



.R Agency

Communication Agency

Production & Events

YOUR STRATEGIC PARTNER

01 Presentation of Agency

OR Agency is a **global communications agency** committed to **Social Entrepreneurship**, the promotion of **Local Consumption & Made in Africa**, **Health**, **Women's Leadership**, **Education & Youth Training**.

From **event facilitation** to **strategic communications consultancy**, **audiovisual and digital production**, **editorial writing** and **press relations support**, **OR Agency** draws on its **media and communications expertise** to serve its **local and international clients**.

To maximise the impact of your projects, in an **innovative and creative way**, **OR Agency** relies on its solid and lasting connections to carry out **local actions** with **global repercussions**.

02 Communicate to Impact

OR Agency offers a wide range of services for **institutions, private and public companies, NGOs and foundations**. From **captivating conference hosts** to **original multimedia production**, from **high-level interpreting to essay translation**, we've got you covered. Whether you're looking to **dub a documentary or voice a global campaign**, we **deliver on time**, with the **perfect tone and vocal identity to match your message**. And when it comes to **strategic communications and press relations**, consider us your communications **GOLDmine**.

Driven by its **global network of collaborators & partners**, **OR Agency** delivers **innovative, creative** solutions that amplify the **impact** of every project, building **strong, lasting bridges** between local and international players.

03 Supporting you for the SDGs

OR Agency is happy to focus its attention on these key themes :

Since its creation, **OR Agency** has contributed to numerous projects aligned with the **United Nations Sustainable Development Goals (SDGs)**:



Production of a podcast on water management in emerging countries (**MDG 6**) for IWMI / CGIAR.



Presentation of a high-level ministerial meeting on the fight against **malaria** (**MDG 3**) for the WHO



Tasting of Made in Senegal pastries to promote the consumption/processing of local fruit (**MDGs 1, 2, 10**)



Participation in Africa Days on the challenges of **food security** and neglected crops (**MDGs 2, 12**)



Free screenings for children and students of award-winning African films and animated series at Fespaco 2023 (**SDG 4**)



Participation in Cop16 to combat desertification (**SDG 15.3**)

- ✓ Social Entrepreneurship
- ✓ Consommer Local & Made in Africa
- ✓ The Health
- ✓ The Education
- ✓ The Training of young people
- ✓ The Promoting women's initiatives
- ✓ Culture and Art
- ✓ Promoting the craft industry
- ✓ Education and training for young people

04 Some numbers

Over
25
Bilingual Talents

Present on
3
Continents
and
10
countries over the world

Serving more than
15
International
Organisations &
Institutions

05 Raïssa Okoï, Director of OR Agency

Journalist for 20 years (**BBC**, **Forbes Afrique**, **Voxafrica TV**, **France TV...**), Raïssa specialises in **communications**, and **event presentation**, hosting everything from **exclusive boardroom sessions** to **global forums with up to 1,800 participants** (solo or not).

Raïssa holds a postgraduate diploma (**DESS**) in **Institutional Communication** from the **University of Paris 1 Panthéon-Sorbonne**. She **advises** personalities and institutions wishing to boost their visibility and/or media impact on a continent facing numerous challenges.

Raïssa is a member of the judging panel for the **Emerging Health Tech Media Award**, an annual journalism competition organised by the **African Union** and the African Institute for Development Policy (**Afidep**).

In **Senegal**, where **OR Agency** is based, Raïssa OKOÏ is an active member of the Foreign Press Association (**APES**) and the Senegal Women in Media Association (**AFMS**).

Finally, she sits on the advisory board of **Milédou**, an NGO that works to educate, train and develop young Africans through **sport**, particularly in **Togo** and **Ivory Coast**.



For a consultation with
Raïssa OKOÏ :

contact@oragency.org

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Our Bilingual Talents in Africa, Middle East & Europe

Profiles available upon request



07 Why **OR** Agency?

The agency's name is full of **meaning**. ✨**OR**✨ means ✨**GOLD**✨ in *French*. Isn't that ✨sparkling✨ with potential?



1-GOLD, a precious, noble and unalterable metal, represents **excellence & durability**.



2-The initials of the founder, OKOï Raissa, lend a personal dimension and identity to this structure.



3-A tribute to her grandfather, who named her **Ebanga Ngisi**, meaning Sacred Stone, Rare Pebble, or Precious Rock, like... **GOLD**.



4-A commitment to providing a **GOLD service**, with **creativity & professionalism**.

08

THANK YOU for trusting us



Agency

YOUR GOLDEN KEY TO SUCCESS !

CONTACT US



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