

WELCOME TO OUR
Enthralling **Story**



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About **Us**

Mosron Communications is a bespoke public relations consultancy providing services to C-suite executives, business-to-business (B2B) and social impact organisations across sub-Saharan Africa, Europe and beyond.



With clients across **Nigeria, South Africa, Kenya, Angola, Ghana** and the **UK**

And capacity to support organisations expanding to Africa from Asia, our team of PR and digital communications professionals deliver bespoke strategies and deploy programs designed for maximum impact across all touch points.



We know that having a **story**
to tell is the starting point;



Telling that story to the right audience, at the right time and in the most appropriate format is what guarantees **results.**



We are specially **equipped** to serve medium and large-sized organisations as well as multinational organisations looking to gain entry into any African market.

Over the years, **Mosron Communications** has confronted business challenges with innovative strategies and result-driven implementation tactics that delivered the desired impact.

At Mosron Communications, we describe ourselves as progress partners deeply invested in the commercial and reputational success of our clients - rather than vendors focused on activities and instructions.

We believe that communication activities should enable the business to achieve its business objectives, hence our consultancy approach to service delivery.

Ours is a story of deep-rooted growth, evidenced by our strong network both in public and private sector circles and in the diversity of clients we have served.



CORPORATE COMMUNICATIONS

Our corporate communications service is proactive and anticipatory, guiding internal communications activities, intelligent business communications support, as well as issues and crises management.

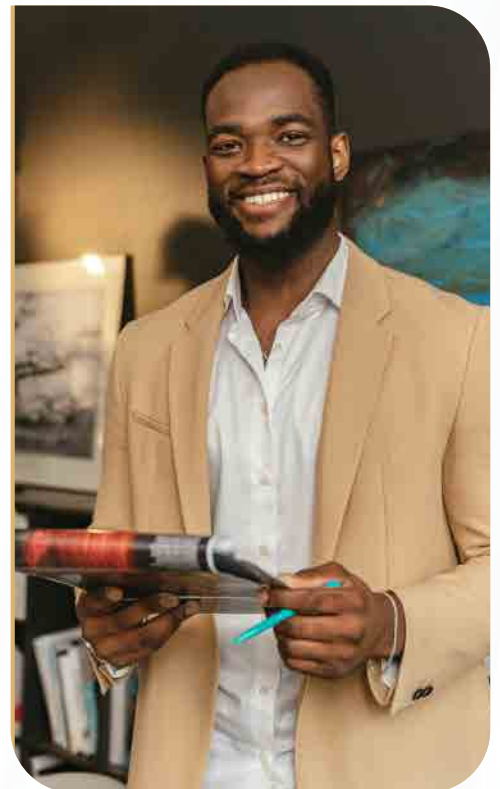
We go beyond mere messaging to provide communication strategies aligned with your business objectives to build trust, credibility, and engagement within your industry and beyond. We expertly manage issues and crises, identifying risks and developing response plans to protect and restore your brand's reputation.

CORPORATE EVENT MANAGEMENT

Our corporate event management service brings your organisation's vision to life with seamless execution and meticulous attention to detail.

At Mosron Communications, we recognise that corporate events are more than just gatherings, they are strategic opportunities to connect, engage, inspire, and strengthen relationships with stakeholders.

Our end-to-end management approach ensures every detail is covered, from venue selection and vendor coordination to logistics and on-site execution, so you can concentrate on building meaningful connections.



DIGITAL COMMUNICATIONS

What should you be saying online, to whom and on what platform? How can your organisation leverage social selling to achieve business objectives?

We guide you to the answers with our vast knowledge of the digital space by providing strategic guidance on how to get the best results from your organisation's digital activities.



B2B STRATEGIC PARTNERSHIP

At Mosron Communications, we know that B2B strategic partnerships are essential for driving growth, innovation, and success. Our approach helps businesses identify, engage, and sustain partnerships that align with their goals.

Through thorough research and intensive client engagements, we identify potential partners, analyse prospects, and ensure every collaboration adds value.

Beyond initial introductions, we support clients in nurturing relationships for long-term growth and deeper integration, making partnerships a strategic asset for success.



MEDIA & INFLUENCER RELATIONS

Relating with the media is more than writing press releases.

As core PR professionals, we support your organisation to establish long-lasting relationships with the media - traditional, digital and influencers - securing allies who have your organisation's interest at heart. From media tours and (virtual) press conferences, to global media placements and influencer collaborations, we bring the eyes of the world to your doorstep.



STAKEHOLDER MANAGEMENT

Each stakeholder in your organisation has its own unique language. From employees to investors, the community to governments, we develop and deliver unique communications programs to keep your stakeholders engaged, informed and up to date with news about your organisation.

COMMUNICATION UNIT SETUP AND MANAGEMENT

This is a bespoke service from Mosron Communications. We bring our extensive years of experience to set up or upskill in-house communications teams: from JD design to KPI setting, to hiring supervision and training, we ensure that your communications team is suitably equipped to support the achievement of business objectives.



CORPORATE COMMUNICATIONS TRAINING

As digital natives and communications experts, we offer tailored in-company training for staff and/or communication teams looking to optimise organisational and digital communications.

Through our tailored curriculum, Mosron Communication Upskilling Training Program (MC-UP), we deliver sessions on Digital Communications, Business Communications, Media Engagement for Executives, Social Selling, and LinkedIn Optimisation.





