



ShereheHub



USER GUIDE

YOUR ULTIMATE GUIDE TO
SHEREHEHUB



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Chapter 1: Welcome to Sherehehub

Making Event Planning Easier

Planning an event should be exciting. Finding the right people to make it happen should be just as easy.

Whether you are organizing a wedding, birthday celebration, graduation, corporate event, cultural celebration, baby shower, private gathering, or another special occasion, every successful event depends on the right combination of **people, services, products, creativity, and expertise**.

Sherehehub is designed to bring these elements together in one dedicated event marketplace. The platform connects people planning events with businesses, professionals, venues, creatives, suppliers, and service providers who help bring those events to life. Instead of relying entirely on scattered referrals, social media searches, WhatsApp groups, or multiple unrelated platforms, Sherehehub provides a structured environment where users can **discover, explore, compare, and connect** with event service providers.

For businesses and professionals, Sherehehub provides an opportunity to present their brand, showcase their expertise, display their services and packages, and reach people actively looking for event-related solutions.

At its core, Sherehehub is about making the journey from event idea to event connection simpler, more organized, and more informed.

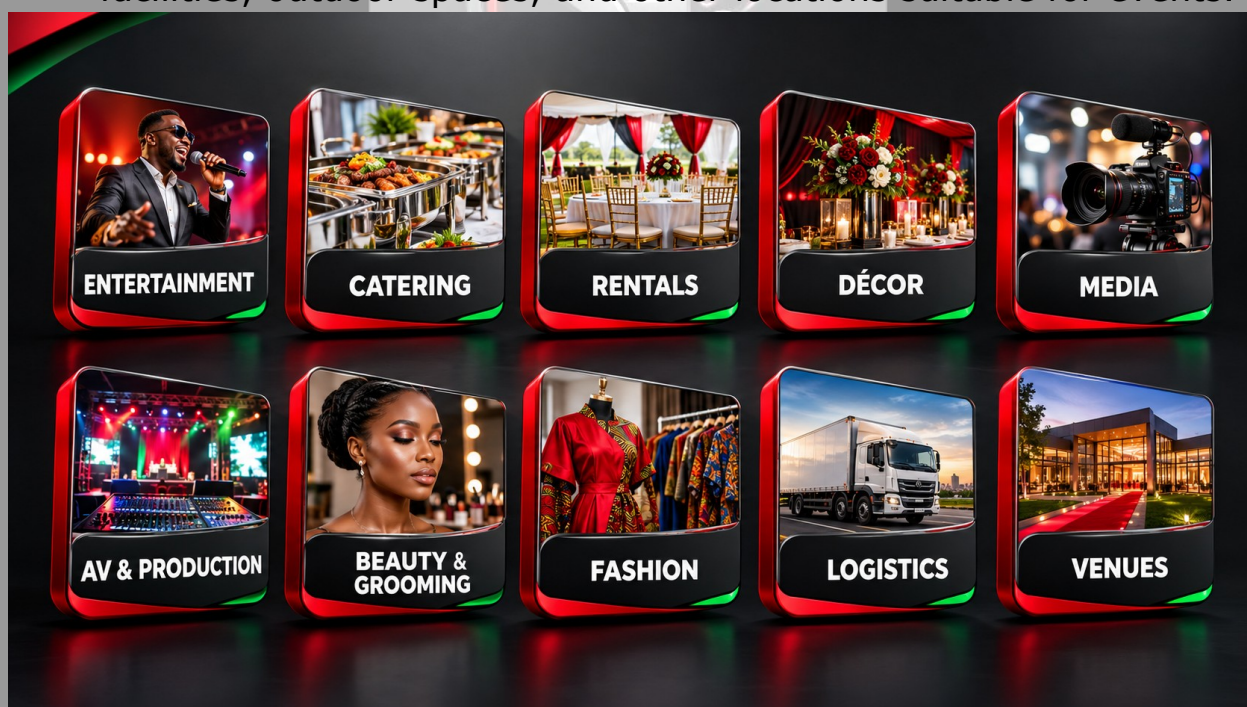
1.1 What Is Sherehehub?

Sherehehub is an **events marketplace** that connects event planners, clients, businesses, professionals, venues, creatives, and service providers.

The platform brings different areas of the event industry together so that people can find the services they need for their events while businesses have a dedicated space to showcase what they offer.

Sherehehub covers a broad range of event-related services, including:

- **Entertainment** — DJs, musicians, performers, MCs, bands, and other entertainment professionals.
- **Catering** — caterers, chefs, food providers, bakers, beverage services, and related food businesses.
- **Rentals** — furniture, tents, equipment, tables, chairs, décor items, event equipment, and other rental services.
- **Décor** — event decorators, stylists, florists, event designers, and creative décor services.
- **Media** — photography, videography, content creation, photo booths, event coverage, and other visual media services.
- **AV & Production** — sound, lighting, staging, screens, technical production, live-event production, and related services.
- **Beauty & Grooming** — hairstylists, makeup artists, barbers, beauty professionals, and grooming services.
- **Fashion** — designers, boutiques, stylists, formalwear, bridalwear, cultural clothing, accessories, and fashion services.
- **Logistics** — transportation, delivery, event setup support, coordination, equipment movement, and other logistical services.
- **Venues** — event spaces, halls, gardens, hotels, conference facilities, outdoor spaces, and other locations suitable for events.



These categories create a structured environment where users can begin with a specific event requirement and discover businesses that may be able to meet that need.



A Sherehehub business profile can provide important information such as the business name, brand identity, description, location, service areas, areas of specialization, experience, portfolio, team information, website or social media presence, services, pricing, and packages where applicable.

This allows users to move beyond simply seeing a business name and instead gain a better understanding of what the business does, what it offers, and whether it may be suitable for their event.

1.2 Who Is Sherehehub For?

Sherehehub is designed for **both sides of the event ecosystem**: the people planning events and the people providing the services that make those events possible.

For Clients & Event Planners

Sherehehub can be used by individuals, families, organizations, companies, institutions, event planners, and anyone looking for services for an upcoming event.

This may include people planning:

- Weddings
- Birthdays
- Graduations
- Baby showers
- Engagements
- Cultural celebrations
- Corporate events
- Conferences
- Product launches
- Private parties
- Family gatherings
- Community events
- Celebrations and special occasions

Instead of searching for every service independently, users can explore different event categories and discover businesses that match their requirements.



For example, someone planning a wedding may need a venue, catering, décor, entertainment, fashion, beauty services, media coverage, rentals, and transportation.

Sherehehub provides a place where these different requirements can be explored within the same event-focused ecosystem.

For Businesses & Service Providers

Sherehehub is also designed for businesses and professionals serving the events industry.

This includes:

- Event planners
- Caterers
- Bakers
- DJs and entertainers
- Musicians and performers
- Décor and event styling businesses
- Rental companies
- Media professionals
- Photographers and videographers
- Content creators
- AV and production companies
- Beauty professionals
- Fashion designers and retailers
- Logistics providers
- Venues
- Event equipment suppliers
- Other event-related specialists



Whether a business operates locally, serves multiple locations, or specializes in a particular type of event, Sherehehub provides an environment where its services can be presented to potential clients.

The objective is not simply to list a business. It is to help businesses communicate their value, showcase their work, explain their services, and make it easier for potential clients to understand what they offer.

1.3 How the Sherehehub Ecosystem Works

Sherehehub is built around a simple journey:

Discover → **Explore** → **Compare** → **Connect** → **Decide**

The platform helps bring these stages together in one event-focused environment.



a. Discover

Every event begins with a need.

You may need a caterer for a wedding, a DJ for a birthday, a venue for a corporate event, a photographer for a graduation, or a production company for a large conference.

Sherehehub lets users start by searching or browsing the relevant service category.

b. Explore

Once users find a potential provider, they can explore the business profile and service information.

This may include their:

- Business description
- Services
- Areas of specialization
- Location and service areas



- Portfolio
- Experience
- Team
- Pricing or packages
- Website and social links
- Contact information

The purpose is to help users understand the provider before making contact.

c. Compare

Finding one provider is not always enough.

Event planning often involves comparing different businesses, services, packages, approaches, locations, pricing, experience, and portfolios. Sherehehub gives users an environment in which they can gather information and make comparisons based on their own event requirements.

The right choice may depend on factors such as budget, location, event type, availability, style, experience, service offering, and personal preferences.

d. Connect

Once a potential provider has been identified, the next step is communication.

Users can connect with businesses to discuss their requirements, ask questions, request additional information, discuss service options, and determine whether the provider is suitable for their event.

This is where discovery becomes a real business relationship.

e. Decide

The final decision belongs to the client and the service provider.

Sherehehub helps facilitate **discovery and connection**, but users should communicate clearly, confirm important details, understand pricing and terms, and conduct their own due diligence before making commitments.



1.4 The Sherehehub Difference

Finding event services can often be fragmented.

A person planning an event may search Instagram for a decorator, ask friends for a caterer, join a WhatsApp group looking for a photographer, search Google for a venue, and contact several businesses individually.

While these methods can work, they can also make event planning time-consuming and difficult to organize.

Sherehehub brings event-related discovery into a dedicated marketplace built around the event industry. Instead of beginning with scattered searches, users can start with the event service they need and explore businesses within a structured environment.

Sherehehub brings together:

People planning events



Event requirements



Relevant service categories



Businesses & professionals



Services & packages



Portfolios & business information



Connection & communication



This approach makes it easier for users to understand their options before deciding who they want to contact.

For businesses, it creates an opportunity to go beyond a simple advertisement.

A strong Sherehehub profile can communicate who you are, what you do, what you specialize in, what you have created, and the types of events you serve.



1.5 From Event Planning to Event Connection

- ☐ **Every event starts with an idea.**
- ☐ **That idea becomes a plan.**
- ☐ **The plan creates requirements.**

Those requirements create a need for people, products, services, venues, creativity, expertise, and logistics.

Sherehehub is designed to help bridge that gap.

Consider a simple example:

“I need catering for my event.”

