



AFROAC

WORKING DIPLOMATIC MESSAGING FOR AFRICAN NATIONS

TOPICS

01⁰⁰ • WHO WE ARE

02⁰⁰ • WHAT WE DO

03⁰⁰ • OUR FORECAST

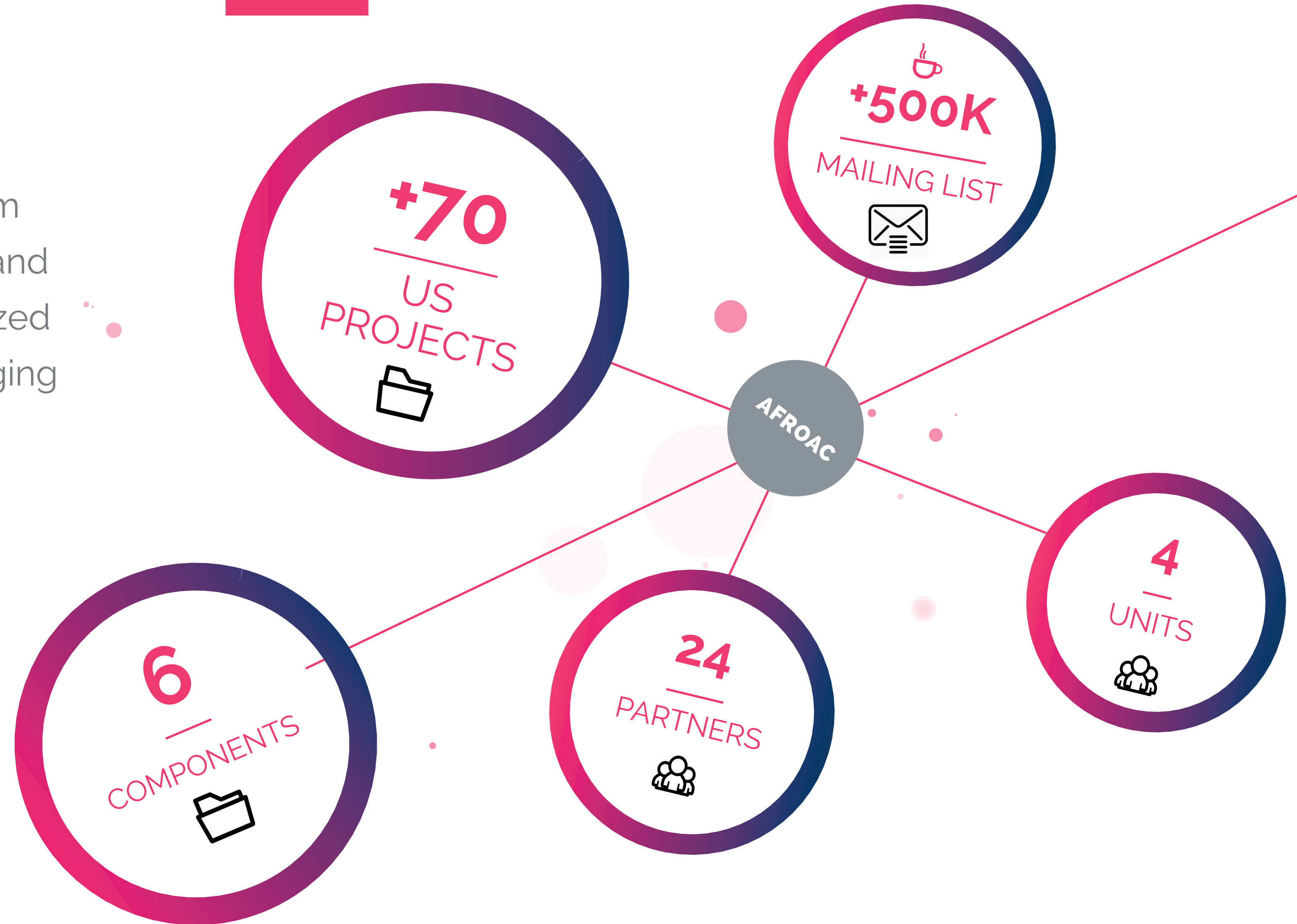
04⁰⁰ • OUR WORK

HI THERE!

