

PROVERBOOM<sup>com</sup>  
Event communication agency

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# WHO ARE WE ?

PROVERBOOM is an African global events provider offering turnkey solutions to its clients.

The PROVERBOOM team is composed of experts who can meet international standards, respect your deadlines and efficiently respond to your needs.

PROVERBOOM has a national and international network of consultants who are specialised in numerous complex areas of expertise, which is essential to the success of your events.

You can entrust the agency with the organisation of your events, the participants' interventions, interpretation services and equipment, translations, as well as the management of contents and communications before and after the events take place, all in respect of the best professional standards.



# EVENTS

PROVERBOOM can manage the planning and logistics of all your events, including relations with the media and organisation tasks related to both speakers and participants.

Indeed, the agency has extensive experience of international events such as conferences, conventions, congresses, delegation visits, cultural exchanges, team-building exercises, technical training events, trade negotiations, site visits, promotional product launches and the like.

The PROVERBOOM team has gained great agility in these tasks over the years, and it has developed a good sense of responding to specific client needs, thus allowing it to organise events that truly meet your requirements.

PROVERBOOM provides its clients with the necessary high-tech equipment to guarantee the success of the events.





## Some services provided :

### Definition and development of the concept

(location, subject matter, messages, guidelines, design and implementation, programme and moderation).

### Coordination and supervision of the event

(design, construction, technical matters, logistics, catering, security, etc..)

### Management of events

### Promotion

(website, promotional posters, programmes, social media, press advertisements, relations with the media).

### Administrative and budget management

### Logistics and organisation of conferences

### Catering and transport

# INTERPRETATION

PROVERBOOM can provide you high-standard interpretation services and equipment, thanks to its ability to set up teams of experienced Moroccan and foreign interpreters. A telling example of our ability to respond to demanding high-level events includes our provision of a team of one hundred interpreters for the World Human Rights Forum (WHRF) in 2014.

Our team of interpreters is able to adapt to all subject matters and audiences, providing services such as:



## **Simultaneous interpretation**

Simultaneous interpreters simultaneously translate statements made by the speakers; listeners can listen to their interpretation by means of headphones provided.



## **Consecutive interpretation**

Consecutive interpreters take notes during speakers' statements, after which they faithfully communicate their speeches orally to the other listeners.



## **Liaison interpretation**

Liaison interpreters interpret the statements made by a foreign delegation to a local delegation.



## **Relay interpretation**

Relay interpretation is provided in the case of unusual languages.



## **Whispered interpretation ("Chuchotage")**

In this case, the interpreter simultaneously interprets the speakers to his/her listeners by whispering to them, without using interpretation equipment.



## **Visual interpretation**

The interpreter interprets sign language into the target language.

# TRANSLATION



PROVERBOOM provides its clients with its expertise in the field of languages.

Translation aims to transcribe a text written in a given source language into a different target language.

In many cases, the final text is proofread by other translators to ensure the translation is correct and faithful to the original.

This also allows for a reflection period over the text.

Translators are able to do in-depth research for their work and proofread it.

The delay between the receipt and delivery of the final translation gives translators the time to think about their work. Translations can be of different lengths and the subject matters vary.



# GLOBAL COMMUNICATIONS

In order to raise the visibility of your event and maximise its impact, PROVERBOOM works in partnership with EMERAUDE SERVICE, <http://www.emeraudeservice.com>, in order to benefit from its expertise so as to offer you global communication services that are in line with your sector, targets and the stakeholders, while always respecting best practices.

The agency supports its clients in all their national and international projects by providing you with its extensive network of partners and contacts.

PROVERBOOM can support you in the following fields:

## Digital strategy and social media

### Digital expertise at the service of your communication strategy.

- ◆ Creation and roll-out of digital campaigns.
- ◆ Development of promotional campaigns.
- ◆ Community management.
- ◆ Online marketing.
- ◆ Auditing and monitoring online reputation.
- ◆ Development of websites, blogs, mobile apps and CRM.
- ◆ Data management and IT security.
- ◆ Digital production, e-commerce and live streaming.
- ◆ Coordination of operations and reporting.





