
	OUT OF HOME/OUTDOOR	
2115 HRS	AWARDS SESSION 8 - CLASS H: 2021 COVID – 19 RELATED MARKETING	
	BEST MARKETING REALIGNMENT THROUGH COVID (OCT 2020-OCT 2021)	
	PUBLIC HEALTH RELATED	
	RETAIL UTILIZATION	
	CUSTOMER RESPONSE	
	ONLINE IDEA RESPONSE	
2120 HRS	AWARDS SESSION 9 - CLASS I: DISRUPTIVE MARKETING	
	UNCONVENTIONAL MARKETING	
	MARTECH / TECH-MARKETING	
2125 HRS	BREAK	
	KWS RAFFLES (4 ACCOMMODATION)	
2135 HRS	AWARDS SESSION 10 - BEST OVERALL CAMPAIGNS FOR THE YEAR 2021	
2140 HRS	VOTE OF THANKS	JOEL CHACHA, GALA COMMITTEE CHAIR
2145 HRS	EMCEES CLOSES PROGRAM	
2150 HRS	DINNER AND ENTERTAINMENT	
	GUESTS LEAVE AT THEIR OWN PLEASURE	