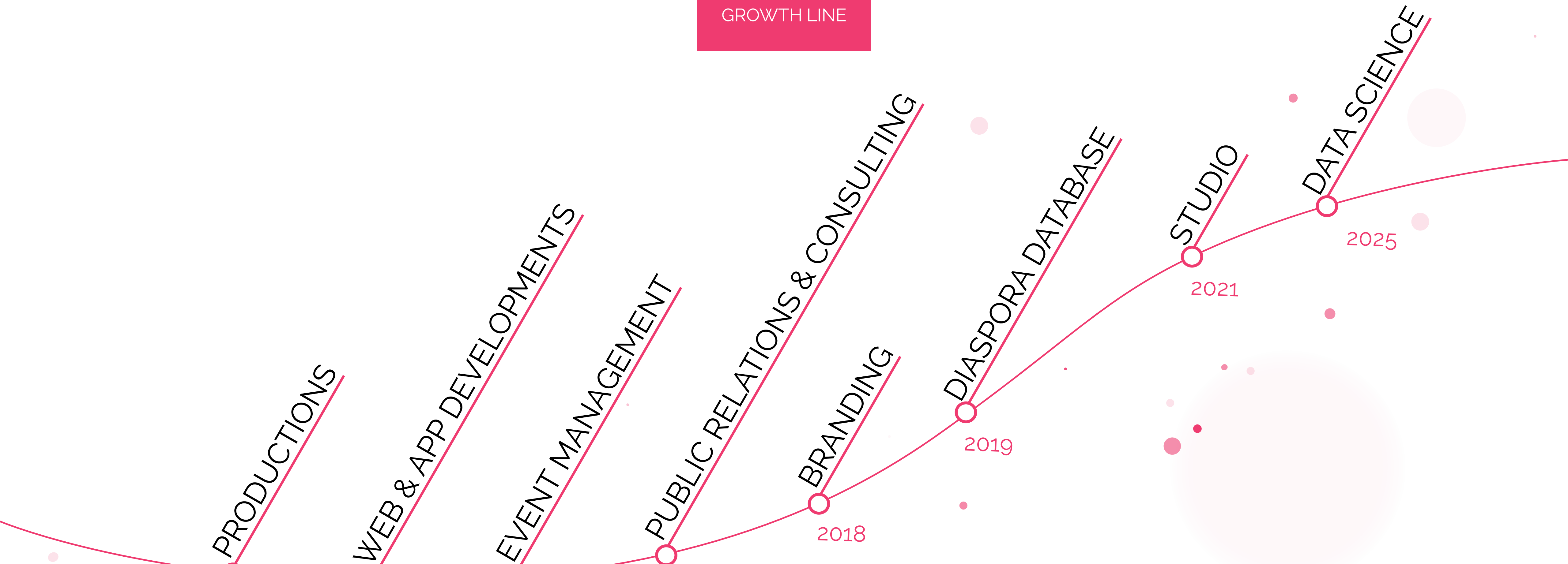
Welcome to Afroac, a D.C based firm delivering various communications and IT services for clients with a specialized niche on working diplomatic messaging for African nations and institutions



FETEH TEBEJE
Afroac, CEO & Founder



4.
GROWTH LINE



Services We Provide

10 Years Plan

5.
4 X POINTS

Core Values and Fundamental Objectives!

CHANGING AFRICAN NARRATIVE

Afroac aims to restore and reconstruct Africa's image by unveiling an accurate narrative about our citizens and heritage. Our strategy plans to reinforce critical communication linkages to enhance the continents' general profile across the world.

MARKET RESEARCH

Conduct comprehensive market research to help African Market realize their full potential and play a vital role in changing global trends. Provide all necessary and missing components required to draw the correct information and formalize a working business and communication strategy.

AFRICAN DATABASE

Coordinate all available communication resources and expertise in effectively engage with the African Diaspora and expand to African businesses and citizens respectfully. Since 2019, Afroac has been developing media, diaspora, and business databases to constitute a comprehensive and independent chain.

