



# 400K '17

**SAFARICOM HOOK  
TENTATIVE EVENTS CALENDAR  
FY 24-25**





# Calendar



## Q1 FY 24-25

APRIL	MAY	JUNE
Internal Staff Activation	Internal Staff Activation	Internal Staff Activation
4 Campus Plug Ins- Nairobi & GW	4 Campus Plug Ins- Nairobi & Coast	4 Campus Plug Ins- Nairobi & Rift
2 Event Plug In	2 Event Plug In	2 Event Plug In
Hook Market for Prudent	Hook Market for Prudent	Chapa Dimba/Athletics Series
Chapa Dimba GW April 12th-14th	Chapa Dimba/Athletics Series	Hook Market for Prudent
	Contenthon- Nairobi	
	Regional Vision Summit- GW	



# APRIL

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 8<sup>th</sup> April 24

**Time:** All Day

**Engagement:** QR Code Questionnaire





# APRIL



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	UON	NW
Week 2 Thur-Fri	Masinde Muliro	GW
Week 3 Thur-Fri	CUEA	NE
Week 4 Thur-Fri	Maseno	GW

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





**APRIL**



## Chapa Dimba

**Chapa Dimba National Finals**

**Location:** Mambo Leo Stadium, Kisumu

**Dates:** 12<sup>th</sup>-14<sup>th</sup> April 2024

**Pillars:** Career, Tech, Culture

**Partners:** Wowzi, Gaming, Baze





# APRIL



## Event Plug Ins 1

**Tumbler Festival**

**Location:** Sifa Gardens,  
Kirinyaga

**Dates:** 19<sup>th</sup> April 2024

**Pillars:** Career, Culture

**Partners:** Wowzi, Gaming, Baze

## Event Plug Ins 2

**Colour Festival**

**Location:** Carnivore Grounds,  
Nairobi

**Dates:** 20<sup>th</sup> April 2024

**Pillars:** Career, Culture

**Partners:** Wowzi, Gaming, Baze



**MAY**

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 6<sup>th</sup> May 24

**Time:** All Day

**Engagement:** Gen Z Dress code Challenge





# MAY



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	Nazarene	NE
Week 2 Thur-Fri	Pwani	COAST
Week 3 Thur-Fri	KCA	NW
Week 4 Thur-Fri	Technical University Mombasa	COAST



**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze



**MAY**



## Event Plug Ins 1

**Shoreline Dance Party**

**Location:** Elementaita

**Dates:** 11<sup>th</sup> May 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze

## Event Plug Ins 2

**Art Festival Kenya**

**Location:** TBA

**Dates:** 5<sup>th</sup> May 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



**MAY**



## Vision Summit & Contentthon

Hold the first edition of our Contentthon & Vision Summit in May 2024.

We propose to have the pilot held in Nairobi.

**Proposed Location:** Jamhuri Sports Grounds, Racecourse

**Dates:** 29<sup>th</sup> May- 1<sup>st</sup> June 2024

**Pillars:** Tech, Culture, Career

**Partners:** Wowzi, Gaming, Baze, BMK, Safaricom Resources





# JUNE



## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 3<sup>rd</sup> June 24

**Time:** All Day

**Engagement:** Translate Gen Z Language





# JUNE



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	KIMC- Kenya Inst. Of Mass Communications	NE
Week 2 Thur-Fri	Laikipia Uni	RIFT
Week 3 Thur-Fri	KU	NW
Week 4 Thur-Fri	MKU Nakuru	RIFT

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# JUNE



## Event Plug Ins 1

**Kenya Tech Summit**

**Location:** TBA

**Dates:** 12<sup>th</sup> June 2024

**Pillars:** Tech, Culture

**Partners:** Huawei, PLP, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** X<sup>YZ</sup> June 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# JUNE



## ANNEX

Plug in for all Safaricom Events/Assets that have our TA:

- Chapa Dimba
- Athletics Series
- Decode
- Engineering Summit
- Mpesa Go Activations

Plug in for all National & Count Government Events/Assets that have our TA:

- Africa Youth Summit
- Nairobi Festival
- Youth Connect



# Calendar



## Q2

JULY	AUGUST	SEPTEMBER
Internal Staff Activation	Internal Staff Activation	Internal Staff Activation
4 Campus Plug Ins- Nairobi	4 Campus Plug Ins- Nairobi & Mountain	4 Campus Plug Ins- Nairobi & Rift
2 Event Plug In	2 Event Plug In	2 Event Plug In
Hook Market for Prudent	Hook Market for Prudent	Chapa Dimba/Athletics Series
Chapa Dimba/Athletics Series	Chapa Dimba/Athletics Series	Hook Market for Prudent
	Contenthon- Nairobi	
	Regional Vision Summit- GW	



