



FMCG CONSUMER AWARDS | PROGRAM

Date: Friday, 3rd May 2024

Venue: Trademark Hotel, Nairobi

Program Schedule:

<p>5:00 PM - 5:45 PM</p>	<p>Red carpet photos</p> <p>Registration and Networking</p> <ul style="list-style-type: none"> ● Guests arrive and register ● Networking session ● Acoustic band entertainment
<p>5:45 PM - 6:00 PM</p>	<p>Welcome Address</p> <ul style="list-style-type: none"> ● Introduction to the event and purpose of the FMCG Consumer Award <p>Introduction of some tables/brands</p>
<p>6:00 PM - 6:15 PM:</p>	<p>Presentation of FMCG Consumer Awards Nominees</p> <ul style="list-style-type: none"> ● Go through the nominees of each category
<p>6:15 PM - 6:40 PM</p>	<p>Presentations:</p> <ul style="list-style-type: none"> ● The why of the FMCG AWARDS. [Sebastian Ngida, KENCTAD.] ● Marketing trends & Insights in FMCG space [Peter Kironji - Twiva]
<p>6:40 PM - 6:55 PM</p>	<p>MC engagement with team</p>
<p>7:00 PM - 7: 45 PM</p>	<p>Dinner and entertainment</p>



<p>7:45 PM - 8 : 45 PM</p>	<p>FMCG Consumer Award winners awarding</p> <ul style="list-style-type: none"> - Moisturizer Brand Of The Year - Shampoo Brand Of The Year - Best Brand Identity & design - Tea Brand Of The Year - Bread Brand Of The Year - Coffee Brand Of The Year - Milk Brand Of The Year - Bread Brand Of The Year - Beverage Brand Of The Year [Alcoholic/ Non] - Sauce Brand Of The Year - Healthy FMCG Brand Of The Year - Spice Brand Of The Year - Maize Flour Brand Of The Year - Rice Brand Of The Year - Wheat Flour Brand Of The Year - Snack Brand Of The Year - Detergent Brand Of The Year - Cooking Oil Brand of The Year - Dishwashing Brand Of The Year - Tissue Brand Of The Year - Best Bathroom Cleaning Brand - FMCG Consumer Choice Award <ol style="list-style-type: none"> 1. FMCG e-Commerce store of choice 2. Super Market of Choice
<p>8:30 pm</p>	<p>Vote Of Thanks & The FMCG CONSUMER AWARDS - Official Launch with all winners on stage.</p>
<p>9: 00 PM</p>	<p>Guest leave at their own pleasure</p>

<https://www.fmcgawards.co.ke/2024Program>