The next questions naturally follow:

- Which caterers serve my location?
- What type of food do they offer?
- Do they specialize in my type of event?
- What packages are available?
- What is included?
- What is the expected cost?
- Can they accommodate my number of guests?
- What does their previous work look like?
- How can I contact them?

Sherehehub helps turn those questions into a structured discovery process.

The journey becomes:

From searching → to discovering

From discovering → to understanding

From understanding → to comparing

From comparing → to connecting

From connecting → to making an informed decision

That is the purpose of the Sherehehub ecosystem.

It brings together the people who plan events with the people who make events happen.

Whether you are looking for a venue, caterer, entertainer, decorator, rental company, media professional, AV and production provider, beauty professional, fashion specialist, logistics provider, or another event service, Sherehehub is designed to make that connection easier. Sherehehub is where event planning begins to move from finding possibilities to creating connections.



Chapter 2: Getting Started

Getting started with Sherehehub is designed to be simple. Whether you are looking for event services or showcasing your business and professional services, your Sherehehub account provides the foundation for using the platform.

Sherehehub brings together two sides of the events marketplace:

- **Clients** — individuals, families, organizations, and event planners looking for event services.
- **Service Providers** — businesses, professionals, venues, creatives, suppliers, and other event specialists offering services to clients.

Your account allows you to access the platform, manage your information, and use Sherehehub according to your role within the event ecosystem.

2.1 Creating Your Sherehehub Account

Creating an account is the first step toward using Sherehehub. An account allows you to establish your presence on the platform and access features relevant to your use of Sherehehub. Depending on whether you are looking for event services or providing them, your account can become the starting point for discovering opportunities, managing your profile, and connecting with other users.

Getting Started

To create your account:

1. Visit the Sherehehub website.
2. Select the **Register, Sign Up**, or equivalent account-creation option.
3. Enter the required account information.
4. Create a secure password.
5. Complete any required registration steps.
6. Sign in to your new account.

Always provide accurate information when creating your account. Your account information may form the foundation of your profile and your interactions with other users on the platform.

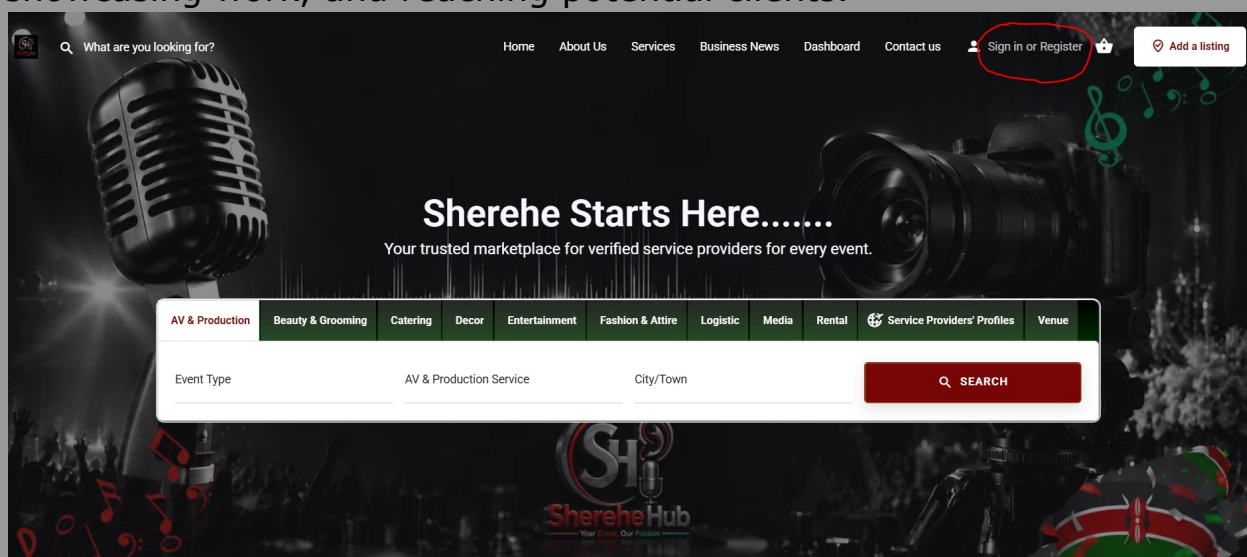


Why Your Account Matters

Your Sherehehub account provides a central place from which you can manage your participation in the marketplace.

For **clients**, an account can make it easier to explore event services, manage your information, and connect with service providers.

For **service providers**, the account provides the foundation for creating and managing a business presence, presenting services, showcasing work, and reaching potential clients.



ShereheHub

2.2 Signing In

Once your Sherehehub account has been created, you can sign in whenever you want to access your account.

To sign in:

1. Open the Sherehehub website.
2. Select **Sign In** or the relevant login option.
3. Enter your registered email address or username.
4. Enter your password.
5. Select **Log In**.

After successfully signing in, you can access the parts of Sherehehub available to your account.

Keep Your Login Information Secure

Your account credentials should remain private.



Avoid sharing your password with other people and use a password that is difficult to guess. If you believe someone else may have gained access to your account, take appropriate steps to secure it. If you forget your password, use the available password-reset or account-recovery option provided on the sign-in page.

2.3 Understanding Your Account Dashboard

Your **account dashboard** is your central control area within Sherehehub.



The information and tools available in your dashboard may depend on how you use the platform.

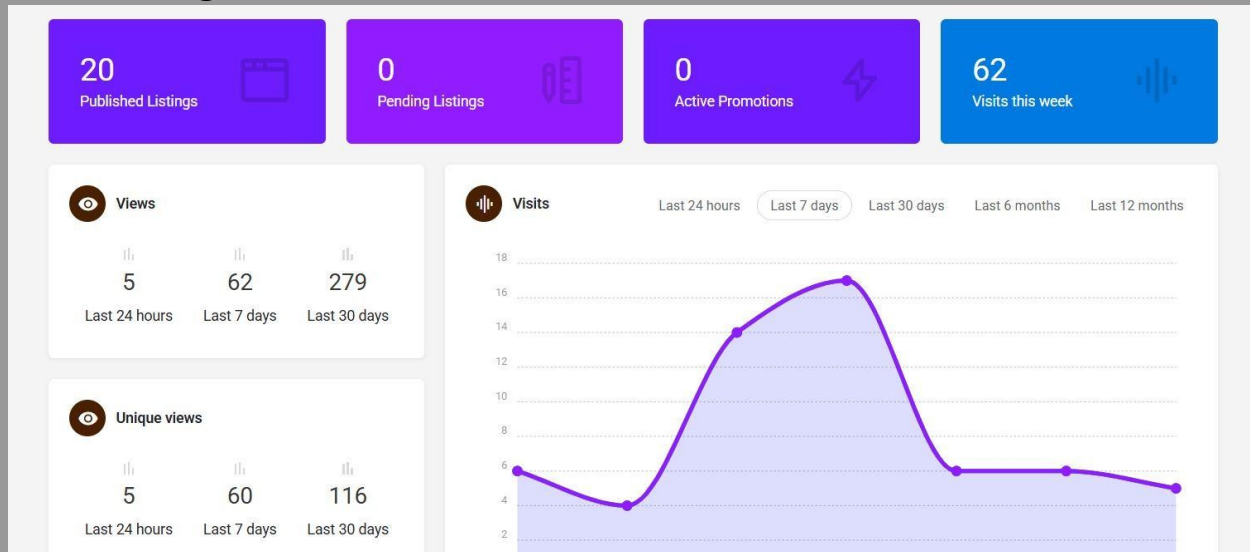
For clients, the dashboard provides access to account and profile information and helps you manage your participation as someone looking for event services.

For service providers, the dashboard becomes an important workspace for managing your business presence and services on Sherehehub. Your dashboard may include areas such as:

- **Account Information** — Manage your basic account details.
- **Profile** — View and update your personal or business profile.
- **Listings** — Manage services or business listings where applicable.
- **Services** — Add, update, or manage the services you offer.



- **Packages** — Manage service packages and available options where applicable.
- **Portfolio** — Showcase previous work, projects, or event-related experiences.
- **Messages or Enquiries** — Manage communication and enquiries where the platform provides these features.
- **Settings** — Manage account preferences and other available settings.



The exact dashboard options may vary depending on your account type, services, and features available on Sherehehub.

The dashboard is where you can build and maintain your digital presence on the marketplace.

Keeping your dashboard information current helps ensure that the information associated with your account remains accurate and useful.

2.4 Completing Your Profile

Your profile is an important part of your Sherehehub experience. A complete and accurate profile gives other users a better understanding of who you are and how you participate in the event marketplace.

For service providers in particular, your profile can become an important representation of your **brand, experience, services, expertise, and previous work.**



For Service Providers

A service provider profile should communicate the essential information a potential client may want to know before making contact.

Depending on the available profile fields, this may include:

- Business name
- Brand identity
- Business description
- Contact information
- Location
- Service areas
- Areas of specialization
- Experience
- Team information
- Services offered
- Portfolio or previous work
- Website
- Social media presence
- Pricing information
- Service packages

Make Your Profile Work for You

A strong profile should answer the basic questions a potential client is likely to have:

Who are you?

What do you offer?

Where do you operate?

What type of events do you serve?

What makes your services relevant?