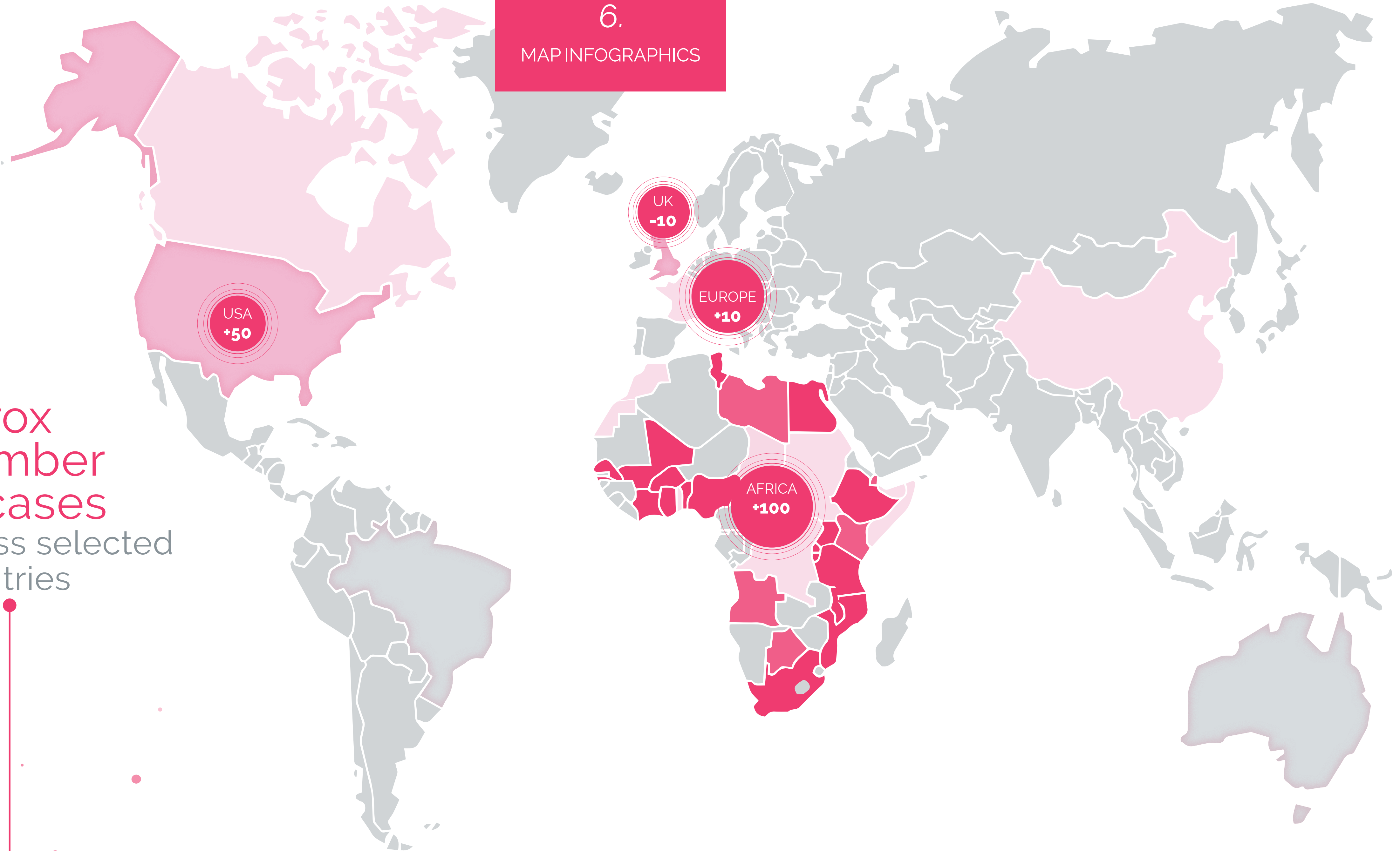
PROFESSIONAL SERVICES

Deliver Public Relations and IT services for clients with a specialized niche on working diplomatic messaging for African nations and institutions. Afroac is uniquely positioned and experienced in facilitating high-level conferences as well as experts at connecting market gaps through strategic planning.

6.

MAP INFOGRAPHICS

Aprox
Number
of cases
across selected
countries



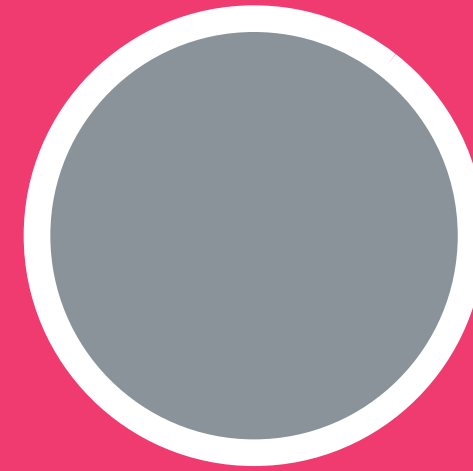
7.

OUR APPROACH



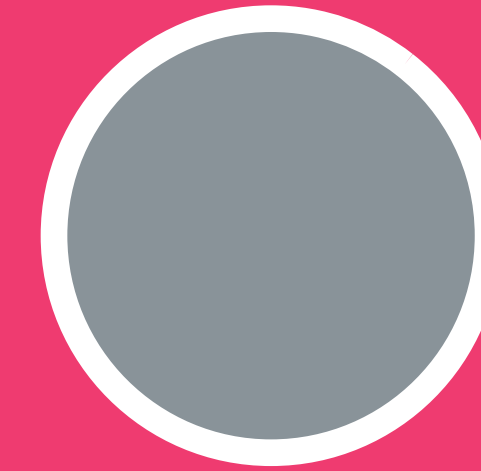
INNOVATIVE ADAPTABILITY

Marketing needs change for multiple reasons – time of year, new and expanded products or services, emerging social media platforms, etc. Our methods and procedures will be constantly evolving and unafraid to try new tactics to generate results.



TARGET AUDIENCE

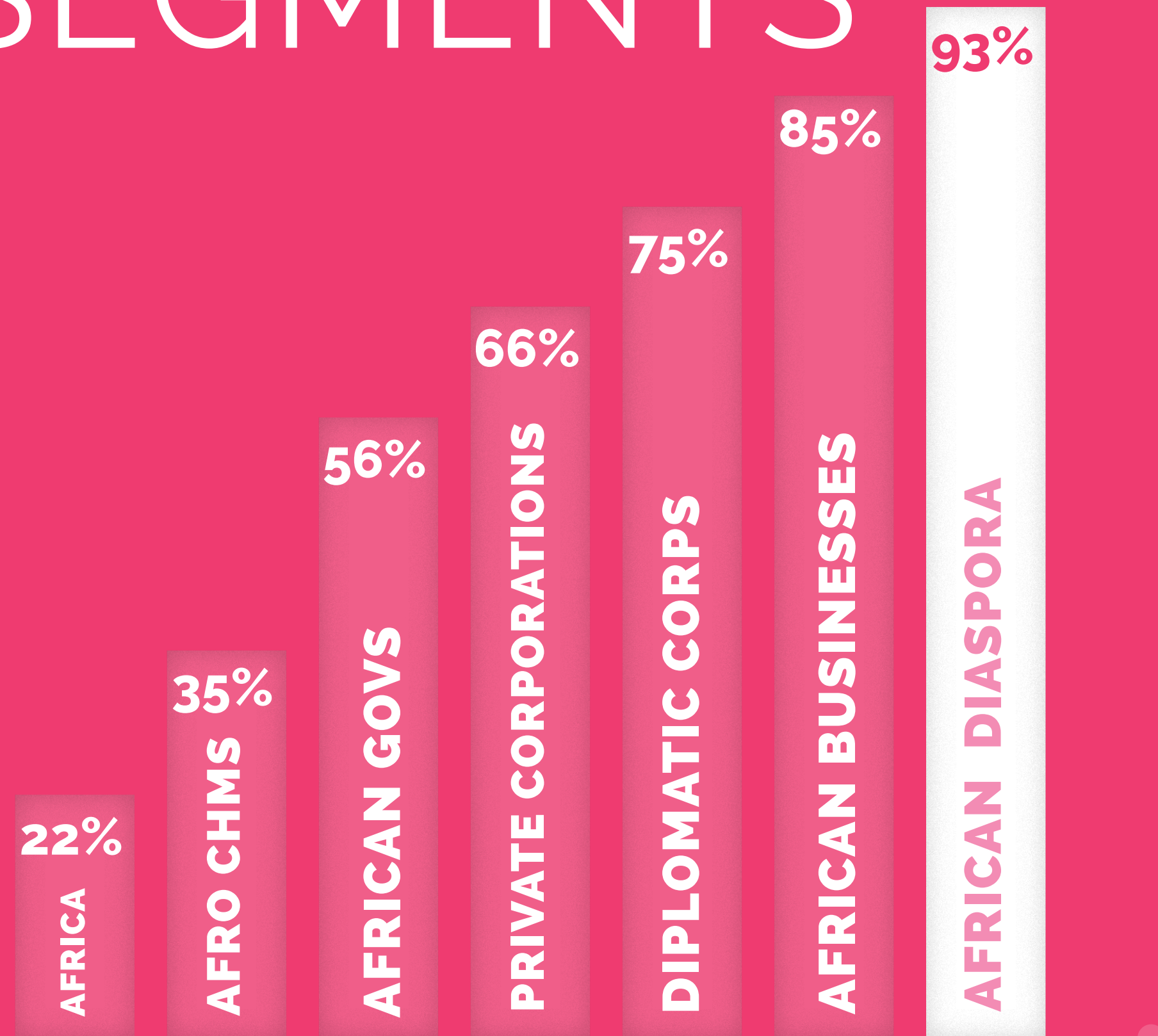
Determine which groups you need to communicate with. Who needs to be involved with your business? Whose support do you need? Who will be affected by issues related to your business? Who has something to gain or lose from their relationship with you?