# JULY

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 8<sup>th</sup> July 24

**Time:** All Day

**Engagement:** Gen Z Dance/Music Challenge





# JULY



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	JKUAT	NW
Week 2 Thur-Fri	Strathmore	NE
Week 3 Thur-Fri	Zetech	NW
Week 4 Thur-Fri	MMU	NE

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





**JULY**



## Event Plug Ins 1

**Kenya Tech Summit**

**Location:** XYZ

**Dates:** 12<sup>th</sup> June 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** X<sup>YZ</sup> June 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# AUGUST

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 5<sup>th</sup> August 24

**Time:** All Day

**Engagement:** Gen Z Dance code Challenge





# AUGUST



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	Nazerene	NE
Week 2 Thur-Fri	Dedan Kimathi Uni.	MT KENYA
Week 3 Thur-Fri	KMTC Kenyatta	NW
Week 4 Thur-Fri	Embu University	MT KENYA



**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze



# AUGUST



## Event Plug Ins 1

XYZYXYXYZY

Location: XYZ

Dates: XY<sup>th</sup> August 2024

Pillars: Tech, Culture

Partners: : Wowzi, Gaming, Baze

## Event Plug Ins 2

XXXXX

Location: XYZ

Dates: X<sup>YZ</sup> August 2024

Pillars: Tech, Culture

Partners: Wowzi, Gaming, Baze



# AUGUST



## Vision Summit & Contenthon

Hold the first edition of our Contenthon & Vision Summit in August 2024.

**Region:** Mt Kenya

**Proposed Location:** Jamhuri Sports Grounds, Racecourse

**Dates:** 28<sup>th</sup> May- 31<sup>st</sup> August 2024

**Pillars:** Tech, Culture, Career

**Partners:** Wowzi, Gaming, Baze, BMK, Safaricom Resources





# SEPTEMBER



## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 9<sup>th</sup> August 24

**Time:** All Day

**Engagement:** QR Code Questionnaire





# SEPTEMBER



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	UON Kabete	NW
Week 2 Thur-Fri	KMTC Kisumu	GW
Week 3 Thur-Fri	UON Kikuyu	NW
Week 4 Thur-Fri	KMTC Kakamega	GW

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# SEPTEMBER



## Event Plug Ins 1

**XYZYXYXYZY**

**Location:** XYZ

**Dates:** XY<sup>th</sup> September 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** X<sup>YZ</sup> September 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# SEPTEMBER



## ANNEX

Plug in for all Safaricom Events/Assets that have our TA:

- Chapa Dimba
- Athletics Series
- Decode
- Engineering Summit
- Mpesa Go Activations

Plug in for all National & Count Government Events/Assets that have our TA:

- Africa Youth Summit
- Nairobi Festival
- Youth Connect



# Calendar



## Q3

OCTOBER	NOVEMBER	DECEMBER
Internal Staff Activation	Internal Staff Activation	Internal Staff Activation
4 Campus Plug Ins- Nairobi	4 Campus Plug Ins- Nairobi & Rift	2 Campus Plug Ins- Nairobi
2 Event Plug In (Oktobafest)	2 Event Plug In	3 Event Plug In
Hook Market for Prudent	Hook Market for Prudent	Hook Market for Prudent
Chapa Dimba/Athletics Series	Chapa Dimba/Athletics Series	Chapa Dimba/Athletics Series
	Contenthon- Rift	
	Regional Vision Summit- Rift	



# OCTOBER

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 7<sup>th</sup> October 24

**Time:** All Day

**Engagement:** Guess the song/ Finish the lyrics





# OCTOBER



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	KU	NW
Week 2 Thur-Fri	Daystar Athi	COAST
Week 3 Thur-Fri	CUEA	NE
Week 4 Thur-Fri	KMTC Machakos	COAST

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# OCTOBER



## Event Plug Ins 1

**Tusker Oktobafest**

**Location:** Ngong Racecourse

**Dates:** TBA

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** X<sup>YZ</sup> September 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# NOVEMBER



## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 4<sup>th</sup> November 24

**Time:** All Day

**Engagement:** Translate Gen Z Language





# NOVEMBER



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	MMU	NE
Week 2 Thur-Fri	Maasai Mara Uni	RIFT
Week 3 Thur-Fri	Strathmore	NE
Week 4 Thur-Fri	KMTC Nakuru	RIFT



**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze



# NOVEMBER



## Event Plug Ins 1

XYZYXYXYZY

Location: XYZ

Dates: XY<sup>th</sup> November 2024

Pillars: Tech, Culture

Partners: : Wowzi, Gaming, Baze

## Event Plug Ins 2

XXXXX

Location: XYZ

Dates: X<sup>YZ</sup> November 2024

Pillars: Tech, Culture

Partners: Wowzi, Gaming, Baze



# NOVEMBER

## Vision Summit & Contenthon

Hold the third edition of our Contenthon & Vision Summit in November 2024.