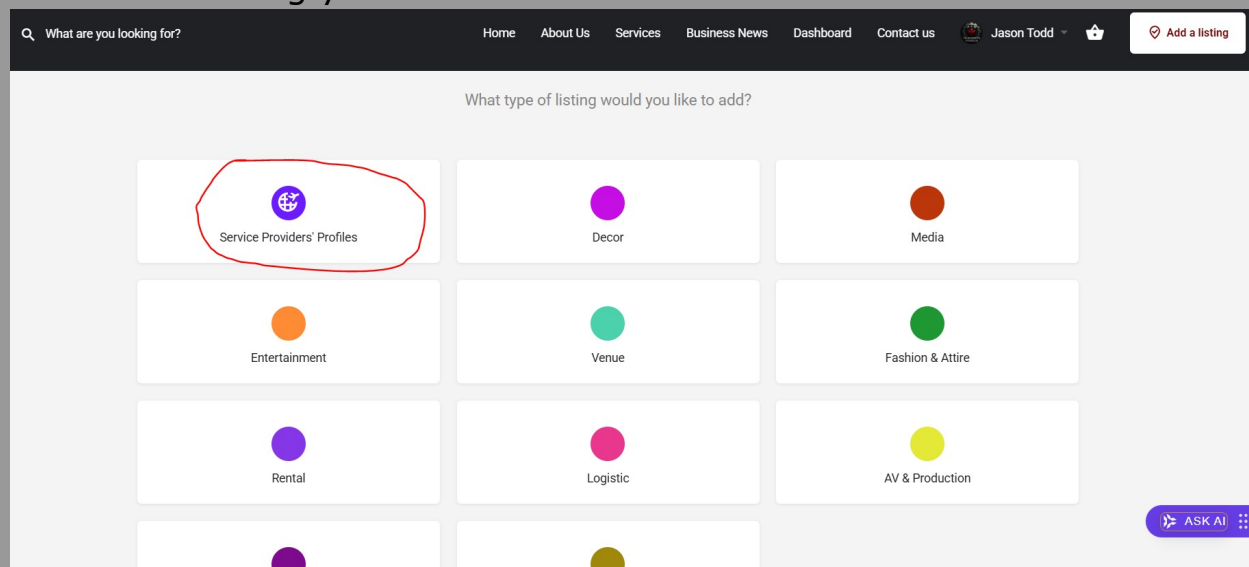
What experience or previous work can you showcase?

Avoid leaving important information incomplete when that information is available to you.

Use clear descriptions, high-quality images, accurate contact information, and relevant service details to present your business professionally.



Your profile is often one of the first things a potential client encounters when discovering your business on Sherehehub.



2.5 Choosing How You Use Sherehehub

Sherehehub serves two primary groups, and understanding which side of the marketplace you belong to helps you use the platform effectively.

Clients

Clients are people looking for event services.

You may be a client if you are planning an event and need to find businesses, professionals, venues, or other service providers.

Your Sherehehub journey may look like:

Discover → Explore → Compare → Connect → Decide

You can explore categories such as Entertainment, Catering, Rentals, Décor, Media, AV & Production, Beauty & Grooming, Fashion, Logistics, and Venues to find services relevant to your event.

As a client, your goal is to gather enough useful information to identify providers that may fit your event requirements.



Remember that Sherehehub facilitates discovery and connection. Before making a commitment, you should communicate directly with the provider, confirm important details, understand the applicable terms and pricing, and conduct your own due diligence.

Service Providers

Service providers are businesses and professionals offering event-related services.

You may be a service provider if you operate a business, professional practice, venue, creative service, rental company, production company, or other organization serving the events industry.

Your Sherehehub journey is focused on:

Create → Showcase → Get Discovered → Connect → Grow

A well-developed profile allows you to present your business, services, expertise, experience, portfolio, service areas, and packages to potential clients.

Your objective is to make it easy for someone planning an event to understand what you offer and why they should consider connecting with you.

ShereheHub

2.6 Two Sides. One Event Marketplace.

The strength of Sherehehub comes from bringing these two sides together.

CLIENTS

Looking for the right services



SHEREHEHUB

Discover • Explore • Compare • Connect



SERVICE PROVIDERS

Showcasing the services that make events happen

The client brings an **event need**.

The service provider brings a **solution**.



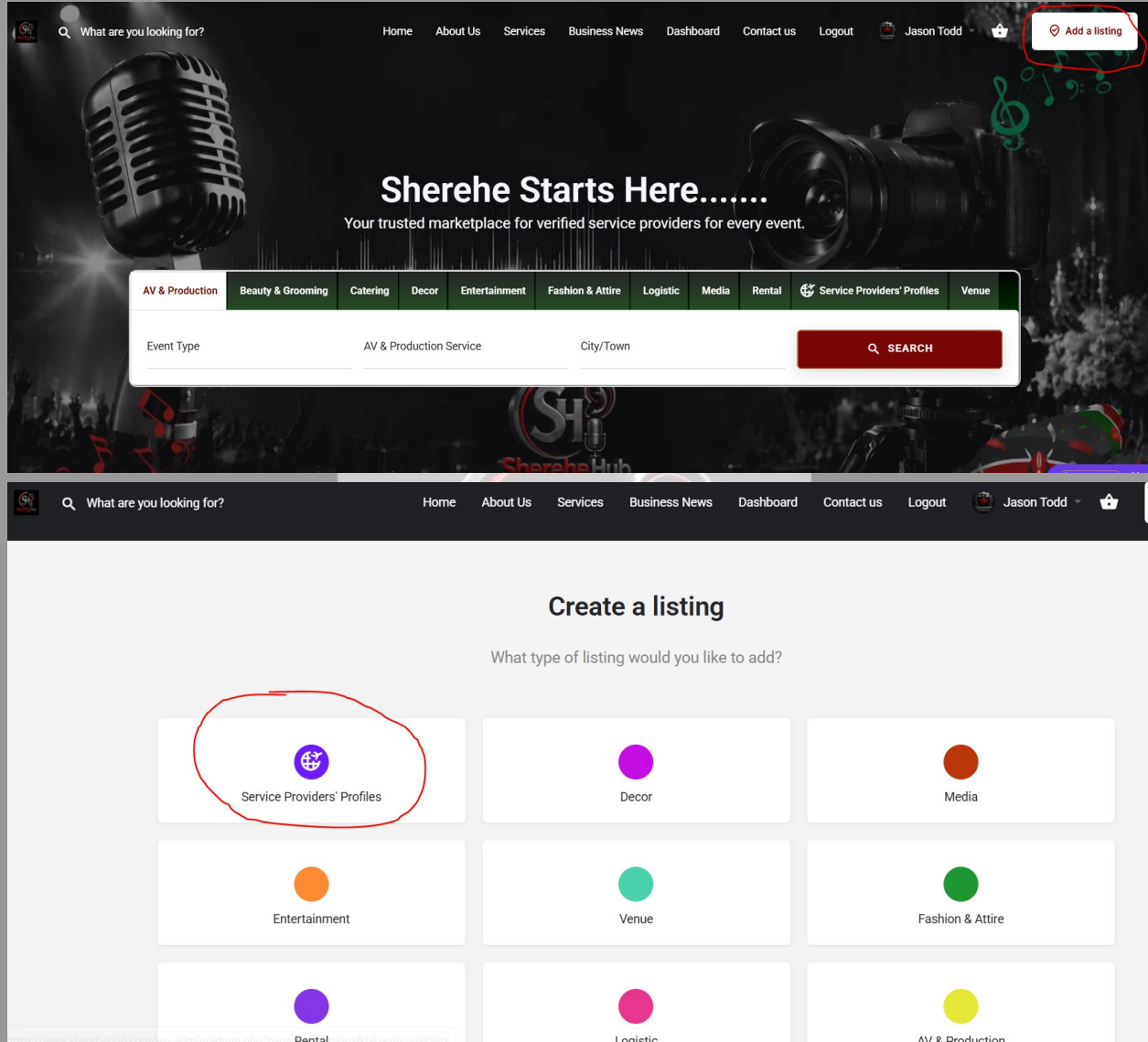
Sherehehub creates the environment where the two can discover each other, explore possibilities, compare options, and connect.

This is the foundation of the Sherehehub marketplace—and the starting point for everything that follows in this User Guide.



Chapter 3: Creating Your Business Profile

For service providers, your Sherehehub business profile is more than a listing. It is your **digital introduction to potential clients** and an opportunity to communicate your business clearly and professionally.



A strong profile should answer four fundamental questions:

Who are you?

What do you do?

Where do you operate?

What have you delivered before?



These questions are particularly important in the events industry, where clients often need to make decisions based on a provider's **services, experience, location, specialization, portfolio, brand presentation, and previous work.**

Your Sherehehub profile brings these elements together in one place, helping potential clients understand your business before they decide to connect with you.

A complete business profile can also improve how your business is discovered within Sherehehub. Clear business information, relevant service categories, accurate locations, useful descriptions, and well-presented portfolios give clients more information when searching for event professionals and comparing their options.

3.1 Business & Brand Information

Your business and brand information establishes your identity on Sherehehub.

This is the information clients see when discovering your business and exploring your profile. It should therefore be accurate, professional, and consistent with how you present your business elsewhere.

Depending on the available profile fields, this may include:

- Business name
- Brand name
- Business category
- Business type
- Primary service
- Brand identity
- Business logo
- Cover image
- Business description

Use Your Correct Business Name

Enter the name under which your business operates and is recognized by clients.

If you operate under a registered business name, brand name, or professional name, use the name that clients can easily identify.



Consistency is important. Your Sherehehub business name should ideally align with your website, social media profiles, marketing materials, and other professional platforms.

Choose the Right Category

Selecting the appropriate Sherehehub service category helps position your business within the event marketplace.

Your primary category should accurately represent the main service your business provides.

Sherehehub's core categories include:

Entertainment · Catering · Rentals · Décor · Media · AV & Production · Beauty & Grooming · Fashion · Logistics · Venues

Choosing an accurate category helps potential clients find businesses relevant to their event requirements.

3.2 Business Details

Business details provide potential clients with a clearer understanding of how your business operates.

This section should contain factual and useful information about your company or professional service.

Depending on the available fields, business details may include:

- Business name
- Business type
- Year established
- Industry or service category
- Areas of specialization
- Business registration information where applicable
- Operating status
- Service offering
- Business size or team information where relevant

Keep Business Information Accurate

Your business profile should reflect your current operations.

If your business expands into new services, changes its operating location, updates its contact information, or changes its service areas, update your Sherehehub profile accordingly.

Accurate information helps clients understand what they can reasonably expect when they contact your business.



3.3 Contact Information

Your contact information provides the pathway between **discovery and connection**.