UNIQUE STRATEGY

Form unique strategy for every objective. In planning, we'll consider how you will approach the challenge of working toward your goals. Strategies here include methods of communication, messages conveyed and other activities related to reaching your goal.

MARKET SEGMENTS



Source: Afroac: 10 Years Action Plan, 2020

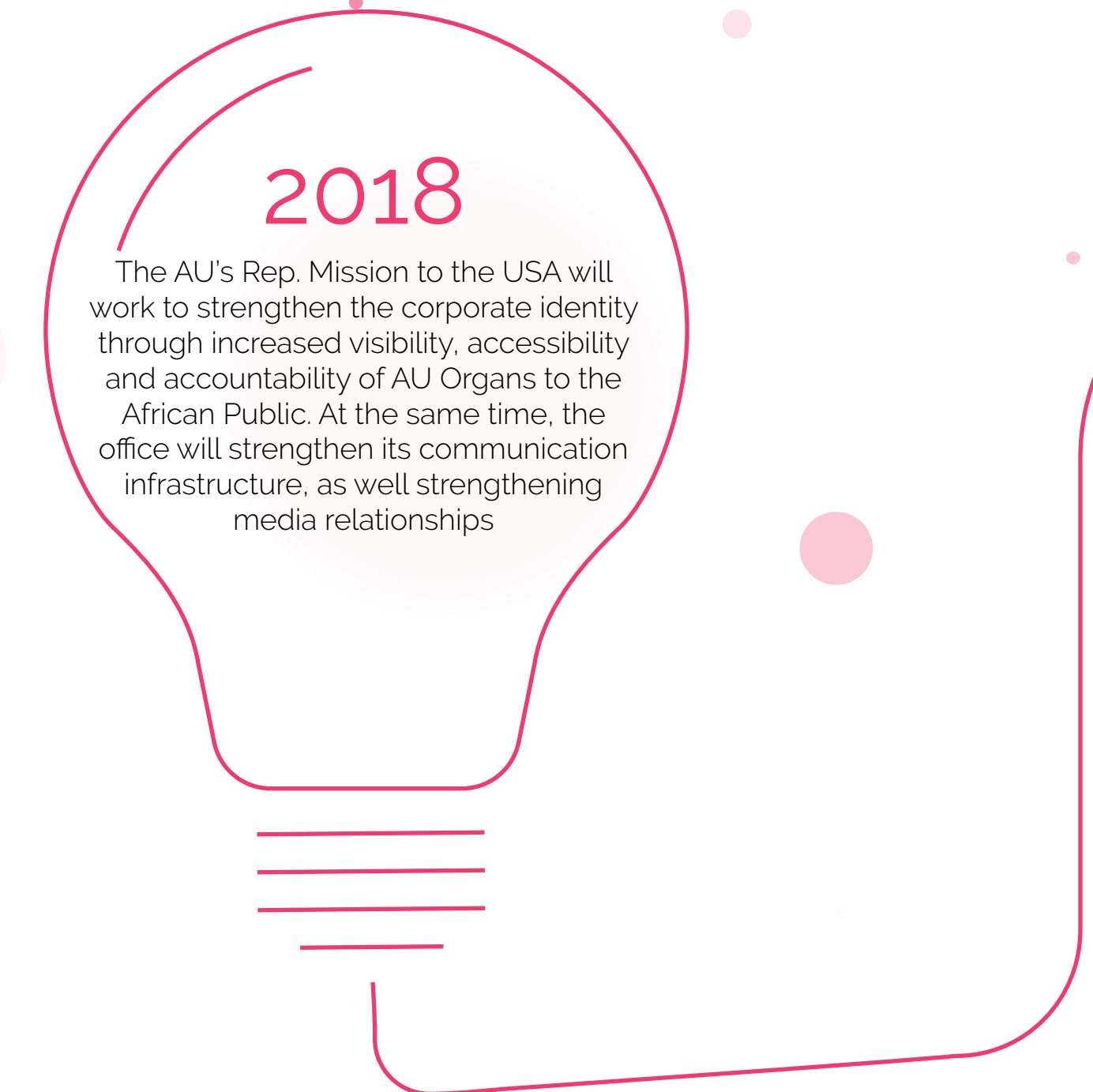


9.
TESTIMONIAL

"Excellent & comprehensive communication services, with knowledge and expertise gained from years of analyzing our target audience. We have surpassed ten fold our expectations because of a unique, independant, on point and professional strategies to meet our objectives. Our organizational changes and development on all aspect of communication can easily be seen through our outlets generating the attention our office was looking for."