**Region:** Rift

**Proposed Location:** TBC, Nakuru

**Dates:** 27<sup>th</sup>-30<sup>th</sup> November

**Pillars:** Tech, Culture, Career

**Partners:** Wowzi, Gaming, Baze, BMK, Safaricom Resources





# DECEMBER

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 2<sup>nd</sup> December 24

**Time:** All Day

**Engagement:** Gen Z Dress code Challenge





# DECEMBER



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	Nazarene	NE
Week 2 Thur-Fri	JKUAT Karen	NE

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# DECEMBER



## Event Plug Ins 1

XYZYXYXYZY

**Location:** XYZ

**Dates:** XY<sup>th</sup> December 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze

## Event Plug Ins 2

XYZYXYXYZY

**Location:** XYZ

**Dates:** XY<sup>th</sup> December 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze

## Event Plug Ins 3

XYZYXYXYZY

**Location:** XYZ

**Dates:** XY<sup>th</sup> December 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze



# DECEMBER



## ANNEX

Plug in for all Safaricom Events/Assets that have our TA:

- Chapa Dimba
- Athletics Series
- Decode
- Engineering Summit
- Mpesa Go Activations

Plug in for all National & Count Government Events/Assets that have our TA:

- Africa Youth Summit
- Nairobi Festival
- Youth Connect



# Calendar



## Q4

JANUARY	FEBRUARY	MARCH
Internal Staff Activation	Internal Staff Activation	Internal Staff Activation
4 Campus Plug Ins- Nairobi & Mountain	4 Campus Plug Ins- Nairobi & Coast	4 Campus Plug Ins- Nairobi & GW
2 Event Plug In	2 Event Plug In	2 Event Plug In
Hook Market for Prudent	Hook Market for Prudent	Chapa Dimba/Athletics Series
Chapa Dimba/Athletics Series	Chapa Dimba	Hook Market for Prudent
	Contenthon- Coast	
	Regional Vision Summit- Coast	



# JANUARY



## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 13<sup>th</sup> January 2025

**Time:** All Day

**Engagement:** QR Code Questionnaire





# JANUARY



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	UON	NW
Week 2 Thur-Fri	KMTC Nyeri	MT KENYA
Week 3 Thur-Fri	CUEA	NE
Week 4 Thur-Fri	KMTC Embu	MT KENYA

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# JANUARY



## Event Plug Ins 1

XXXXX

**Location:** XYZ

**Dates:** X<sup>YZ</sup> January 2025

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze

## Event Plug Ins 2

XXXXX

**Location:** XYZ

**Dates:** X<sup>YZ</sup> January 2025

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# FEBRUARY



## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 13<sup>th</sup> / 14<sup>th</sup> January 2025

**Time:** All Day

**Engagement:** Mapenzi ki Gen Z (Valentine's Special)





# FEBRUARY



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	JKUAT	NW
Week 2 Thur-Fri	Pwani Uni	MT KENYA
Week 3 Thur-Fri	KCA	NW
Week 4 Thur-Fri	Technical University Mombasa	COAST

**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze





# FEBRUARY



## Event Plug Ins 1

**XYZYXYXYZY**

**Location:** XYZ

**Dates:** XY<sup>th</sup> February 2024

**Pillars:** Tech, Culture

**Partners:** : Wowzi, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** XY<sup>th</sup> February 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# FEBRUARY



## Vision Summit & Contenthon

Hold the third edition of our Contenthon & Vision Summit in Feb 2025.

