



Adobe awards showcase trend to event multi-tasking – Kadoro

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The advantages of event multi-tasking have been spotlighted by the glittering success of the inaugural Adobe Eagle Awards, says Kadoro Events & Communications, the leading events and brand activation company.

The recent awards presentation for the local arm of Adobe Systems, the multimedia and creativity software business, was staged at Melrose Arch, Johannesburg, and turned into one of the hits of the year in the IT solutions industry.

The Eagle Awards recognise the dedication and service excellence of channel partners, distributors and key suppliers to Adobe Africa.

The gala awards night was attended by 100 guests. Kadoro, created the 'Reaching New Heights' theme and maintained the flying high metaphor through in-flight imagery.

Guests received boarding passes from air hostesses who briefed them on emergency exits and meal options. 'Lotto man' Nimrod Nkozi was captain for the flight of Eagles to various recipients.

But 'the concept behind the concept' was the issue that most excited Kadoro MD and owner, Amanda Rogaly.

She commented: "Event multi-tasking has become a key trend and Adobe's Eagle Awards provide the perfect illustration of how an event can do double- or triple-duty to achieve business objectives.

"The days of planning a simple wine-and-dine event are vanishing fast. This function was a celebration, sure, but it also built relationships with partners and distributors while further entrenching Adobe's industry position.

"We have worked for several months on various Adobe assignments, giving us an insight into their thinking and the need to integrate key business objectives into event planning. But the inspiration comes from Adobe and their insistence that events work on both a strategic and tactical level."

Strategic issues were also key for Adobe Systems, Leonard Rabotapi, Marketing Manager Africa who noted: “The ability to grasp strategic considerations and weave them into events is a vital part of Kadoro’s value-add. This awareness contributed significantly to the success of a wonderful event.”

Kadoro has recently been appointed as the official event partner for all Adobe Systems South African events

Ends

About Kadoro

Kadoro Events and Communications is a leading event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues.

Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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