

BEACON

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TRW Consult Meets with US Ambassador

TRW Consult was among the select SMEs invited by the Enterprise Development Centre, EDC, of Pan-Atlantic University to meet with the United States Ambassador to Nigeria, Stuart W. Symington, and his team on Tuesday, April 18, 2017.

The focus of the meeting was to enhance the capacity of EDC Business network through collaborations. Ambassador Stuart, after a tour of the EDC facility, sat with SME operators and spoke about how the US is implementing the Africa Growth and Opportunity Act (AGOA) to stimulate and enhance economic growth around

Africa. He also spoke on the importance of harnessing soft and hard skills through internal collaborations amongst local players across different scales.

After sessions of networking and photographs with those in attendance, the Ambassador ended his address on a rather sombre note by calling on the entrepreneurs present to take collaborative action in combating hunger and food shortage in Northeast Nigeria as a result of the Boko Haram insurgency that has ravaged the region, bereaving, maiming and displacing many people in its wake. ●



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African Press Organization Partners with NewsBreakers

African Press Organization, APO, a global press release wire distribution and media relations organization, has signed on Newsbreakers.ng as a media partner in Nigeria.

Newsbreakers is one of the titles of Sons of Issachar Concepts, the publishing arm of TRW Consult Holdings. An online news platform that sets out to enthrone a fresh brand of journalism, NewsBreakers aims to break news real-time and bring facts to fore in national and global socio-political discourse. Other titles floated and managed by the Holdings include valourdigest.com [for men]; virtuedigest.com [for women]; kingdomnews.ng [a kingdom propagation media outfit] and daily-dew.com [an e-Devotional].

With this partnership, NewsBreakers becomes a ready source for stories on Africa and the Middle East and now ranks alongside other existing partner brands on the APO list such as Bloomberg, Thomas Reuters, LexisNexis, etc. Commenting on the partnership, Babatunde Oladele said, "It's a significant milestone for our young news



medium to be considered for such partnership."

Speaking further about what the relationship holds for the company, Oladele enthused, "The benefits to our clients and partners are huge, as they

can be sure that their events, press releases and other corporate contents routed through this partnership will get good traction across the African continent and the world." ●

Ogidi Olu Live at 3rd International Trade Exhibition of AgroFood and PlastPrintPack



Nigeria Agrofood and Plastprintpack organized the 3rd International Trade Exhibition, Nigeria with focus on “networking and connecting Nigerian farmers and processors willing to increase their investments on modern technology with foreign companies and industries that produce what they need as well as adding value to the modernization of the Nigerian Agrofood industry”.

The event which held between March 28 and 30, 2017 had representatives and exhibitors from countries across the world including Germany, France, India, China, and Japan.

Moses Agunbiade, Farm Supervisor at Ogidi Olu Farms, described the experience of the fair to the Beacon crew. According to him, “Developed countries such as Germany, France among others have observed that Nigeria economy is growing as a result of diversification from oil sector to

non-oil sector particularly in agriculture. This explains why they are interested in doing business with Nigeria.

“In addition, Nigeria has the largest population in Africa and more than 50% of West African population and remains the largest producers of cassava, yam, and potato in Africa. This picture represents the potentials Nigeria has to employ agricultural technology.”

The forum identified Nigeria as the largest market for food processing machine in Africa due to increasing population and increase in domestic production of food crops. Representatives from developed countries in their opinions said that doing business in Nigeria is not easy but they look up to the trade fair to see potentials that Nigeria has so that they can partner with Nigerians in the area of technology. ●

ThriVe Academy Discusses How to Become a Valuable Person

At the April edition of ThriVewithBabs, a monthly life-sharing session of Thrive Academy, convener and facilitator, Babatunde Oladele, shared the importance of being a valuable person and adding value to the lives of other people.

The session opened with a group discussion on what being valuable meant to the participants and how they would define the concept of value. Hinging his definitions on responses from the group, Oladele defined being valuable as having qualities worthy of respect, admiration, or esteem. He explained from the definition that although value was mostly projected in terms of money, it also included things like information, skills, and abilities.