Once a potential client has explored your profile and determined that your services may be relevant, they need a clear way to reach you. Depending on the features available on Sherehehub, contact information may include:

- Phone number
- Email address
- Business contact details
- Website
- Social media accounts
- Other available communication channels

Make It Easy to Contact You

Use contact information that you actively monitor.

If you provide a phone number, ensure that calls or messages can be received. If you provide an email address, check it regularly.

For businesses serving events, responsiveness can be particularly important because clients may be working with deadlines and coordinating multiple suppliers.

A professional profile should make the next step obvious:

Discover → Explore → Connect

3.4 Location & Service Areas

Location is an important consideration when selecting an event service provider.

A client may find an excellent caterer, decorator, media professional, entertainer, venue, or rental company, but the provider may not operate in the location where the event is taking place.

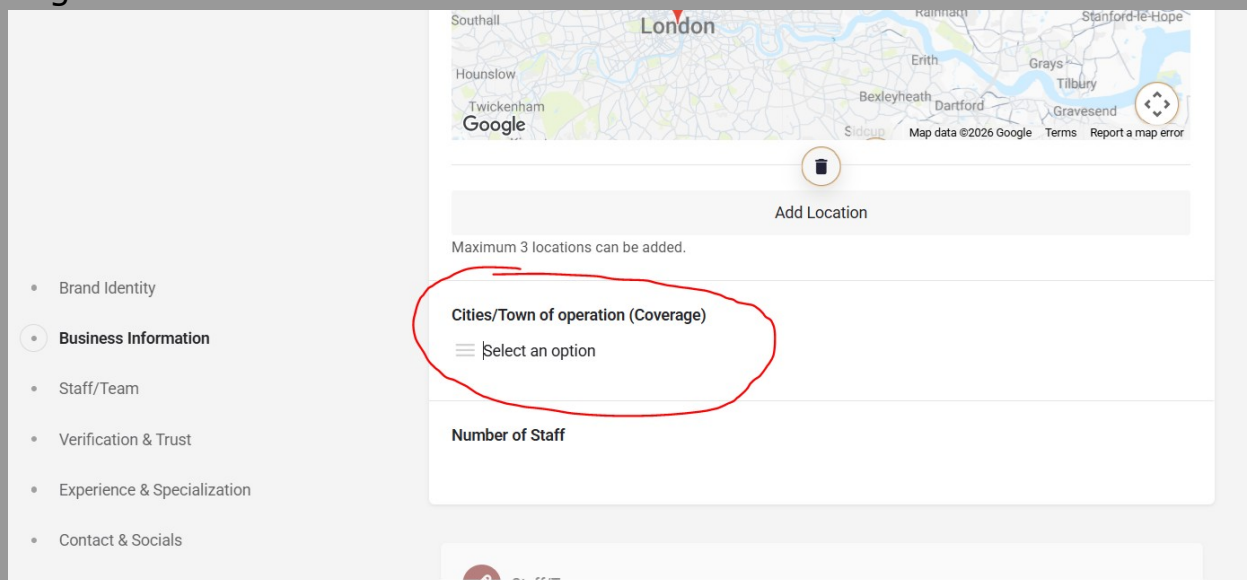
Your Sherehehub profile should therefore communicate **where your business is based and where you provide services**.

Your Business Location

Where applicable, provide your primary business location accurately. This helps clients understand where your business operates from and provides useful context when evaluating your services.

Your Service Areas

Your service area may extend beyond your primary business location. For example, a business based in Nairobi may serve clients throughout other parts of Kenya. A logistics company may operate across multiple counties, while an event production company may travel nationally for large events.



Southall London Rainham Stanford-le-Hope
Hounslow Erith Grays Tilbury
Twickenham Bexleyheath Dartford Gravesend
Google Map data ©2026 Google Terms Report a map error

Add Location

Maximum 3 locations can be added.

- Brand Identity
- **Business Information**
- Staff/Team
- Verification & Trust
- Experience & Specialization
- Contact & Socials

Cities/Town of operation (Coverage)
≡ Select an option

Number of Staff

Clearly identifying your service areas helps potential clients determine whether your business may be suitable for their event.

Keep Location Information Current

If you expand, relocate, or change your service coverage, update your profile.

Accurate location and service-area information can reduce unnecessary enquiries and help connect your business with clients who are actually within your operating range.



3.5 Business Description

Your business description is your opportunity to explain who you are, what you do, and what makes your business relevant to clients. A strong description should be informative without becoming unnecessarily complicated.

Instead of simply saying:

"We provide event services."

explain what your business specializes in and the types of events or clients you serve.

A Strong Business Description Can Explain:

- Who your business is
- What services you provide
- Your areas of specialization
- The types of events you serve
- Where you operate
- Your experience
- What clients can expect from your services

Write for Both People and Search

Your description should naturally include relevant terms that potential clients may use when looking for your services.

For example, a catering business could naturally mention: event catering, wedding catering, corporate catering, private events, buffet catering, outdoor events, Nairobi, and surrounding areas

The goal is not to fill your profile with keywords.

Instead, use relevant language naturally so that both **clients and search systems can understand your business.**

Keep the Description Clear

Avoid exaggerated claims that cannot be supported.

Focus on factual information about your services, experience, specialization, and operating areas.

A good business description should leave the reader with a clear understanding of: **Who you are + What you offer + Where you operate + Who you serve.**



3.6 Logo & Cover Image

Visual presentation plays an important role in how a business profile is perceived.

Your **logo** establishes your brand identity, while your **cover image** provides a broader visual introduction to your business. Together, they can make your Sherehehub profile more recognizable and professional.

Your Logo

Use a clear, high-quality version of your business logo.

Avoid:

- Blurry images
- Excessive text
- Poor cropping
- Unrelated graphics
- Low-resolution images

Your logo should remain recognizable when displayed at different sizes.

Your Cover Image

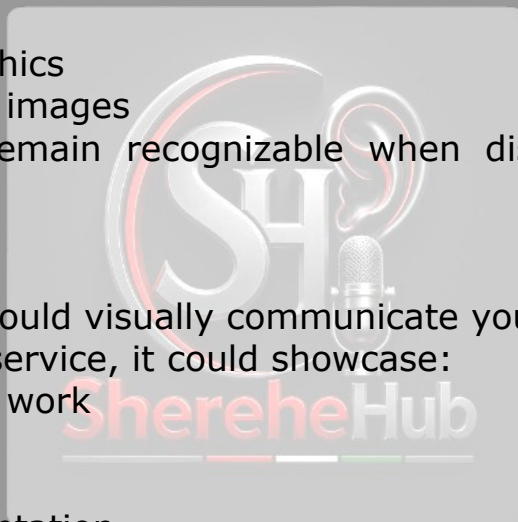
Your cover image should visually communicate your business.

Depending on your service, it could showcase:

- Previous event work
- Your venue
- Event décor
- Catering presentation
- Entertainment
- Media production
- Fashion
- Beauty services
- Rental equipment
- AV and production
- Logistics operations

Choose imagery that is relevant to the services you provide.

Your cover image should complement your logo and business identity rather than competing with it.



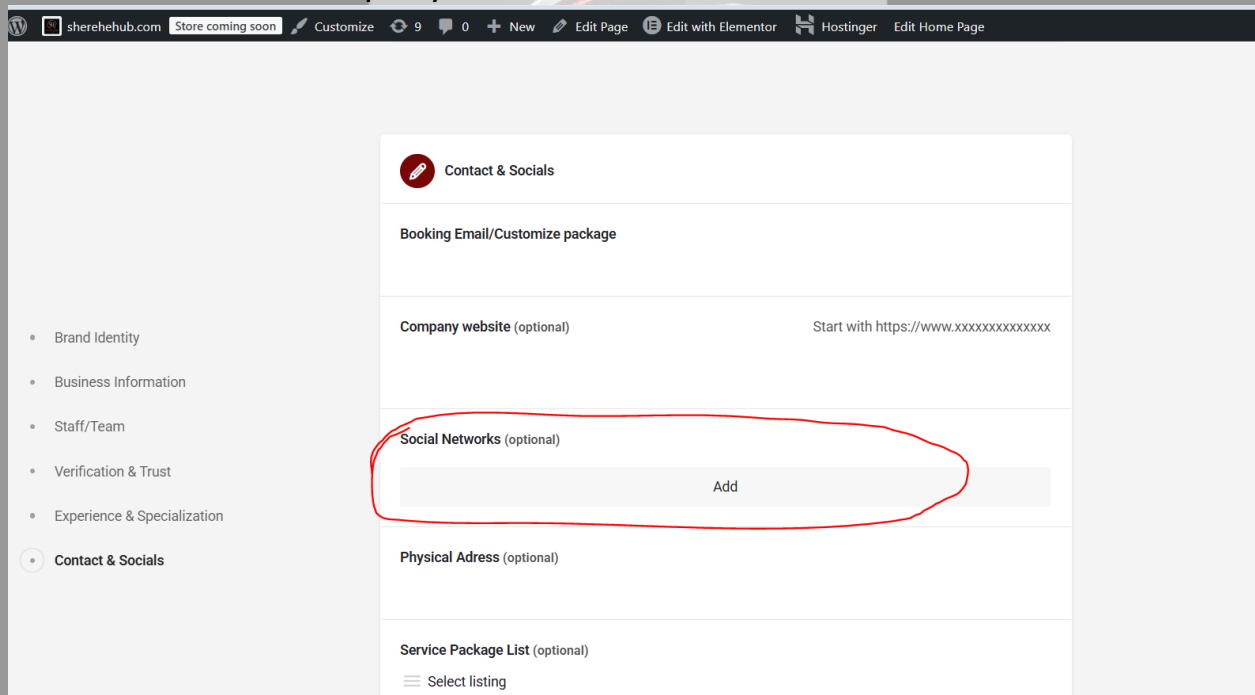
3.7 Website & Social Links

Your website and social media profiles can provide clients with additional ways to learn about your business.

