

MIREGO AFRICA'S ROLE IN THE SUCCESSFUL



**WORLD
TOURISM
DAY 2023**

**TOURISM & GREEN
INVESTMENT**

AT EDEN GARDEN RESORT

CASE STUDY



MIREGO

Brand &
Communication Agency

Introduction

Eden Garden Resort, a prominent establishment in Burundi, sought the assistance of MIREGO-AFRICA in planning the World Tourism Day event, which they were sponsoring. This case study explores MIREGO-AFRICA's pivotal involvement in turning around the event, highlighting key challenges and lessons learned.



Challenges and Solutions

Inadequate Time and Resources:

MIREGO-AFRICA joined the planning process approximately a month and a half before the event and immediately identified a shortage of both time and resources for the ambitious event envisioned by Visit Burundi. Their first piece of advice was to scale down the event by shifting from an elaborate garden setup with mounted tents to a more cost-effective rooftop setting. This strategic change instantly reduced the budget by at least ten million units of the local currency.



Establishing a Meeting Calendar:

Recognizing the need for better coordination, MIREGO-AFRICA suggested implementing a meeting calendar. This allowed the planning team to discuss progress regularly, facilitating better communication and decision-making throughout the planning process.



Unique Visual Concept :

MIREGO-AFRICA took the lead in designing a visually compelling concept for the event, which set it apart from previous gatherings and ensured it was memorable for all attendees.



Delayed Funding:

Eden Garden Resort had committed 70% of the event's cost, but the remaining 30% arrived later than expected. This delay affected the setup work at the venue, forcing the MIREGO-AFRICA team to work tirelessly for 42 consecutive hours to ensure everything was ready on time.



Success and Key Takeaways

The event, under MIREGO-AFRICA's guidance, proved to be a resounding success. Participants lauded the branding of the event, recognizing the unique visual concept and the strategic cost-cutting measures.



Lessons Learned

Timely Budgeting

The importance of timely budgeting became evident during the planning process. It is crucial to assemble budgets well in advance, ideally at least two weeks before the event. This ensures that financial resources are allocated appropriately and that any necessary adjustments can be made in a timely manner.

Event Branding

The success of this event reinforced the significance of effective event branding. Combining strong branding with quality content can greatly enhance the overall impact and success of an event.



Future Opportunities

This event's triumph opened doors to further opportunities for MIREGO-AFRICA. The agency is now set to organize at least three significant events in the next six months, reflecting the trust earned through their event planning and management expertise.

Conclusion

MIREGO-AFRICA's involvement in the World Tourism Day event at Eden Garden Resort in Burundi exemplifies their ability to navigate challenges, make critical decisions, and deliver successful outcomes. This case study underscores the importance of proactive budgeting and effective event branding in event planning and management. MIREGO-AFRICA's continued commitment to honing their expertise positions them for future success in the industry.





MIREGO AFRICA'S ROLE IN THE SUCCESSFUL

WORLD TOURISM DAY 2023

AT EDEN GARDEN RESORT



M I R E G O

CASE STUDY

Brand & Communication Agency