He went on to share tips on how one can identify



one's value. Some of those tips include reading, self-audit and self-application. The facilitator also emphasised the importance of value deployment either service or sharing. He discouraged the idea of withholding value if there was a feeling of being under-appreciated as that would amount to an abuse of value. He further stated that all value needed to be enhanced by making right decisions and choices, getting formal or informal training, coaching and mentoring.

The session closed with a charge to participants to increase their value by becoming agents of positive change in their immediate environments.

At the next Academy session which holds May 26, 2017, the topic of discourse will be *Becoming and Unbecoming: How people bring out the best and the beast in us, and how we can stay true to ourselves.* ●



Social Diary

Birthdays

TRW Consult Holdings rejoices with our celebrants for the month of April:



Clementina Ugwu
(April 9)



Omatseye Oti
(April 26)

Inspiration/Work Tips from the TRW Consult Team



Humour

A doctor and a lawyer are talking at a party. Their conversation is constantly interrupted by people describing their ailments and asking the doctor for free medical advice.

After an hour of this, the exasperated doctor asks the lawyer, "What do you do to stop people from asking you for legal advice when you're out of the office?"

"I give it to them," replies the lawyer, "and then I send them a bill."

The doctor is shocked, but agrees to give it a try.

The next day, still feeling slightly guilty, the doctor prepares the bills. When he goes to place them in his mailbox, he finds a bill from the lawyer! ●

Below are some snippets and nuggets from TRW Consult's early morning Team talks before the start of work in the month of April.

On Unity...The team encouraged one another to always show a united front, work as one in every given task and project in order to achieve a common goal.

On Self-motivation...While stressing the value of external motivation, we agreed that we have no control over what external motivation will come and to what degree; hence the need to always be self-motivated.

On Priorities...Setting priorities helps you to manage your time and relationships better. Also, understand that

sometimes assignments may be important but not urgent, while some may be the reverse. Having a clear understanding of the quality and delivery requirements of each assignment will help you prioritise better.

On Maximizing Potentials...A potential was defined as the innate possibility of something happening, or being developed or used. The team submitted that in order to maximize potentials, self-awareness becomes paramount, as it is in a state of awareness that one can realise his/her potentials to be or to do. The team noted that the process of discovering potentials is limitless, but as one discovers it, one should make the best use of it. ●

FEATURED CLIENT

N.N. Fems Industries Ltd



N.N. Fems Industries, makers of Apple and Ozone range of quality hair products, has established a solid reputation for the manufacturing of cosmetic brands according to international standards.

The company commenced operations with the production of the Apple range of brands. These include hair food, hair treatment, herbal & scalp treatment, cream relaxer, super setting lotion, beauty shampoo, instant conditioner, petroleum jelly, styling gel, hair darkening pomade, coconut oil cream, neutralizing shampoo and hair (pink) oil.

In 2001, the Ozone ranges were added. These comprise cream relaxer, weave-on oil, bergamot,

neutralizing shampoo, hair medicine (anti-dandruff), hair groom and anti-dandruff shampoo as well as various Mystic Rose range – body lotion, skin lightening cream and moisturizing body cream.

In total commitment to beauty and wellbeing derived from its long experience and knowledge in the grooming and wellbeing field, N.N.Fems Industries Limited has as its philosophy, *enriching the world of beauty with high quality brands created to satisfy the needs of consumers and beauty professionals.*

TRW Consult is proud to have N.N. Fems Ltd as its client. ●



Give Your Event the 'Power of 10' Edge

What is the one thing every organiser hopes to achieve when planning an event?

Engagement... Yes, you got that right.

Successful events have just one significant advantage over other marketing efforts; engagement. The right engagement with sponsors, exhibitors, participants, and even vendors, creates an unforgettable event that keeps people trooping back every time you say "We're Open". And that is what we seek to drive in each campaign.

With your event only a few weeks or months away, you know there is so much you still need to get done, and in such a short time too.