If your business has an established online presence, consider connecting the relevant platforms to your Sherehehub profile where those fields are available.

These links can provide access to:

- Additional portfolio work
- Recent events
- Product or service information
- Business updates
- Client-facing content
- Contact information
- Brand and company information



The screenshot shows the 'Contact & Socials' section of a ShereheHub profile. The form is divided into several sections:

- Contact & Socials** (Header with a red circle icon)
- Booking Email/Customize package** (Text input field)
- Company website (optional)** (Text input field with placeholder: Start with https://www.xxxxxxxxxxxxxx)
- Social Networks (optional)** (Section highlighted with a red circle, containing an 'Add' button)
- Physical Address (optional)** (Text input field)
- Service Package List (optional)** (Text input field with a 'Select listing' button)

On the left sidebar, the following navigation options are listed:

- Brand Identity
- Business Information
- Staff/Team
- Verification & Trust
- Experience & Specialization
- **Contact & Socials** (Selected)

Keep Your Links Active

Only provide links that belong to your business or professional brand and that you maintain. Broken, outdated, or unrelated links can create confusion and reduce the professionalism of your profile.

Your Sherehehub profile can serve as the central discovery point, while your website and social platforms can provide additional depth for clients who want to explore your business further.

3.8 Team & Staff

Events are often delivered by teams rather than individuals.

Your team section provides an opportunity to introduce the people behind your business and demonstrate the expertise supporting your services.

Depending on your business, this may include:

- Founders
- Directors
- Event professionals
- Chefs
- Designers
- Photographers
- Videographers
- DJs
- Technicians
- Makeup artists
- Stylists
- Coordinators
- Production specialists
- Other key team members



[Bookmark](#) [Share](#) [Leave a review](#) [Report](#)

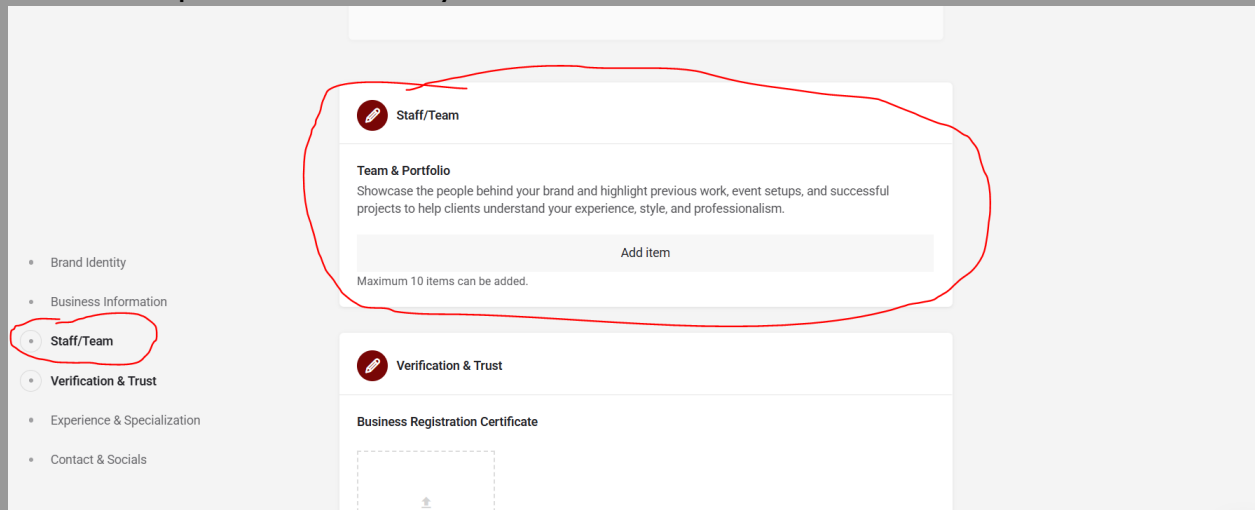
A close-up portrait of Debra Waka, a woman with dark skin, wearing gold eye makeup and a white garment.

Debra Waka— CEO, Zuri Beauty Palace

Debra is the visionary CEO behind Zuri Beauty Palace, bringing a deep passion for beauty, personal grooming, and helping people look and feel their best. With a strong understanding of the beauty and grooming industry, she has built Zuri Beauty Palace around the belief that beauty is more than appearance—it is confidence, self-expression, and the way you carry yourself. Her experience, attention to detail, and commitment to exceptional client care continue to shape the brand's approach to professional beauty services, personalized grooming, and transformative experiences. Through Zuri Beauty Palace, Debra is

Why Your Team Matters

Introducing your team can help potential clients understand the human expertise behind your business.



For example, an AV and production company may have experienced sound engineers and technical specialists. A catering company may have professional chefs and event service teams. A media company may have photographers, videographers, editors, and content creators.

Where appropriate, highlight relevant **roles, expertise, experience, and responsibilities**.

Keep team information accurate and avoid presenting people as part of your organization if they do not actually work with your business.

3.9 Experience & Specialization

Experience helps potential clients understand the background behind your services.

Your profile should communicate what your business knows, what it specializes in, and the types of events or projects it has experience delivering.

Experience May Include:

- Years in business
- Number or types of events served
- Areas of expertise
- Specialized services
- Event types served



- Geographic experience
- Notable projects
- Professional qualifications
- Industry experience

Specialization

Specialization helps distinguish one provider from another.
For example:

- ☐ A **Media** business may specialize in wedding photography, corporate event videography, live event coverage, or social media content creation.
- ☐ An **Entertainment** provider may specialize in weddings, corporate functions, cultural celebrations, or live performances.
- ☐ A **Décor** company may specialize in weddings, traditional celebrations, corporate events, or themed experiences.

Being specific helps clients determine whether your expertise aligns with their requirements.

3.10 Projects, Events & Portfolio

Your portfolio is one of the most powerful parts of a Sherehehub business profile.

While your business description tells clients **what you do**, your portfolio can demonstrate **what you have actually delivered**.

For event businesses, previous work can communicate quality, creativity, experience, style, and capability in ways that words alone cannot.

What You Can Showcase

Depending on your business, your portfolio may include:

- Completed events
- Previous projects
- Event setups
- Décor installations
- Catering presentations
- Photography
- Videography
- Entertainment performances
- Fashion work
- Beauty transformations



- Rental setups
- AV and production installations
- Venue setups
- Logistics projects
- Other relevant work

Quality Matters

Use high-quality images and media that accurately represent your work. Where possible, provide context about the project, event, or service being showcased.

For example:

Event: Wedding

Service: Décor & Styling

Location: Nairobi

Work Delivered: Full event décor and reception styling

This gives potential clients more than an image. It provides **context, relevance, and evidence of experience.**

Keep Your Portfolio Current

Your portfolio should evolve as your business grows.

Add new work regularly and remove outdated or irrelevant content when necessary.

A current portfolio allows potential clients to see what your business is capable of delivering today—not only what it did several years ago.



Building a Profile That Tells Your Business Story

A successful Sherehehub business profile should work as a complete story.

Each section answers a different question:

Profile Element	The Question It Answers
Business & Brand	Who are you?
Business Details	What is your business?
Contact Information	How can clients reach you?
Location & Service Areas	Where do you operate?
Business Description	What do you offer?
Logo & Cover Image	What does your brand look like?
Website & Social Links	Where can clients learn more?
Team & Staff	Who delivers your services?
Experience & Specialization	What do you know and specialize in?
Projects & Portfolio	What have you delivered before?

Together, these elements transform a basic business listing into a **complete professional profile**.

The goal is simple:

**Tell your story clearly. Show your expertise.
Demonstrate your work. Make it easy for clients to
understand your business and connect with you.**

A well-developed Sherehehub profile gives potential clients the information they need to move from discovery to exploration, from exploration to comparison, and ultimately from comparison to connection.



Chapter 4: Services & Categories

Sherehehub is built around a simple idea: people should be able to find the right event services without having to search everywhere for them.

An event is rarely delivered by one business. A wedding may require a venue, catering, décor, entertainment, media, fashion, beauty services, rentals, and transportation. A corporate event may require audiovisual production, catering, entertainment, venue services, media coverage, décor, and logistics.

This interconnected nature of events is what makes the Sherehehub marketplace architecture important.

Rather than treating event services as a long list of unrelated businesses, Sherehehub organizes them into clear service categories. Each category represents a major area of the event ecosystem and provides a starting point for both **discovery and business positioning**.

Sherehehub's marketplace brings together venues, caterers, decorators, entertainers, media professionals, AV and production teams, beauty professionals, fashion specialists, rental companies, logistics providers, and other event experts within one event-focused environment.

The categories therefore serve two purposes:

- ☐ **For clients:** they make it easier to identify the type of service they need.
- ☐ **For service providers:** they help position a business where potential clients are most likely to discover its services.

4.1 Understanding Sherehehub Service Categories

A **service category** is a broad area of the event industry that groups businesses offering related services.

Categories are not simply meant to organize businesses alphabetically. They create the marketplace structure through which clients discover services and providers present their businesses.

Sherehehub's primary service categories are:



Each category represents a different part of the event journey.

One Event Can Use Multiple Categories

An important concept to understand is that categories are not isolated. Consider a wedding.

The client may need:



The same principle applies to corporate events, graduations, birthdays, cultural celebrations, conferences, baby showers, private parties, and other occasions.

This means Sherehehub is not designed around the idea that a client visits the platform looking for only one business.

Instead, the marketplace allows clients to discover the different services that contribute to an event and connect with the providers behind them.



4.2 Entertainment

Entertainment covers the people and businesses responsible for creating energy, atmosphere, engagement, and memorable experiences at an event.

Entertainment can influence the mood of an event from the moment guests arrive until the final moments of the celebration.

Services within Entertainment may include:

- DJs
- Musicians
- Live bands
- Singers
- Performers
- MCs
- Hosts
- Cultural performers
- Dance groups
- Specialty entertainment
- Other event entertainment professionals

Entertainment and the Event Experience

Different events require different forms of entertainment.