AMB DR ARIKANA
CHIHOMBORI QUAO

Former African Union
Ambassador to the US



2018
The AU's Rep. Mission to the USA will work to strengthen the corporate identity through increased visibility, accessibility and accountability of AU Organs to the African Public. At the same time, the office will strengthen its communication infrastructure, as well strengthening media relationships

Afroac provided various communications and IT services for AU Washington DC office with

- Web Development*
- Communication and Social Media Guidelines and Protocols*
- Podcast & Studio Programs*
- Coverage and Content Developments*
- Program Development and more*

APPROACH

STEP ONE

Defining Problem - Multiple level Consultation /Conversation with Client to identify problem and feasibility study about the potential project

STEP TWO

Structure Problem - Prepare and present requirement specifications, Contracts and any other agreements necessary to sign and begin work with a set of Phases and Timeframes

STEP THREE

Develop issue analysis and analysis plan - Finalise on the first program structure, architecture and development Phase. Based on the services provided Afroac will present multiple strategies in conducting the projects

STEP FOUR

Develop Program Solution - Finalise the remaining project phases according to the signed agreement. During this step, there will be multiple discussion among Afroac and our client. This is also a time to synthesize findings for future recommendations

STEP FIVE

Develop Recommendation and Long term action plan - It's always think next iteration: It's never enough to just find a solution but also deploy a mechanism, to embed and sustain the solutions provided.

STEP SIX

Expand Solution and Partnerships - Afroac will finish a project by making sure our clients find partners that would support their programs or by providing capacity building consultation

2022

A-Z SERVICES

	BRANDING	APP/WEB	EVENT MGT	PR/CONSULTING
DIGITAL UNIT	✓	✓	✓	✓
COMMS UNIT	✓	✓	✓	✓
INFO UNIT	✓	✗	✗	✓
AUDIO VISUAL	✓	✓	✓	✓
	\$130K / YEAR	\$165K / YEAR	\$195K / YEAR	\$135K / YEAR

12.