## Public relations consultancy

### A personal service tailored to your specific needs.

- ◆ Definition of the ideal moment to launch a high-impact campaign.
- ◆ We do not only provide you with the means to take action but also advise you on when it should take place.
- ◆ Relations with the media.
- ◆ VIP recruitment.
- ◆ Recruitment of celebrities for events.



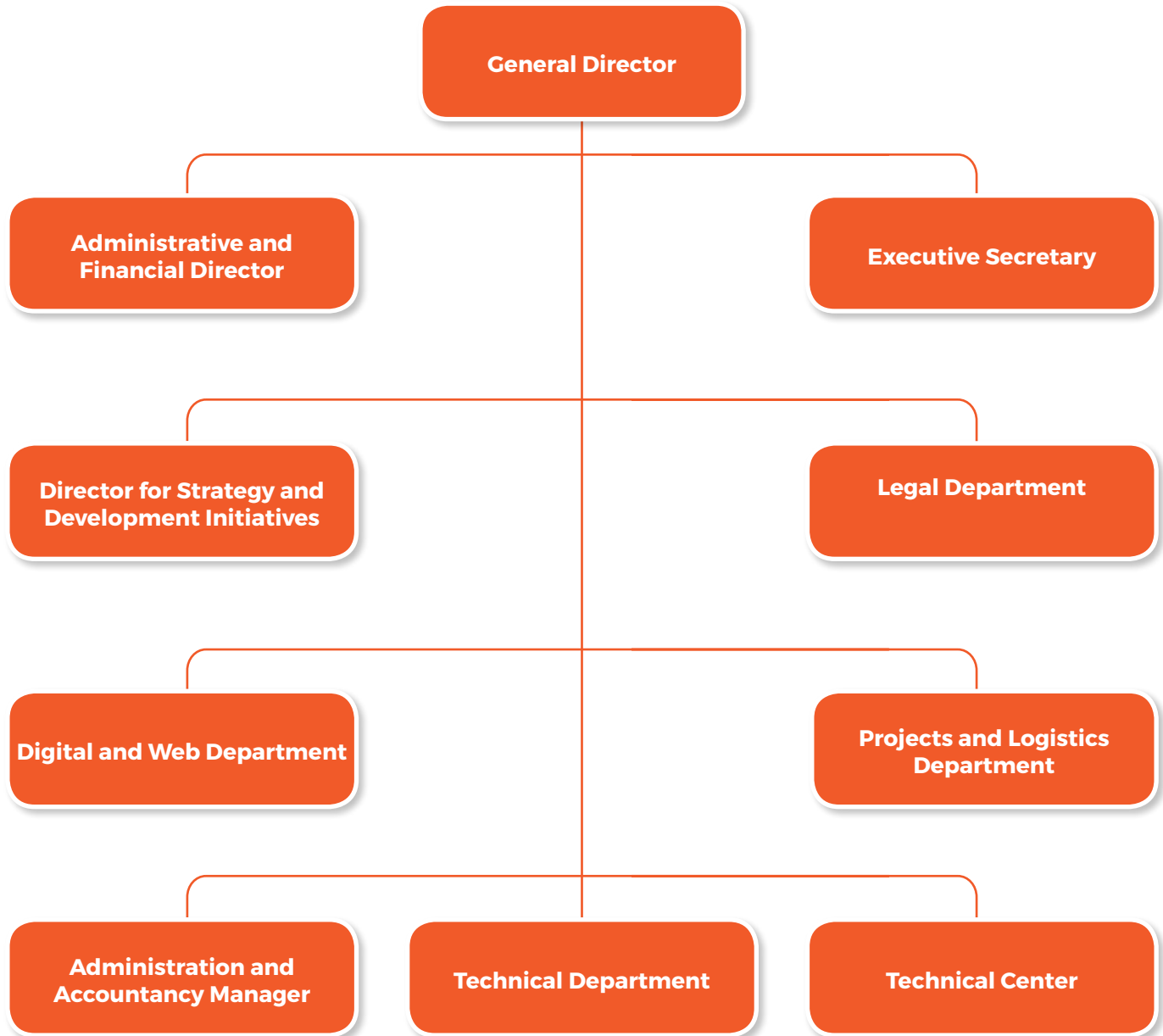
## Communication strategy

### A large range of marketing and communication tools tailored to your audience.

- ◆ Communication campaigns.
- ◆ Graphic and visual identity.
- ◆ Design of promotional materials.
- ◆ Street marketing.



# STAFF



# REFERENCES

**2013 NESA and MAECI:** Regional Seminar on Civilian Security on Justice Sector Reform in North Africa (5 double booths / 10 interpreters / 150 headsets, overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2013 EBRD:** The European Bank for Reconstruction and Development, the ADEREE and SIE, under the auspices of the Ministry for Energy, Water and the Environment, on the issue of power-related services (1 booth / 2 interpreters / 90 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2013 MAECI:** Conference on Cooperation for Border Control in the Sahel and the Maghreb (12 booths / 18 interpreters / 150 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2013 MAECI:** 2nd Regional Ministerial Conference on Border Security: (4 booths / 12 interpreters / 2 translators / 210 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2014 MAECI:** 2nd Annual Conference for Economic Development (6 booths / 12 interpreters / 300 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2014 CMES:** Tangiers-Amsterdam Dialogue (2 booths / 4 interpreters / 50 headsets / organisation, equipment, coordination, logistics, etc.).