A wedding may require a DJ, live band, MC, or cultural performers. A corporate event may require an MC, keynote entertainment, live music, or carefully selected background entertainment. A birthday celebration may require a DJ or live performer.

For service providers, the important consideration is to clearly communicate **what type of entertainment you provide and the events you are equipped to serve.**

For clients, the category provides a starting point for discovering entertainment options that match the type, size, atmosphere, and style of their event.



4.3 Catering

Catering covers businesses and professionals responsible for food and beverage services at events.

Food is often one of the most important components of the guest experience, making catering an essential part of the event ecosystem.

Catering services may include:

- Event caterers
- Professional chefs
- Food providers
- Bakers
- Dessert providers
- Beverage services
- Buffet services
- Plated dining
- Finger foods and canapés
- Specialized catering
- Other event food and beverage services

Catering Goes Beyond Food

Professional event catering involves more than preparing meals.

It can involve menu planning, guest numbers, food presentation, service staff, setup, timing, dietary considerations, equipment, cleanup, and coordination with the wider event schedule.

For service providers, a strong profile should communicate the types of catering offered, event types served, service areas, menu options, packages, and relevant portfolio work.

For clients, the Catering category provides a starting point for exploring providers that may match their **event size, menu preferences, budget, location, and service expectations.**



4.4 Rentals

Rentals brings together businesses that provide equipment, furniture, structures, and other physical items needed for events.

Many event organizers do not need to purchase everything required for a single event. Renting allows them to access equipment and event infrastructure without owning and storing those items permanently.

Rental services may include:

- Tables
- Chairs
- Tents
- Furniture
- Event structures
- Equipment
- Tableware
- Decorative items
- Lighting equipment
- Staging equipment
- Other event rental items

Rentals as an Event Infrastructure Category

Rentals often connect with several other Sherehehub categories.

A décor company may require rental furniture. A corporate event may require staging and equipment. A wedding may require tents, chairs, tables, lounge furniture, or specialized decorative pieces.

This makes Rentals an important **supporting category within the event ecosystem**.

For service providers, accurate descriptions of available inventory, service areas, rental terms, delivery options, setup services, and portfolio images can help clients understand what is available.

4.5 Décor

Décor covers the businesses and professionals responsible for transforming event spaces and creating the visual atmosphere of an occasion.

Décor can influence how a venue looks, feels, and communicates the theme or identity of an event.

Services may include:

- Event decoration
- Event styling
- Floral design
- Event design
- Backdrops
- Stage décor
- Table styling
- Venue transformation
- Themed décor
- Cultural or traditional styling
- Other creative décor services

Décor Is About More Than Decoration

Professional event décor is often a combination of **design, creativity, planning, materials, installation, styling, and execution.**

A décor provider may take an empty venue and transform it into a carefully designed environment based on a client's theme, colour palette, cultural preferences, event type, guest numbers, and budget.

For clients, the Décor category provides access to businesses that can help turn an event concept into a physical environment.

For providers, photographs and portfolio projects are particularly important because décor is highly visual. A potential client often needs to see previous work to understand a provider's design style and capabilities.



4.6 Media

Media is the Sherehehub category for businesses and professionals responsible for capturing, producing, and creating visual content around events.

This is deliberately a broad category.

Rather than separating photography and videography into individual top-level categories, Sherehehub places them under **Media**, creating room for a wider range of visual-content services.

Media services may include:

- Photography
- Videography
- Event coverage
- Content creation
- Photo booths
- Short-form event content
- Visual storytelling
- Event documentation
- Other visual media services

Why Media Is a Broad Category

Modern events do not end when the guests leave.

Photographs, videos, social media content, highlight reels, interviews, behind-the-scenes footage, and other visual materials can extend the life of an event long after it has finished.

A wedding photographer may capture the ceremony and reception. A videographer may produce a cinematic event film. A content creator may produce short-form social media content during the event. A corporate event may require professional photography, video coverage, interviews, or branded content.

Grouping these services under **Media** makes the category flexible enough to accommodate the evolving event-content industry.

For providers, this means the profile should clearly identify their specific specialization within Media.

For clients, it means they can begin with one broad category and then determine the exact media service they require.

4.7 AV & Production

AV & Production covers the technical infrastructure required to produce and deliver professional events.

AV stands for **audiovisual**, and this category is particularly important for conferences, corporate events, concerts, launches, large celebrations, presentations, live experiences, and productions where technical execution is critical.

Services may include:

- Sound
- Lighting
- Staging
- Screens
- Projectors
- LED displays
- Technical production
- Live-event production
- Audio engineering
- Lighting production
- Stage production
- Other audiovisual and technical services

AV & Production as the Technical Layer

An event may look impressive, but without reliable technical production, the experience can quickly break down.

The audience needs to hear the speakers. Performers need appropriate sound. Presentations need to be visible. Lighting needs to support the environment. Staging needs to be safe and appropriate.

This makes AV & Production an important **technical layer of the event ecosystem**.

Service providers should clearly communicate their technical capabilities, equipment, production experience, event types, and geographic coverage.

Clients should consider the scale and technical requirements of their event when evaluating providers in this category.



4.8 Beauty & Grooming

Beauty & Grooming covers professionals who prepare individuals for events through personal styling, beauty, hair, makeup, and grooming services.

This category is particularly relevant to weddings, graduations, celebrations, fashion events, photoshoots, corporate occasions, and other events where personal presentation matters.

Services may include:

- Makeup artists
- Hairstylists
- Barbers
- Hair professionals
- Beauty professionals
- Grooming specialists
- Styling services
- Other personal beauty and grooming services

Beauty as Part of Event Preparation

Beauty and grooming services often take place before the main event but form an important part of the overall event experience.

A bride may require makeup and hairstyling. Members of a wedding party may require coordinated beauty services. A graduate may want professional grooming for photographs. A performer or host may require styling before appearing on stage.

For providers, portfolios can be especially valuable because clients often want to see examples of previous work.

4.9 Fashion

Fashion covers businesses and professionals providing clothing, styling, accessories, and fashion-related services for events.

Event fashion can be highly specialized because different occasions may require different styles, levels of formality, cultural considerations, and presentation.



Services may include:

- Fashion designers
- Boutiques
- Stylists
- Formalwear
- Bridalwear
- Cultural clothing
- Event attire
- Accessories
- Custom clothing
- Fashion consultation

Fashion and Event Identity

What people wear can become part of the identity and visual character of an event.

A wedding may require bridalwear, suits, bridesmaid dresses, traditional attire, or coordinated outfits. A cultural celebration may involve specific traditional clothing. A corporate event may require formal or branded attire.

For service providers, the Fashion category creates an opportunity to showcase designs, collections, previous work, styling expertise, and specialization.

For clients, it provides a structured starting point for finding fashion professionals relevant to their event.

4.10 Logistics

Logistics represents the movement, coordination, delivery, setup, and operational support required to make an event function smoothly.

Logistics can sometimes be invisible to guests when it is done well, but it is an essential part of successful event execution.

Services may include:

- Transportation
- Delivery
- Equipment movement
- Event setup support
- Coordination



- Supplier logistics
- Event-related transportation
- Delivery and collection services
- Other logistical support

The Connection Between Logistics and Other Categories

Logistics supports almost every other category.

- ☐ A rental company may need to transport equipment to a venue.
- ☐ A décor company may need to deliver and install materials.
- ☐ A catering company may need to transport food and equipment.
- ☐ An AV provider may need to move technical equipment and production systems.

This makes Logistics a **supporting infrastructure category** within the Sherehehub marketplace.

For providers, clearly identifying service areas, transportation capabilities, equipment capacity, delivery options, and setup services can help clients understand their operational capabilities.

4.11 Venues

Venues covers the physical locations where events take place.

The venue can influence almost every other aspect of event planning, including guest capacity, layout, décor, catering, entertainment, logistics, AV requirements, accessibility, and overall event experience.

Venue types may include:

- Event halls
- Gardens
- Hotels
- Conference facilities
- Outdoor spaces
- Private event spaces
- Reception venues
- Corporate event spaces
- Wedding venues
- Other event locations



The Venue as the Foundation

A venue is often one of the earliest decisions made during event planning because many other service requirements depend on the space selected.

For example, a large corporate conference may require a venue with meeting rooms, presentation facilities, parking, catering capabilities, and technical infrastructure.

A wedding may require a reception space, outdoor ceremony area, kitchen facilities, accommodation, parking, and appropriate guest capacity.

For venue providers, a strong Sherehehub profile should communicate important information such as **location, capacity, facilities, event types, images, available spaces, and relevant services.**

For clients, the Venues category provides a starting point for finding spaces that fit their event requirements.

4.12 Choosing the Right Service Category

Choosing the correct category is important because it determines how your business is positioned within the Sherehehub marketplace.

The goal is not to select a category simply because it sounds attractive.

The goal is to select the category that most accurately represents **the service your business provides.**

Start With Your Primary Service

Ask:

What is the main service clients come to my business for?

- ☐ If you primarily provide event decoration, choose **Décor.**
- ☐ If you primarily provide photography, videography, or event content, choose **Media.**
- ☐ If you provide DJ and live entertainment services, choose **Entertainment.**
- ☐ If you provide sound, lighting, staging, and technical event production, choose **AV & Production.**
- ☐ If you provide event spaces, choose **Venues.**



4.13 Consider Your Actual Business Model

A business may operate across more than one area.

For example, an event company may provide both décor and rentals.

- ☐ A production company may provide AV equipment and technical production.
- ☐ A media company may offer photography, videography, and content creation.

The important thing is to understand which category best represents the **primary identity of the business**, while using additional relevant services or listings where the platform allows them.

Categories Should Help Clients, Not Confuse Them

A client should be able to look at your category and immediately understand the general nature of your business.

Avoid choosing unrelated categories simply to increase visibility.

If a client is searching for a caterer, they should encounter businesses that genuinely provide catering services.

If they are searching for a venue, they should find businesses offering event spaces.