C-SUITE MEDIA TRAINING

Our media training service is exclusively available and meticulously developed to equip C-suite executives with the skills and strategies needed to navigate high-pressure media interactions with confidence and precision.

Delivered through tailored training sessions, simulations, pre-media engagement coaching and post-interview analysis, we support executives to effectively communicate their vision, protect their reputation, and leverage media engagements to strengthen their executive and corporate brand.

EXECUTIVE BRANDING

Our executive branding service is designed to deliver extensive communications support for C-suite executives through strategic activities planned to extend their influence, expand their network, open up unsolicited opportunities and establish/reinforce their position as authorities/thought leaders in their fields.





How We **Work:**

THE MOSRON CONSULTANCY APPROACH



1 **First Let's Break This Down**



At Mosron Communications, we pride ourselves as consultants who develop communications strategies to drive business objectives, not just as implementation partners executing communication activities for the sake of hitting targets.

We believe that communication activities should be a means to enable businesses to achieve their goals, not standalone efforts. That's why our consultancy approach is designed to align communication strategies with your broader business objectives.



What's happening? We perform a deep dive into your industry, market trends, and competitors to establish context.



What's missing? We identify gaps in your current communications strategy and pinpoint areas for improvement.



What's the endgame? We outline clear, measurable goals that align communication with your business objectives to ensure every effort is meaningful and impactful.

2

Got it! Here's the Plan

After identifying the core issues, we craft a bespoke communications strategy that is actionable, measurable, and impactful.



Tailored Strategies: No two clients are the same. We design strategies that cater to your unique needs.



Actionable Roadmaps: Our plans are broken down into clear steps, timelines, and deliverables to ensure seamless execution.



Data-Driven Solutions: Using insights from research, we develop campaigns backed by analytics to drive measurable outcomes.



3

Let's Clean House



Before launching any external communication, we ensure your internal systems are in top shape.



Streamlined Processes: We audit your internal communication channels to enhance transparency and alignment.



Training & Support: We empower your team with tools, workshops, and resources to carry the strategy forward.



Crisis Management Prep: We identify potential risks and develop proactive measures to safeguard your reputation.

4

Hey Public, Meet Our Clients

Once the foundation is set, we bring your brand to the forefront with targeted external communication strategies.



Storytelling That Resonates: We craft enthralling narratives that connect with your audience, building trust and loyalty.



Channel Optimization: From social media to press releases, we amplify your message on platforms where your audience lives.



Reputation Management: We monitor public sentiment and feedback, refining strategies to keep your brand top-of-mind.



The background of the slide is a photograph of two Black women with curly hair, smiling and looking towards the right. The woman in the foreground is wearing a dark, long-sleeved top with a horizontal gold band across the chest. The woman behind her is wearing a purple patterned top. The lighting is warm and soft, creating a professional yet approachable atmosphere.

Why Us?

We are digital natives, young, nimble, and one the few PR companies licensed to practice in Nigeria.

We take your story beyond the confines of traditional media platforms and bring the world to you through technology. Beyond telling the world your story, our core entrepreneurial mindset ensures that we carefully align public relations strategies to aid the achievement of corporate objectives.

We also provide a fully dedicated executive for each client, combining our pool of experienced professionals to deliver well-thought-out strategies, superb implementation and consistent measurements.

Again,
we ask -
**WHY
NOT US?**

A photograph of two men in business attire sitting on a green tufted sofa. The man on the left is a Black man with a grey beard, wearing a white shirt and black tie. The man on the right is a white man with glasses, wearing a dark suit, red tie, and a plaid shirt. They are both looking at a red folder held by the man on the right.

They **Loved** Our Work

“

Mosron Communications showed dedicated professionalism throughout our project journey. Their ability to give us articulate and on-the-spot advice as to how best to manage the situation ensured we had a highly successful event. Their follow-up actions to ensure the press traction delivered is testimony to their outstanding work ethic. Thank you, team, it was a pleasure working with you on this event – I look forward to our collaboration on the next one! Our entire AMETCIS team got to experience and confirm this first-hand.

Bettina Bicknell

Marketing Manager, CEWA Symrise

Mosron Communications came at just the right time when we were ready to set up our media unit, revamp our online activities and establish a communications structure. The staff they recruited for the new unit continue performing excellently.

”

Ambassador Yomi Osewa

Chairman, The Ambassadors Schools, Ota

Your engagement has always added value to not just our external stakeholders but to us internally as well.

“

Ahmed Alaga

Programme Manager, Partnerships, Jobberman Nigeria



They **Loved** Our Work

“

We had been handling communications for ourselves before, but actually I realise the difference now after working with Mosron Communications. They are a great sounding board; they added coordination to our event, and a lot of things were fixed faster. Their specialisation and their swiftness made a huge difference.

Dr. Ola Brown

Founder, Flying Doctors Nigeria & Healthcap Africa

I was pleasantly surprised to know a company like Mosron provides virtual event management which I had casually asked about on Twitter. They came highly recommended, and we were not disappointed! They knew the work, were very timely with recommendations, and competently handled the little details that helped us make the UnHacked Pitch Competition a huge success.

”

Modupe Odele

Co-Founder, Vazi Legal

“


The Mosron Team is very impressive and endearing. I love the passion and cooperation you display in managing our account

Yewande Bamidele

Executive Assistant to CEO, Landmark Africa

We Told Their **Stories**



We Would Love
to Tell Your **Story**

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