CHECKERBOARD LAYOUT

ANALYTICS

CONTENT DEVELOPMENT

WEB DEVELOPMENT

EVENTS & EXPERIENTIALS

BRANDING & COLLATERAL

INFLUENCER RELATIONSHIP

MARKET RESEARCH

ADVERTISING

CAMPAIGN

PUBLIC RELATIONS

**SOCIAL MEDIA
MANAGEMENT**

AUDIO VISUALS &
PRODUCTIONS

CONSULTATION

STATISTICAL ANALYSIS

STRATEGIC PARTNERSHIPS

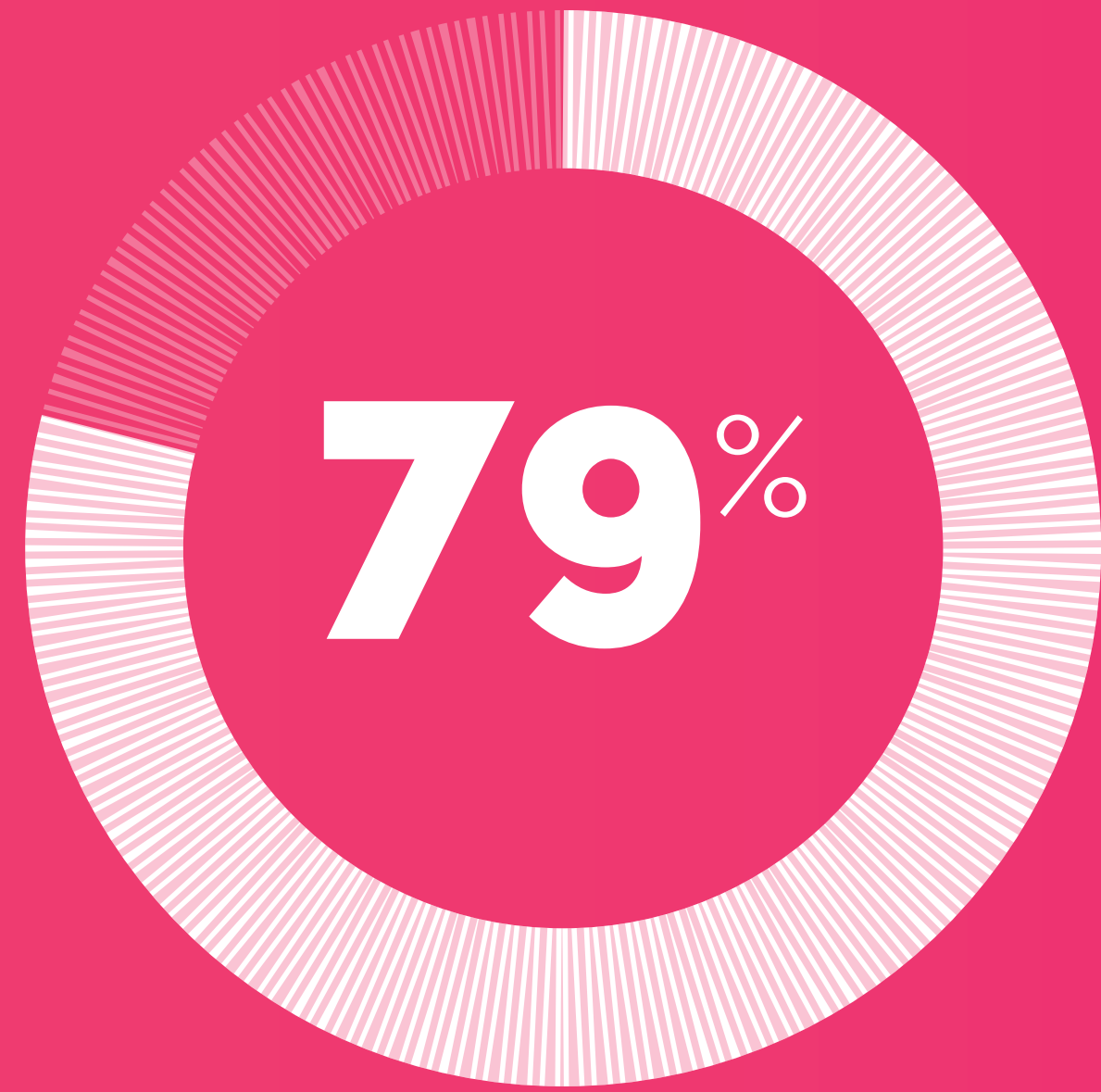
BRANDING

EXPERIENCE

Afroac LLC aims to provide visible and measurable outcomes in support of our program. Our collective group is uniquely positioned and experienced in facilitating this high-level and technical investment and operational program series and experts networking at connecting expectations gaps through strategic planning, and communication/PR strategies.

Our team has facilitated and organized several high-level delegation trips across Africa with key stakeholders and leaders. We have previously hosted numerous events in collaborations with local and international Embassies, UN Agencies, NGOs, Civic Societies, Chambers of Commerce, and private sector businesses. In addition, our communication has led and served several Heads of State and Governments summits, Ministerial and expert level conferences, workshops, and events in different parts of Africa, Asia, and Europe.

14.
UPCOMING PROGRAMS



of
**Upcoming
Programs
Complete**



AFRICAN NARRATIVE

Know your Africa Program



STUDIO

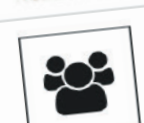
All round Audio Visual Studio



INVESTMENT SERIES

Dollentium evelend iscieneacu

WEB DEVELOPMENT



AU Structures and Organs
We focus on the AU's current structures and organs, including...
Read more



Treaties
OAU/AU Treaties, Conventions, Protocols & Charters
Read more



Agenda 2063
Agenda 2063 encapsulates not only Africa's Aspirations for the...
Read more