If they are searching for Media, they should find professionals providing photography, videography, content creation, or related visual services.

Clear categorization creates a better experience for **both clients and service providers**.

4.14 The Sherehehub Marketplace Architecture

The ten categories work together as an **event ecosystem**, rather than as ten separate directories.

A client may begin with one requirement but discover that an event requires several connected services.



This is why Sherehehub should be understood as an **events marketplace ecosystem**, rather than simply a directory of vendors. Each category represents a different capability within the wider event experience.

One Marketplace. Multiple Event Needs. Connected Services.

The purpose of the Sherehehub category structure is ultimately to make the marketplace easier to understand.

This architecture is what allows Sherehehub to move beyond simply listing businesses. It creates a structured environment where event needs can be connected to relevant services, and relevant services can be connected to the businesses that provide them.

The objective is simple:

Help clients find the right type of service. Help service providers be discovered in the right place. And bring both sides closer to the event they are trying to create.

Chapter 5: Creating Service Listings & Packages

5.1 What Is a Service Listing?

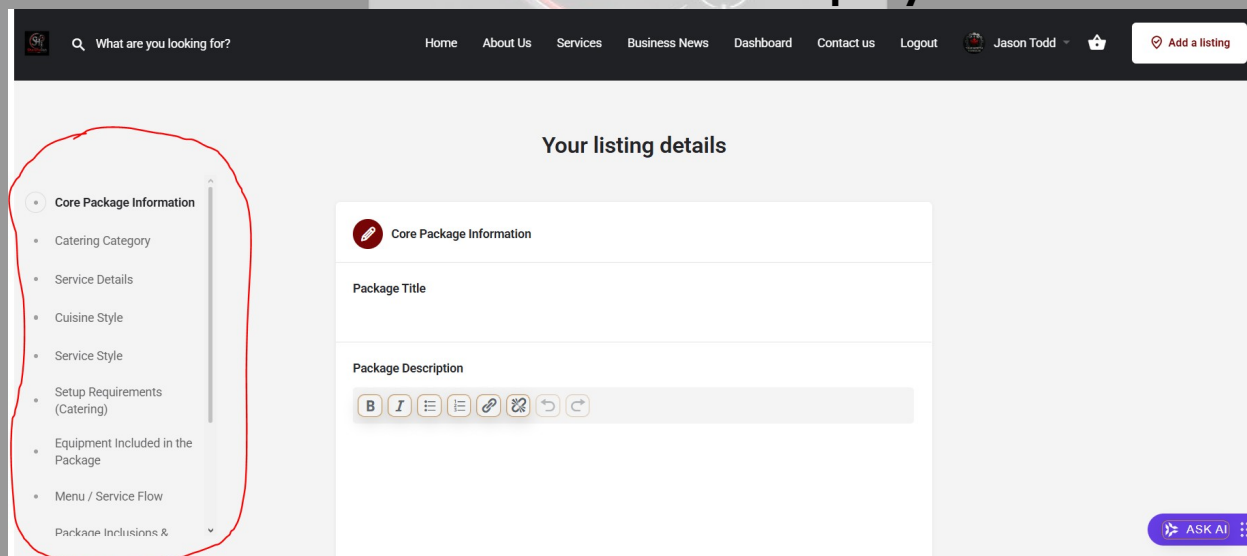
A **Service Listing** is an individual service or offering that a business provides through Sherehehub. While the **Service Provider Company Profile** introduces the business as a whole, a Service Listing explains **what the business actually offers to clients**.

This distinction is important because an event provider may offer several different services, each with its own pricing, inclusions, images, target events, and package options.

For example, a media company could have separate service listings for:

- Wedding Photography
- Event Videography
- Corporate Event Coverage
- Photo Booth Services
- Event Content Creation

Each service can be presented independently while remaining connected to the same **Service Provider Company Profile**.



ShereheHub

What are you looking for?

Home About Us Services Business News Dashboard Contact us Logout Jason Todd Add a listing

Your listing details

- Core Package Information
 - Catering Category
 - Service Details
 - Cuisine Style
 - Service Style
 - Setup Requirements (Catering)
 - Equipment Included in the Package
 - Menu / Service Flow
- Package Inclusions &

 Core Package Information

Package Title

Package Description

B *I*      

ASK AI



The structure can therefore be understood as:

COMPANY PROFILE

Who you are



SERVICE LISTINGS

What you offer



SERVICE PACKAGES

How clients can choose your offering

This allows clients to move beyond simply discovering a business and understand the **specific services available for their event**.

5.2 Creating a Service Listing

Creating a Service Listing begins with identifying a specific service your business wants to offer through Sherehehub.

A good listing should answer the questions a potential client is likely to have:

- What service is being offered?
- What type of event is it suitable for?
- What does the service include?
- Where is it available?
- How much does it cost?
- What makes the service different?
- What does the client receive?
- Are there different package options?

Avoid combining unrelated services into one listing simply to reduce the number of listings on your profile.

For example, instead of creating one listing called:

“All Event Services”

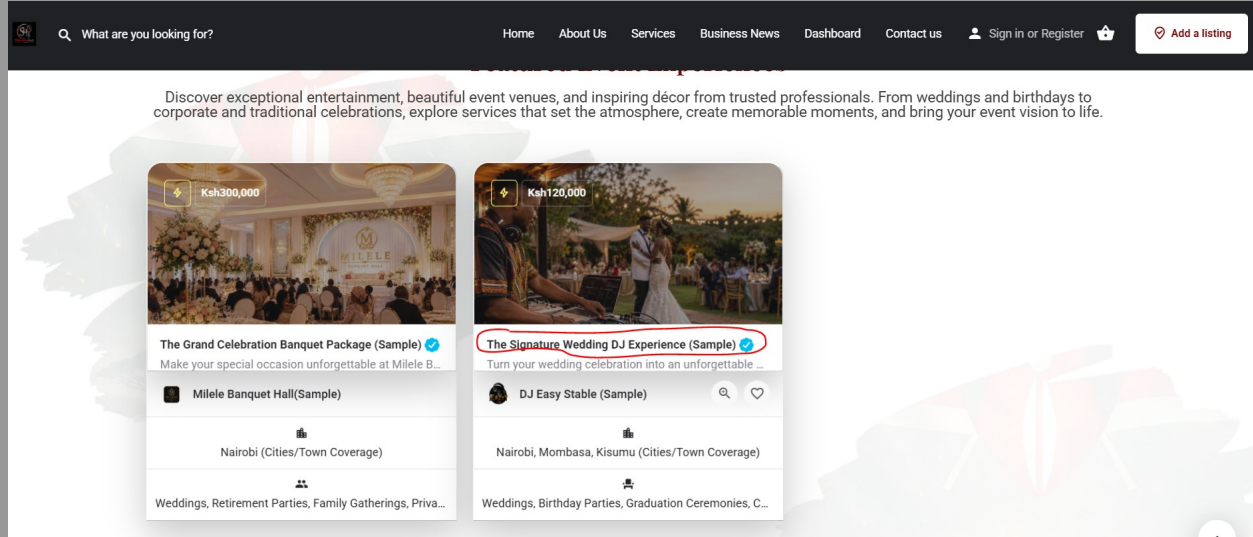
a media company could create:

- ☐ **Wedding Photography**
- ☐ **Event Videography**
- ☐ **Corporate Photography**
- ☐ **Photo Booth Services**

This makes each offering easier for clients to discover, understand, and compare.

5.3 Naming Your Service

The service name should immediately tell clients what they are looking at. Use a **clear, specific, and descriptive name** rather than a vague marketing phrase.



Strong examples

- **Wedding Photography**
- **Corporate Event Videography**
- **Premium Wedding Décor**
- **Buffet Catering Package**
- **DJ & Live Entertainment**
- **Event Tent & Furniture Rental**
- **Bridal Hair & Makeup**

The service name should make sense even when displayed separately from the company profile.

Avoid overly generic names such as:

- **Our Services**
- **Premium Package**
- **Event Solutions**
- **Complete Experience**

These names do not tell the client what is actually being offered.

A strong service name improves discoverability and helps clients quickly determine whether the offering matches their event requirements.



5.4 Describing Your Service

The service description should explain the actual value of the service and help clients understand what they can expect.

A strong description should cover:

- What the service provides
- Who it is designed for
- Suitable event types
- What the service includes
- Where it is available
- Important features or benefits
- What makes the offering different

For example, instead of simply writing:

“We provide professional wedding photography.”

A stronger description could explain the type of coverage provided, the moments captured, the number of photographers involved, deliverables, and whether the service can be customized.

Write for the client

Think about the question:

“If I am planning an event, what would I need to know before contacting this provider?”

The description should provide enough information for the client to understand the service without overwhelming them.

5.5 Adding Pricing

Pricing helps clients understand the potential cost of a service before making contact.

Depending on the service, providers may present:

- Starting price
- Fixed price
- Price per person
- Price per hour
- Price per day
- Price per item
- Custom quotation

Not every event service can have one fixed price.



For example, catering may depend on guest numbers, while décor may depend on venue size, design requirements, materials, and installation requirements.

Where pricing varies, providers should clearly communicate that the displayed price is a **starting price or guide** and that the final quotation may depend on the client's requirements.

Transparent pricing helps clients make more informed decisions and makes service listings easier to compare.

5.6 Adding Images & Media

Visual presentation is particularly important for an events marketplace because many event services are highly visual.

Use high-quality images that demonstrate the actual service being offered.

Examples include:

- Completed event setups
- Décor installations
- Catered dishes
- Wedding photography
- Videography samples
- Entertainment performances
- Fashion designs
- Beauty transformations
- Rental equipment
- AV installations
- Venue spaces



Images should be relevant to the specific service listing.

For example, a **Wedding Décor** listing should primarily showcase wedding décor rather than unrelated corporate events.

Where supported, providers can use appropriate media to demonstrate their capabilities and give potential clients a better understanding of the quality and style of their work.



5.7 Defining What's Included

Clearly explaining what is included in a service reduces uncertainty and helps clients understand exactly what they are considering.