You need the right team to drive all the parameters of your event: sponsorship, publicity and audience mobilisation.

As a Marketing Communications firm,

we know this can be a Herculean task. This is where we step in.

With our sterling Event Marketing deliverables, your event stands a better chance of trending online and becoming the talk of town. Our integrated approach always delivers results and yields measurable returns on investment (ROI). This we achieve through the right combination of planning, logistics, publicity and production to give your event the right spin.

From our initial meeting to the final conference report and feedback analysis, everything is handled professionally, efficiently and in a timely manner. We ensure that our clients receive consistent communication across multiple channels and a blow-by-blow report on every deliverable.

Our bouquet includes:

- Logistics & pre-publicity

- Planning
- Publicity
- Direct marketing
- Audience & stakeholders' mobilisation
- Production
- Installations & on-site coordination
- Event coverage (online and offline)
- Integration with advertising, PR, digital/social and other efforts
- Press coverage and awareness campaigns

So, if you are planning an event and want a professional touch that gives you more options than you can ever imagine, call Omatseye today on 08188708026 or send a mail to omatseye@trwconsult.com.

We will be glad to be of service to you. •

YOUR BOOK IDEA

WE CAN HELP YOU...

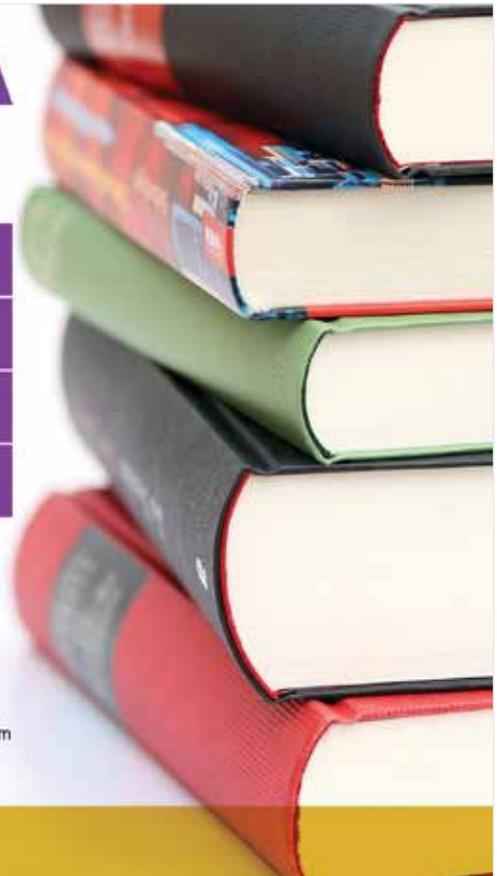
→ RESEARCH IT	→ TRANSCRIBE IT	→ WRITE IT
→ EDIT IT	→ REVIEW IT	→ PROOF IT
→ DESIGN IT	→ PRINT IT	→ PUBLISH IT ONLINE
→ CRITIQUE IT	→ PROMOTE IT	→ MARKET IT

For more information call
0803 053 8099, 0818 870 8026



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...we take you from Thoughts to Prints



TRW Consult Holdings Overview

S/N	Corporate Entities	Descriptions	Core Offerings	Website
1	The Ready Writers	Content & Editorial Company	<ul style="list-style-type: none"> - Research - Content Development - Manuscripts - Transcribing - Editing & Proofing 	www.thereadywriters.net
2	Sons of Issachar Concepts	A Total Publishing Company	<ul style="list-style-type: none"> - Book Publishing - Digital Publishing - Book Marketing - Idea Management - Process Improvement 	www.issacharprojects.com
3	TRW Consult Ltd	Marketing Communications Agency	<ul style="list-style-type: none"> - Reputation Management - Digital Marketing - Content Marketing - Event Marketing - Social Media - Publicity 	www.trwconsult.com
4	Ogidi Olu Farms	Cultivation, Processing & Exports	<ul style="list-style-type: none"> - Crops Cultivation - Produce Processing - Exports 	www.ogidiolufarms.com



Ogidi Olu Farms



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