SHOWS

HOT EVENTS

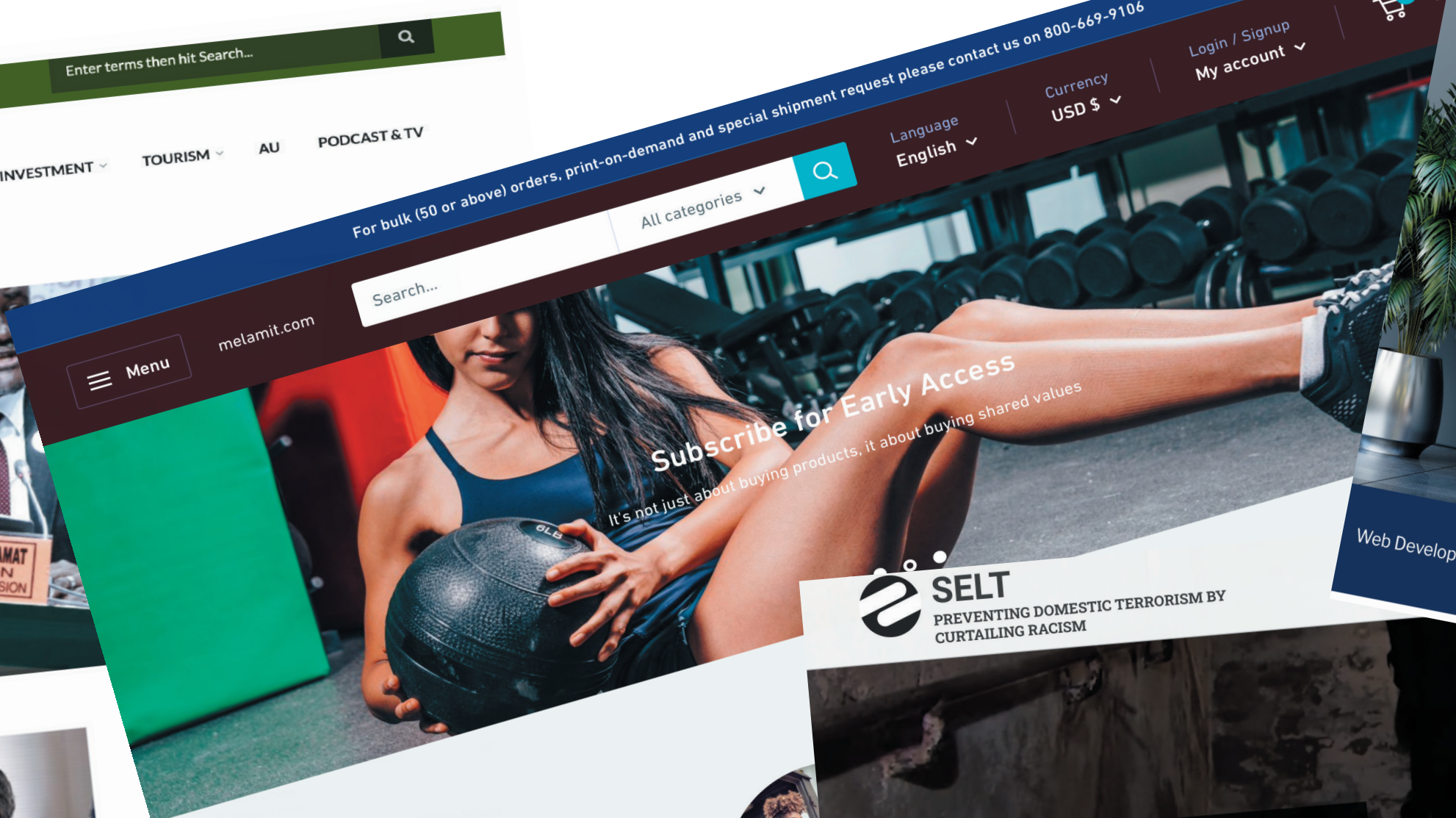
FEATURED ARTICLES

AFRICAN BUSINESS DIGEST

DESTINY'S HOUSE

DIASPORA MOVERS AND SHAKERS

AFRICAN UNION FLAGSHIP



Our collections



Women's Clothing



Men's Clothing



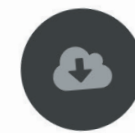
Kids



Don't just read the signs, make a change

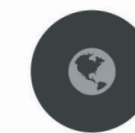
VIEW DETAILS

OUR PHILOSOPHY



PEACE AND SECURITY BOARD (PSB)

The Peace and Security Board is the standing decision-making organ of SELT for the prevention, management, and resolution of conflicts. It is a...



SOCIAL PEACE FUND INITIATIVE (SPFI)

The role of the Peace Fund is to provide "the necessary financial resources for peace support missions and other operational activities related to



PANEL OF THE WISE (POW)

The Panel of the Wise supports the PSB and the executive board in the promotion and maintenance of social peace, security, and stability in all...



Web Development and Digital Marketing

Conveniently harness frictionless outsourcing whereas state of the art interfaces. Quickly enable prospective technology rather than open-source technologies.

VIEW DETAILS

Web Development and Digital Marketing

Is Africa the Future?

AAC Studios and Productions

WEB LINKS

PROJECT WEBSITES

<https://au.int>
<https://africanunionusa.org/>
<https://afroac.org>
<https://seltusa.org>
<http://www.ethio.tv>
<https://www.signtshirt.com>
<https://melamit.com>
<https://africanunionusa.com>
<http://www.auanticorruption.org/auac/en>
<https://au.int/en/all-african-union-websites>

SAMPLE PROJECT WEBSITES

MEAS - Multilateral Environmental Agreements - <http://meas.au.int>
AUCC - AU Climate Change - <http://aucc.au.int>
AUHerald - <http://auherald.au.int>
PATTEC - <http://pattec.au.int>
AMESD - <http://amesd.au.int>
AMERT - <http://amert.au.int>
AGENDA2063 - <http://agenda2063.au.int>

SPECIAL WEBSITES

Home of CAADP Events - <http://pages.au.int/caadpyoa>
AU Commission on International Law (AUCIL) - <http://pages.au.int/auCIL>
ANTICOR- Advisory Board on Corruption - <http://www.auanticorruption.org/auac/en>
International Public Sector Accounting Standards (IPSAS) - <http://pages.au.int/ipsas>
19th Conference of Parties - COP19/CMP9 - <http://pages.au.int/cop19>
AXIS - African Internet Exchange System - <http://pages.au.int/axis>
Afro-Arab Partnership - <http://pages.au.int/afroarab>
End Hunger - <http://pages.au.int/endlhunger>
Cairo Office - <http://pages.au.int/cairo>
Comprehensive Africa Agriculture Development Programme I CAADP - <http://pages.au.int/caadp>
ECOSOCC - <http://pages.au.int/ECOSOCC>
Information Society Division - <http://pages.au.int/infosoc>
The African Group of Negotiators - <http://pages.au.int/agn>
Rio+20 - <http://pages.au.int/rio20>
ACERWC I The African Committee of Experts on the Rights and Welfare of the Child - <http://pages.au.int/acerwc>

Informal Economy - <http://pages.au.int/informaleconomy>
COP17 - <http://pages.au.int/cop17>
Africa Food and Nutrition Security Day - <http://pages.au.int/afnsd>
2nd Congress of African Economists - <http://pages.au.int/economists>
One Africa - One Voice Against Hunger - <http://pages.au.int/savinglives>
2050 Africa's Integrated Maritime Strategy - <http://pages.au.int/maritime>
Institute Africain pour les Versements (AIR) - <http://pages.au.int/versements>
African Institute for Remittances (AIR) Project - <http://pages.au.int/remittance>
• CARMMA: Campaign on Accelerated Reduction of Maternal, New Born and Child Mortality - <http://pages.au.int/carmma>
• AUC Library - <https://au.int/en/auclibrary>
• E-recruitment: AU Careers website - <http://pages.au.int/e-recruitment>
• African Shared Values - <http://www.africansharedvalues.org>

