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2026

AURA<sup>®</sup>  
CONCEPT EVENTS

# ABOUT US



Aura Events is a forward-thinking event management company established in 2025, specialising in the planning and execution of impactful expos, festivals, summits, and conferences. We create well-curated experiences that bring industries, brands, and communities together through meaningful engagement.

Aura Events is driven by creativity, strategic planning, and a strong focus on delivering professionally managed events that leave lasting impressions.

Aura Events is a subsidiary of StreetLeader Creative Agency, a full-service marketing agency with over 9 years of industry experience. StreetLeader has a proven track record in brand strategy, creative direction, and large-scale campaign execution, providing Aura Events with a strong foundation of expertise, systems, and industry insight.

This relationship allows Aura Events to merge creative excellence with strategic marketing, ensuring events are not only well-produced but also well-positioned for maximum impact.

Partner agency:





# HELLO, FOUNDER



**OSHOVELI SHIPOH**

**Award-Winning Creative Director  
leading Aura and Street Leader Creative Agency**

Both Aura Events and StreetLeader Creative Agency were founded by award-winning Creative Director, Oshoveli Shipoh.

With years of experience across branding, marketing, and creative production, Oshoveli provides clear vision and hands-on leadership, ensuring every Aura Event is executed with purpose, originality, and attention to detail.

*AURA.*

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# WHAT WE DO

Aura Events specialises in the end-to-end planning and management of:



**Expos & Festivals**



**Summits & Conferences**



**Corporate & Industry Events**

We manage events from concept development to on-the-day execution, coordinating all elements to ensure seamless delivery.

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# OUR APPROACH

We believe successful events are built at the intersection of:



**Strategy**



**Creativity**



**Execution**

Our approach is collaborative and detail-driven, allowing us to tailor each event to the objectives of our clients and the needs of their audiences.

Every event is treated as a platform for connection, growth, and brand storytelling.



# OUR EVENT

## NamFitness Expo and Conference

Aura Events is the organiser of the NamFitness Expo & Conference, an annual event and the first of its kind in Namibia.

The NamFitness Expo & Conference brings together industry professionals, brands, thought leaders, and enthusiasts within the fitness, health, and wellness space. The event serves as a platform for education, networking, innovation, and industry growth through exhibitions, keynote sessions, and panel discussions.

## PARTNERSHIP



TRAIN. INSPIRE. TOGETHER.

**NAM** *fitness*  
**EXPO**  
**AND CONFERENCE**  
3-4 July 2026



# WHAT WE STAND FOR



To become a leading events company known for crafting meaningful, well-executed experiences that bring people, brands, and industries together to grow, connect, and move forward.

## OUR VISION



Our mission is to design and deliver thoughtfully curated events that combine creativity, strategy, and flawless execution. We create platforms where ideas are shared, relationships are built, and industries are strengthened through authentic engagement.

## OUR MISSION



Our purpose is to create intentional, experience-driven events that connect people and industries. Backed by creative expertise, we combine strategy and precise execution to deliver impactful, memorable experiences.

## OUR PURPOSE



# AURA<sup>®</sup>

CONCEPT EVENTS

 [hello@aura.com.na](mailto:hello@aura.com.na)

 +264 81 637 4497