**2014 MAECI:** Global Counterterrorism Forum – GCTF (4 booths, including a Chinese booth / 8 interpreters / 160 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2014 MAECI:** 2nd Session of the Strategic USA-Morocco Dialogues – Sec. of State John Kerry’s visit to Morocco (6 booths / 14 interpreters / 200 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2014 National Bar Association:** The NBA Judicial Council and the Board of Governors Midwinter Conference Meeting in the Kingdom of Morocco (2 booths / 4 interpreters / 150 headsets / organisation, interpretation equipment, coordination, logistics, etc.).

**2014 MAECI:** Global Counterterrorism Forum – GCTF (4 booths / 8 interpreters / 160 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2014 Saint-Cobain:** Saint-Cobain factory launch (1 booth / 2 interpreters / 80 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, tents, furniture, catering services, etc.).

**2014 CMES:** Marrakech Security Forum (3 booths / 6 interpreters / 200 headsets / organisation, equipment, coordination, logistics, etc.).

**2014 MAECI:** Global Entrepreneurship Summit – GES (7 booths / 14 interpreters / 3,600 headsets / equipment, coordination, logistics, air and ground transportation, administrative management related to interpreters travelling from abroad, management of customs-related issues, HR management – 150 persons etc.).

**2014 American Embassy:** Global Entrepreneurship Summit – GES “Women Entrepreneurship” (3 booths / 6 interpreters / 250 headsets / equipment, coordination, logistics etc.).

**2014 AJIAL:** World Human Rights Forum – WHRF (44 booths / 92 interpreters / 4,000 headsets / equipment, coordination, logistics, air and land transportation, administrative management related to interpreters travelling from abroad, management of customs-related issues, HR management – 180 persons, etc.).