SUMMITS COVERAGE AND EVENT ORGANIZATIONS

- 22nd AU Summit - <http://summits.au.int/en/22ndsummit>
- 21st AU Summit - <http://summits.au.int/en/21stsummit>
- 20th AU Summit - <http://summits.au.int/en/20thsummit>
- 18th AU Summit - <http://summits.au.int/en/18thsummit>
- 17th AU Summit - <http://summits.au.int/en/17thsummit>
- 16th AU Summit - <http://summits.au.int/en/16thsummit>
- ICC - Extraordinary Summit - <http://summits.au.int/en/icc>
- Diaspora Summit 2012 - <http://summits.au.int/en/diasporasummit2012>

PROJECT WEBSITES

- MEAS - Multilateral Environmental Agreements - <http://meas.au.int>
- AUCC - AU Climate Change - <http://aucc.au.int>
- AU Herald - <http://auherald.au.int>
- PATTEC - <http://pattec.au.int>
- AMESD - <http://amesd.au.int>
- AMERT - <http://amert.au.int>
- AGENDA2063 - <http://agenda2063.au.int>

DEPARTMENT WEBSITES

- Chairperson of the AU - <https://au.int/web/en/cpau>
- Chairperson of the AUC - <http://cpauc.au.int>
- Deputy Chairperson of the AUC - <http://dcpauc.au.int>
- Economic Affairs - <http://ea.au.int>
- HRST - <http://hrst.au.int>
- Infrastructure and Energy - <http://ie.au.int>
- Legal - <http://legal.au.int>
- Political Affairs - <http://pa.au.int>
- Peace and Security - <http://peaceau.org>
- Rural Economy & Agriculture - <http://rea.au.int>
- Social Affairs - <http://sa.au.int>
- Trade and Industry - <http://ti.au.int>
- Women, Gender - <http://wgd.au.int>
- Department of Citizens and Diaspora Organizations (CIDO) - <http://pages.au.int/cido>

SAMPLE LOGOS



Towards One African Market

Sample Logos

ASEOWA
NEPAD
Sightshirt
TPCG
50TH Anniversary
Continental Free Trade Area
Alem's Abol
Kaizen Cleaning Service
Melamit Marketplace
Helaz Beauty
ACCPO
Ethio TV and more...

PUBLICATIONS

Sample Publications I have participated and worked on

- AU Echo
- AU Herald
- InterNews
- AU Social Media Guideline
- African Union Handbook
- AU Newsletter
- SMNE Newsletter
- SMNE Annual Report
- Talk Africa Communication Strategy
- Social Media Guideline



Mon cher ami Kwame,

Mes salutations aux parents et amis, et mes meilleurs vœux de bonne santé pour 2063. Je vous écris de la belle ville éthiopienne de Bahir Dar, aux environs du lac Tana, alors que nous finalisons les préparatifs des célébrations du Centenaire de l'Organisation de l'unité africaine devenue l'Union africaine en 2002, qui a jeté les bases de ce qui est maintenant notre Confédération des États de l'Afrique (CAS). Oui, qui aurait pensé que le rêve de Kwame Nkrumah et de sa génération, lorsqu'en 1963 ils ont appelé les Africains à s'unir ou périr, deviendrait un jour une réalité? Et quelle réalité grandiose! Au début du XXe siècle, nous nous irritions de ce que les étrangers considéraient l'Afrique comme un pays: comme si nous n'étions pas un continent de plus d'un milliard d'habitants et constitué de 55 États souverains! Mais, l'évolution de la tendance mondiale en faveur des blocs régionaux nous a rappelé que l'intégration et l'unité sont le seul moyen pour l'Afrique de tirer parti de son avantage

Date : Le 24 janvier 2063
À : Kwame@iamafrikan.com
De : Nkosazana@cas.gov
Objet : Unité africaine

BANNERS



Summit and Page Banners

<https://au.int/en>
- 29th AU Summit
28th AU Summit (<https://au.int/en/summit/28>)
27th AU Summit (<https://au.int/en/summit/27>)
26th AU Summit (<https://au.int/en/summit/26>)
Financing of the Union
Head Banner
<https://au.int/wgd>
Head Banner

Background

<https://au.int/en>
YouTube page Section
AU in a Nutshell
55 Member States of the AU
Agenda 2063
The first ten Years Plan (Agenda 2063)
The AU Organs

COVERAGE

SUMMITS COVERAGE and EVENT ORGANIZATIONS

22nd AU Summit - <http://summits.au.int/en/22ndsummit>

21st AU Summit - <http://summits.au.int/en/21stsummit>

20th AU Summit - <http://summits.au.int/en/20thsummit>

18th AU Summit - <http://summits.au.int/en/18thsummit>

17th AU Summit - <http://summits.au.int/en/17thsummit>

16th AU Summit - <http://summits.au.int/en/16thsummit>

ICC - Extraordinary Summit - <http://summits.au.int/en/icc>

Diaspora Summit 2012 - <http://summits.au.int/en/diasporasummit2012>

Sample Social Media Channels

<https://www.facebook.com/AfricanUnionUSA>

<https://www.instagram.com/mela.mit/>

<https://www.flickr.com/photos/africanuniondc/>

<https://www.facebook.com/AfricanUnionCommission/>

https://twitter.com/_AfricanUnion

<https://www.flickr.com/photos/africanunioncommission/>

<https://www.youtube.com/user/AUCommission>

<https://www.youtube.com/user/AUCommission>

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