CONSULTING · STRATEGY · EVENTS

DAKAR · SENEGAL



DIAWNASTIE

One Vision. Shared Ambition. Collective Success.

COMPANY PROFILE

2026



Beyond Events, *It's About Vision.*

01 ✷ WHO WE ARE

A consulting firm for strategy, design and event engineering. DIAWNASTIE does more than organise events: we help our clients think through, structure, coordinate and deliver their projects.

MISSION

To give ideas what they need to become structured, achievable projects, through advice, method, creativity and coordination.

VISION

To build a trusted, agile and open firm, able to support projects of every kind and scale.

Vision · Collaboration · Rigour · Creativity · Commitment · Adaptability

WHO WE WORK WITH

01 Public institutions, ministries, embassies and international organisations

02 Sports federations, clubs and organising committees

03 Businesses, SMEs, start-ups, brands and agencies

04 Foundations, associations and project owners

Five areas, *one standard.*

01

Strategic Consulting

CONSEIL ET STRATÉGIE

Concept notes, feasibility studies, event strategies, action plans and project structuring.

Typical deliverables — Concept note, feasibility study, roadmap.

02

Event Design & Production

CONCEPTION ET PRODUCTION

Concepts and formats, scripts, run-of-show, planning, supplier coordination and delivery support.

Typical deliverables — Concept, timed run-of-show, schedule, production plan.

03

Sports & Major Events

SPORT ET GRANDS ÉVÉNEMENTS

Competitions, multi-site coordination, stakeholders, audience engagement and participant experience.

Typical deliverables — Operational plan, stakeholder map, hospitality set-up.

04

Institutional & Protocol

INSTITUTIONS ET PROTOCOLE

Official ceremonies, institutional meetings, VIP and delegation hosting, protocol sequences.

Typical deliverables — Protocol plan, order of precedence, ceremony script.

05

Brand Experiences

EXPÉRIENCES DE MARQUE

Product launches, activations, seminars, corporate events and immersive experiences.

Typical deliverables — Creative concept, guest journey, production plan.

Three ways *to work together.*

I

The Vision

YOU HAVE AN IDEA

We help you shape it, clarify its purpose and turn it into a structured concept.

II

The Strategy

YOU HAVE A PROJECT

We help you plan, organise and coordinate the steps needed to move it forward.

III

The Experience

YOU WANT US TO MAKE IT HAPPEN

We work with you from concept development through to delivery and debrief.

— ✷ METHOD

01

Understand

We take the time to understand your needs, objectives and context.

02

Design

We develop a relevant response and build a clear project framework.

03

Coordinate

We organise the process and bring the right people and resources together.

04

Deliver

We support implementation and make sure every element works together.

These levels are flexible. The scope is defined with you, based on your objectives, timeline and resources.

FOUNDER'S PORTRAIT — COMING SOON

Fatimata Diaw

A lawyer by training, [First name] has worked across institutional, diplomatic and event environments, including [COJOJ Dakar 2026 and Stade de France — to confirm].

She founded DIAWNASTIE to bring this dual background, legal rigour and hands-on experience, to projects that require method, protocol and coordination.

> *"Every project deserves careful thinking, a clear direction and a collaborative approach."*

05 ✷ EXPERIENCE



SPORTS & MAJOR EVENTS · 2026

Youth Olympic Games, Dakar 2026

Role and scope to be confirmed.



MAJOR EVENTS · [YEAR]

Stade de France

Role and scope to be confirmed.

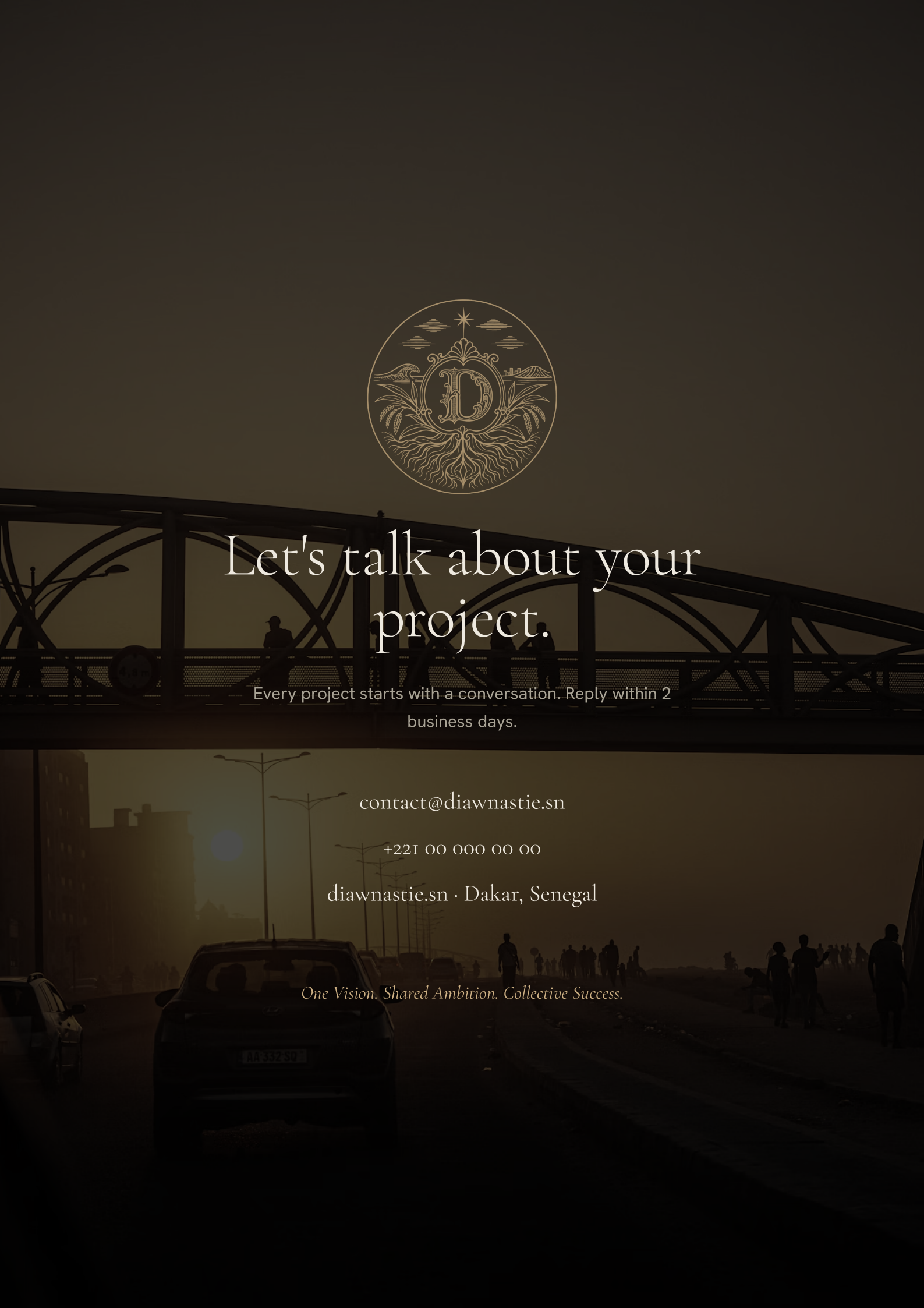


INSTITUTIONAL & PROTOCOL · [YEAR]

Diplomatic environment

Role and scope to be confirmed.

Work undertaken as part of previous employment or assignments is presented as the founder's experience, not as projects delivered by DIAWNASTIE.



Let's talk about your project.

Every project starts with a conversation. Reply within 2 business days.

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