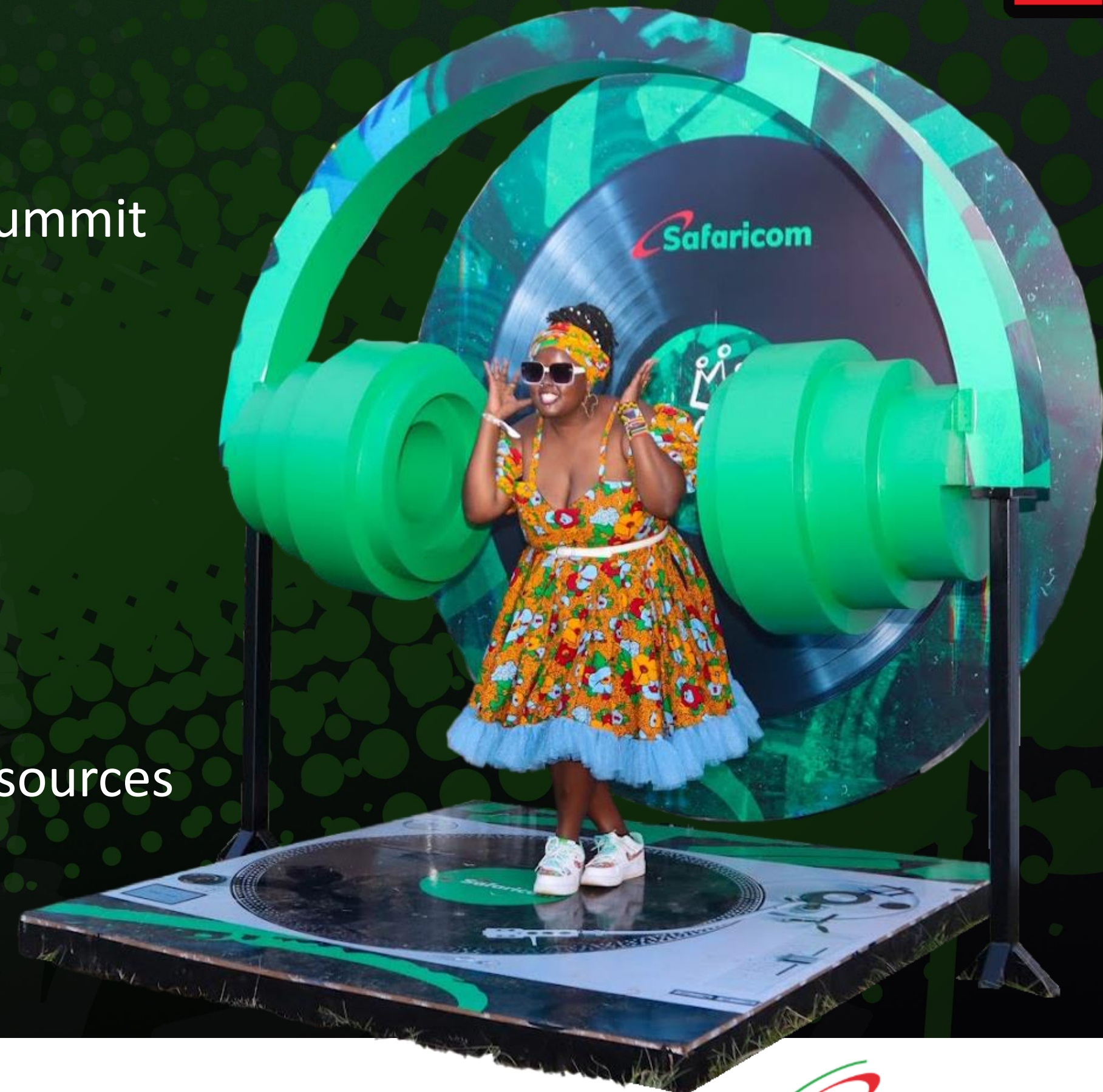
**Region:** Coast

**Proposed Location:** TBC

**Dates:** 26<sup>th</sup> Feb-1<sup>st</sup> March 2025

**Pillars:** Tech, Culture, Career

**Partners:** Wowzi, Gaming, Baze, BMK, Safaricom Resources





# MARCH

## Staff Engagement

**Location:** All Safaricom Offices

**Date:** 3<sup>rd</sup> March 2025

**Time:** All Day

**Engagement:** Translate Gen Z Language





# MARCH



## Campus Plug-Ins

DATES	INSTITUTE	REGION
Week 1 Thur-Fri	KMTC Kenyatta	NE
Week 2 Thur-Fri	Kisii Univesrity	GW
Week 3 Thur-Fri	KU	NW
Week 4 Thur-Fri	Kibabii University	GW



**Pillars:** Career, Tech, Culture

**Partners:** BMK, Safaricom Resources, Moringa, PLP, Baze



# MARCH



## Event Plug Ins 1

**XYZYXYXYZY**

**Location:** XYZ

**Dates:** XY<sup>th</sup> March 2025

**Pillars:** Tech, Culture

**Partners:** : Huawei, PLP, Gaming, Baze

## Event Plug Ins 2

**XXXXX**

**Location:** XYZ

**Dates:** X<sup>YZ</sup> March 2024

**Pillars:** Tech, Culture

**Partners:** Wowzi, Gaming, Baze



# MARCH



## ANNEX

Plug in for all Safaricom Events/Assets that have our TA:

- Chapa Dimba
- Athletics Series
- Decode
- Engineering Summit
- Mpesa Go Activations

Plug in for all National & Count Government Events/Assets that have our TA:

- Africa Youth Summit
- Nairobi Festival
- Youth Connect



THANK YOU