

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### Event Production Company KLH Group Launches New Service

*Mkakati Will Enable Companies to Integrate Their Values into Their Events*

**Charleston, SC (May 19, 2020)** – Like many business owners in the hospitality industry, Hope Caldwell has had some time on her hands. Time to develop her vision for how KLH Group can create a large and lasting impact.

The fact is, Caldwell’s firm is already making an impact. KLH Group connects companies with causes to help businesses integrate their charitable efforts into their corporate events. Caldwell believes this sparks a shared impact and an inspired corporate culture. But thus far, this work has been focused on only the corporate events KLH manages and Caldwell has felt compelled to consider how this work could create lasting change.

Caldwell launched Mkakati, the fourth pillar of a business that already included destination management, event design and social impact events. With the introduction of the Mkakati pillar, Caldwell plans to work with companies to identify opportunities to integrate purpose throughout the year. Then KLH Group will work with the company to create a shared storyline that becomes the thread that ties everything together:

- Maximizing the value of event spending
- Increasing philanthropic impact
- Growing employee engagement and loyalty
- Making every event more memorable

Mkakati is Swahili for strategy, but it is not a literal translation. Rather, Mkakati refers to taking imperfect action, combining strategy with action right at the moment it is needed most. For Caldwell, who has gone to Africa for mission trips, the word has special meaning.

“Half my heart is in Africa,” Caldwell explains. “In Uganda, people need to save their resources for the doing. Only when there is an imposed go time, do they truly go. When they do, it’s an imperfect action but it is so inspirational. It’s where strategy meets soul. It’s Mkakati.

“It’s exciting to realize that we can help companies increase both their influence and their impact by integrating their purpose into their events,” says Caldwell. “While we’ve done this on a limited basis for years, our team is excited to help companies thread their purpose through all of their events.

“When strategy meets soul, workplaces become inspired. And the need to create inspired workplaces has never been more pressing.”

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**About KLH Group**

KLH Group provides socially impactful experiences to corporate planners ensuring event objectives are met, and attendees have a rewarding experience. KLH has four pillars of business: destination management, event design, social impact events and Mkakati.