**2014 MAECI:** Global Counterterrorism Forum – GCTF (4 booths / 8 interpreters / 160 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2015 1<sup>st</sup> Round of Libya Talks under the auspices of the UN** (5 booths / 10 interpreters / 120 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 2<sup>nd</sup> Round of Libya Talks under the auspices of the UN** (2 booths / 3 interpreters / 130 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 3<sup>rd</sup> Round of Libya Talks under the auspices of the UN** (3 booths / 3 interpreters / 100 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 4<sup>th</sup> Round of Libya Talks under the auspices of the UN** (6 booths / 12 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 5<sup>th</sup> Round of Libya Talks under the auspices of the UN** (4 booths / 8 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 6<sup>th</sup> Round of Libya Talks under the auspices of the UN** (4 booths / 8 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 7<sup>th</sup> Round of Libya Talks under the auspices of the UN** (4 booths / 8 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 8<sup>th</sup> Round of Libya Talks under the auspices of the UN** (7 booths / 16 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 9<sup>th</sup> Round of Libya Talks under the auspices of the UN** (5 booths / 10 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 10<sup>th</sup> Round of Libya Talks under the auspices of the UN** (4 booths / 8 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 11<sup>th</sup> Round of Libya Talks under the auspices of the UN** (5 booths / 10 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 12<sup>th</sup> Round of Libya Talks under the auspices of the UN** (3 booths / 6 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 13<sup>th</sup> Round of Libya Talks under the auspices of the UN** (7 booths / 16 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 MAECI:** 5+5 Dialogue (3 booths / 7 interpreters / 200 headsets / organisation, equipment, coordination, logistics, etc.).

**2015 MAECI:** Signature of the Libyan Political Agreement Ceremony under the auspices of the UN (3 booths / 7 interpreters / 400 headsets / overall organisation of the conference: i.e. set-up, equipment, coordination, logistics, printing, etc.).

**2016 MI:** Crans Montana Forum – Dakhla (15 booths / 20 interpreters / 850 headsets / organisation, equipment, coordination, logistics, air and ground transportation, administrative management related to the interpreters, HR management, catering, etc.).

**2016 MI:** Crans Montana Forum – Aboard the Rhapsody (6 booths / 12 interpreters / 350 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2016 UM6P (with OCP and CI):** World Climate Negotiation Simulation and Climate Smart Agriculture (1 booth / 2 interpreters / 70 headsets / equipment, coordination, air and ground transportation, administrative management of interpreters and participants, HR management, participant proposal, etc.).

**2016 ADEREE:** Energy Optimisation Project in the North/Eastern Region (organisation, equipment, logistics, accommodation, catering, etc.).



**2016 MAECI:** Global Counterterrorism Forum – GCTF (3 booths / 6 interpreters / 150 headsets / organisation, equipment, coordination, logistics, etc.).

**2016 1<sup>st</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 2<sup>nd</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 3<sup>rd</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 MI:** Crans Montana Forum – Aboard the Rhapsody (17 booths / 20 interpreters / 800 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 4<sup>th</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 5<sup>th</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 6<sup>th</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 7<sup>th</sup> GDIM IZIK Prisoners’ Trial** (4 booths / 8 interpreters / 100 headsets / organisation, equipment, coordination, logistics, HR management, etc.).

**2017 Court of Cassation:** Visit of the American delegation (1 booth / 2 interpreters / 40 headsets, equipment, organisation, coordination etc.).

**2017 Ministry of the Interior:** Visit of the British delegation (1 booth / 2 interpreters / 40 headsets, equipment, organisation, coordination etc.).

**2017 MAECI:** Regional Retreat on Migration – African Union (3 booths / 6 interpreters / 150 headsets and receivers / air transportation, organisation of the entire conference: equipment, printing, videos, organisation, coordination, etc.).

**2017 MAECI North-South Prize:** 1 booth / 2 interpreters / 50 headsets, equipment, coordination, etc.

**2017 MAECI:** 2nd Hungarian-Moroccan Economic Joint Committee Session (60 headsets / equipment, coordination, technical assistance and transport, organisation, etc.).

**2017 MAECI Session of 15 November 2017:** booth equipment / 30 headsets / technical assistance and transport, coordination, organisation, etc.

**2017 MAECI:** Certificate-awarding Ceremony for the 2017 Laureates (equipment, organisation, coordination, etc.).

**2018 MAECI:** Ministerial Conference for an African Agenda on Migration (3 booths / 6 interpreters / 70 headsets / organisation, equipment, coordination, logistics, etc.).



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