



Event planners in Nigeria experienced their first atelier and dinner on the 9th of June 2016 at Clear Essence, Ikoyi, and the sky terrace of Oriental hotel respectively.

Termed Atinuda (born within the bounds of creativity), the idea was birthed by founder of Oaken Events, Ayiri Oladunmoye (Mrs). There was a press conference on the 8th of June where two of the international key speakers for the event, Christiana Holt and Seyi Olusanya as well as the brain behind the initiative, Mrs. Oladunmoye dialogued with media personnel on the importance of the event, which would end with fine dining at the celebratory dinner.

The Event Planners Atelier aimed to among other things, create an avenue for growth and development, position the event planning industry in Nigeria on the global map, and celebrate their creativity.

On the 9th, delegates to the Atelier had the opportunity to rub minds with leading practitioners in the event planning industry both here and abroad.

Atinuda, which is proposed to be a yearly gathering, featured incredibly sought after and admired individuals in global event planning setting, with incredible stories and profiles.

THE RESOURCE PERSONS



DIANN VALENTINE

She is a celebrity wedding, event, interior designer, creative director based in Los Angeles, California, USA who runs a full service production company called Diann Valentine Living well, Inc (DVLW) where planning, designs, fabrication and installation of décor, custom

element are produced to give

clients their dream come true. An African American TV host and author, Diann is driven by her ability to help people create the love they have in their lives. Everything she does ties into love believing that even when she's working for a corporate client, she's working for someone who loves the brand and with individuals, they're celebrating the love they have in their lives, for her, it's always about the love. Therefore, as a creative

wedding in Gambia, and today their operation spans weddings, events, lifestyle management amongst others. Bagging a passion for all things beautiful, Seyi expresses her creativity as a creative director and her most recent appointment as the Editor in Chief of Crème Dollar Bride magazine in the UK. Seyi saw the Atinuda platform as an avenue to learn and share her knowledge, believing that the average person in attendance went away inspired and equipped to do better. She expressly covered the aspect of relationship and people management in the event planning business.



THE CONVENER

MRS AYIRI OLADUNMOYE

She runs Oaken Events Limited.

She has been in the event planning and design scene for about

seven years now. Highly passionate about her craft, she ensures excellent delivery when creating diverse design concepts, exceptional, something that has not been seen before. With a team of like passionate individuals, she's been able to break boundaries and deliver extraordinarily in her line of business through unique and well thought out plans every time. Ayiri birthed the initiative termed A'tinuda because she seeks to make an impact, touch lives and see changes happen especially in the Nigerian event planning industry as she realized the difference in professionalism between the destination weddings experienced outside Nigeria and the weddings set at home. Sensing now as the appropriate time to speak the same language and deliver the same exceptional quality service right at home, she decided to bring in industry leaders that have made notable marks and impacts, like the speakers she invited. The Atelier was created to put together as many event planners under a roof as possible, an opportunity that will challenge them to go back to the drawing board for revision and evaluation in order to do better. She hoped it was achieved, and plans are being made to ensure its continuity.



director, she thrives on her ability to think up ways to redefine, recreate and give clients new perspective on the love that they have.

Starting her company at age seventeen in senior high school, as a means to pay her way through college and eventually go to law school to become an attorney, Diann fell in love with the idea of love at college, when she planned her first wedding ceremony. She decided to stick with it and has been getting bigger since then, going places she's never imagined like Lagos, Nigeria, giving her the avenue to showcase her uniqueness, and confirming her daddy's words that she can indeed be anything she wants to be. Very excited about the Atinuda initiative, Diann believes that "the platform will move the industry forward especially when all you have is the local perspective, but when educational opportunities like this with diverse speakers from all over the globe occur, an interruption is simply inevitable which will breathe fresh inspiration and subsequent growth." Diann gave a remarkable presentation on creativity in relation to fear and love, spurring the Nigerian event planners into action to challenge trends rather than follow it, as women in love are hungry for inspiration, which is where they come in.



CHRISTINA HOLT

She is the founder and director of wedding concepts, South Africa. She was born in Germany and dreamed of Africa and finally moved to South Africa 12 years ago where she started the company to bringing her

sense of experience, exclusivity in the field of destination weddings, to the country at that time. She trained in the hospitality, marketing and event sphere which was the basis of her migration to South Africa from England. She hopes to build partnerships across the world where collaborations can be done and also establish small number of licenses with her company name/work ethics in other countries. Graced with a sense of perfection when it comes to events and weddings, Christiana delivers a very high service every time, which drives her every day. She saw the Atinuda

Vox Pop

Atinuda saw top event planners in Nigeria at attendance and some of them shared their thoughts:

"Atinuda is a very amazing initiative, fantastic for the Nigerian event planning industry."

Funke Bucknor, Zapphire Events

"I'm happy to have attended Atinuda today; it's a very good initiative by Ayiri. I was just discussing with her that this shouldn't be a one off event; we can have it like two or three times in a year because I'm quite inspired by it. I believe it will help the industry players open their mind that there are opportunities there."

Kemi Adeleke, KFA Limited

I think it's a phenomenal idea; it's amazing where we finally have colleagues in the industry together sharing ideas, talking about what we are going through and how to better the industry. Kudos to Ayiri for coming up with this, it's fantastic, exactly what we need to boost our creativity.

Ndidi Obioha, Enthyst Events

initiative as a growth avenue for African event planners as a whole, "to me if you don't share your knowledge in an industry that is relatively small, then how do you grow?" At the atelier she shared the intricacies and makeup of her business, Wedding Concept, what they do, how they do it, what's important to them as a company, how they make it work financially, a real insight into the visual journey into their projects and also some information into their best works. Relationships with people are very important for her, as she tries to connect with everyone across the globe through her platform as an African luxury events brand.



SEYI OLUSANYA

She is the CEO of Once Upon A Destination/ Cedar Events, and is a 'mumpreneur' indeed, who started off as an event planner, but has evolved as a business owner through the years. The business that started as Cedar Events in the U.K has been in existence for 14 years. At

the initial, it catered for affluent Nigerians who desired to have their wedding in the UK. It ventured properly into destination events in 2009 when it had its first official destination

Oaken EVENTS



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