For each service, identify the key components included in the offering.

For example:

Wedding Photography

Included:

- Professional photographer
- Full-day event coverage
- Edited digital photographs
- Online gallery
- Selected high-resolution images

Or:

Event Décor

Included:

- Backdrop installation
- Table décor
- Centerpieces
- Entrance styling
- Setup and dismantling

The exact inclusions will depend on the service.

The objective is to make the offering **specific and understandable** rather than leaving clients to guess what they receive for the stated price.

5.8 Creating Service Packages

A Service Package is a structured version of a service that allows providers to offer clients a defined combination of features, inclusions, quantities, or service levels.

Packages are particularly useful where clients may have different budgets or requirements.

For example, a wedding photographer could offer:

Essential

Basic photography coverage

Classic

Extended photography coverage with additional deliverables



Complete

Full-day coverage with photography, additional photographer, album, and other deliverables

Packages allow providers to present different ways of purchasing the same core service.

5.9 Important Sherehehub structure

A Service Provider Company Profile must exist before creating a Service Package.

The package is connected to the provider through the **Related Listing** field.

The relationship is:

Service Provider Company Profile



Related Listing



Service Package



Displayed as part of the Provider's Services

This means providers do not need to repeatedly enter the same company information for every package.

5.10 Making Packages Easy to Compare

Packages should be structured so that clients can quickly understand the differences between available options.

A good package comparison should make it easy to identify:

- Price
- Duration
- Quantity
- Services included
- Deliverables
- Additional features
- Important limitations

For example, if three photography packages are offered, clients should immediately understand whether the difference is based on **hours of coverage, number of photographers, edited images, albums, prints, or additional services.**



The purpose of packages is not simply to create more options.

The purpose is to help clients answer:

“Which option is right for my event?”

Clear package structures therefore support Sherehehub's wider marketplace journey:

DISCOVER → EXPLORE → COMPARE → CONNECT → DECIDE

5.11 Publishing & Managing Listings

Before publishing a Service Listing, providers should review the information carefully.

Check that:

- The service name is clear
- The correct category is selected
- The description accurately represents the service
- Pricing is correct
- Images are relevant and high quality
- Inclusions are clearly defined
- Service areas are accurate
- Packages are correctly connected to the provider profile
- Contact and business information is current

Once published, the listing becomes part of the provider's Sherehehub presence and can be discovered by clients searching for relevant event services.

Providers should treat each listing as a standalone presentation of a specific capability, while ensuring it remains connected to the broader company profile.

5.12 Updating Your Services

Event businesses change over time.

Providers may introduce new services, discontinue old offerings, change pricing, expand into new locations, or update their packages. Service Listings should therefore be reviewed regularly.

Update your listings when:

- Prices change



- A service changes
- New services are introduced
- Packages are modified
- New images become available
- Service areas expand
- Inclusions change
- Seasonal offerings are introduced
- A service is no longer available

Keeping information accurate protects the client's experience and ensures that what they discover on Sherehehub reflects what the business can actually provide.

The Sherehehub Service Architecture

The key message I would emphasize throughout Chapter 5 is:

A company profile tells clients who you are.

A service listing tells them what you offer.

A package tells them how they can choose it.

This gives Sherehehub a much stronger marketplace architecture than simply having businesses create one generic listing.

COMPANY



SERVICE



PACKAGE / OPTIONS



CLIENT COMPARISON



CONNECTION



Chapter 6: How Clients Use Sherehehub

Sherehehub is designed around a simple idea: finding an event service should be easier when clients can discover, understand, compare, and connect with the right providers in one marketplace.

Whether someone is planning a wedding, birthday, graduation, corporate event, baby shower, cultural celebration, or another occasion, the journey may begin with a single requirement but often expands into several connected event needs.

A client may start by searching for a venue and later discover that they also need catering, décor, entertainment, media, fashion, beauty and grooming, rentals, AV & production, or logistics.

Sherehehub brings these possibilities together through a structured marketplace experience.

The client journey can be understood as:

SEARCH → DISCOVER → REVIEW → COMPARE → SHORTLIST → CONNECT → DECIDE

Each stage helps the client move from an initial event requirement toward a more informed decision.





6.1 Finding the Right Event Service

The client journey begins with identifying what is needed for the event. Instead of searching for an event provider generally, clients can think about the specific service or capability they require.

For example:

- A wedding venue
- A caterer
- A photographer
- Event décor
- A DJ
- Event furniture
- Bridal makeup
- Event transportation
- Audio and visual production

The objective is not simply to find a business.

It is to find a service that matches the event, requirements, location, style, and budget.

This distinction is central to Sherehehub's marketplace model.

6.2 Browsing Service Categories

Sherehehub organizes event services into categories that represent different capabilities within the wider event ecosystem.

Clients can browse categories to understand what types of services are available and identify providers relevant to their event.

The categories include:

- ☐ Entertainment
- ☐ Catering
- ☐ Rentals
- ☐ Décor
- ☐ Media
- ☐ AV & Production
- ☐ Beauty & Grooming
- ☐ Fashion
- ☐ Logistics
- ☐ Venues



Categories provide a starting point for discovery. They are not intended to operate as ten isolated directories. A single event may require services from several categories.

For example, planning a wedding could involve:

VENUE → CATERING → DÉCOR → ENTERTAINMENT → MEDIA → FASHION → BEAUTY & GROOMING → RENTALS → LOGISTICS

This allows clients to expand their search as their event requirements become clearer.

6.3 Searching for Providers

Clients can use Sherehehub's search functionality to locate businesses and services relevant to their requirements.

A useful search should become increasingly specific.

For example, instead of searching only for:

Photography

a client may look for:

Wedding Photography

or:

Wedding Photography in Nairobi

The more specific the requirement, the easier it becomes to identify relevant providers.

Clients should consider combining:

Service + Event Type + Location

when searching for a particular requirement.

Search is therefore the first step in narrowing the marketplace to the services most relevant to the client's needs.

6.4 Using Location & Service Areas

Location can be one of the most important considerations when selecting an event provider.

A client may need a provider:

- In a particular city
- Within a specific neighbourhood
- Near an event venue
- Serving multiple locations
- Willing to travel to the event



Service providers can communicate their operating areas through their Sherehehub profiles, helping clients determine whether a particular business is suitable for their event location.

Clients should always review the provider's stated service area and confirm travel or additional location requirements directly with the provider where necessary.

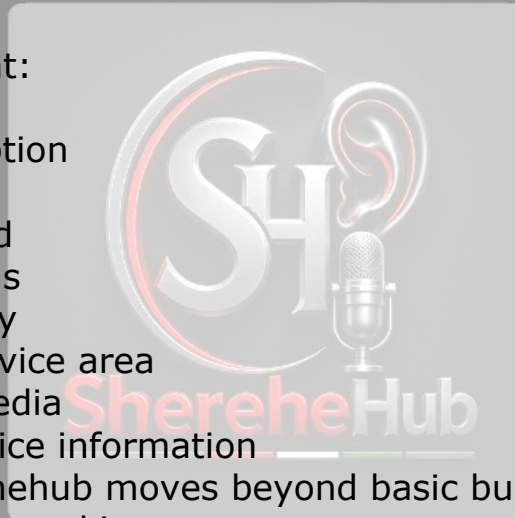
6.5 Reviewing Service Listings

Once a client discovers a potential service, the next step is to review the Service Listing.

The listing should help the client understand exactly what is being offered.

Clients should look at:

- Service name
- Service description
- Pricing
- What's included
- Package options
- Event suitability
- Location or service area
- Images and media
- Additional service information



This is where Sherehehub moves beyond basic business discovery.

The client is no longer asking:

"Who provides this service?"

They are beginning to ask:

"Is this particular service right for my event?"

6.6 Comparing Prices & Packages

Price is an important part of the decision-making process, but it should not be considered in isolation.

Where providers offer packages, clients can compare what each option includes and determine which one best matches their requirements. For example, two photography providers may have similar starting prices but offer very different levels of coverage, deliverables, equipment, or additional services.

Clients should therefore compare:

PRICE + INCLUSIONS + QUALITY + EXPERIENCE + VALUE
rather than simply selecting the lowest price.

Where a provider indicates that pricing is customized, clients should contact the provider for a quotation based on their specific requirements.

6.7 Reviewing Provider Experience

A service listing explains what is being offered. The provider profile helps explain who is behind the service. Clients should review relevant business information and experience when evaluating a provider.

This may include:

- Years of experience
- Areas of specialization
- Types of events served
- Previous projects
- Team information
- Business description
- Service areas
- Professional capabilities

Experience can be particularly important for complex or high-value events where the provider's ability to handle specific requirements matters.

The objective is not necessarily to choose the provider with the longest history, but to determine whether their experience is relevant to the client's particular event and requirements.

6.8 Reviewing Portfolios & Previous Work

For many event services, previous work provides valuable insight into what a client can expect.

Portfolios allow clients to see examples of a provider's actual work rather than relying solely on descriptions.

Depending on the category, this may include:

- Wedding photography
- Event video coverage
- Décor installations
- Catered events
- Entertainment performances
- Fashion designs
- Beauty work
- Venue setups
- Rental installations
- AV & production setups

Clients should look for work that is relevant to their own event.

For example, someone planning a large corporate conference may want to review a provider's previous corporate events rather than focusing only on wedding projects.

A portfolio can help clients evaluate style, quality, creativity, consistency, and capability.

6.9 Checking Provider Information

Before contacting a provider, clients should review the available business information carefully.

Important information may include:

- Business name
- Service categories
- Business description
- Contact information
- Location
- Service areas
- Website
- Social media presence
- Experience
- Portfolio



- Services
- Packages
- Pricing information

This creates a more complete picture of the provider.

Sherehehub provides the marketplace environment for discovery and connection, but clients should still conduct their own due diligence before making commitments, particularly for major events or significant financial transactions.

6.10 Shortlisting Providers

Clients do not always need to make a decision immediately.

When several providers appear suitable, they can create a shortlist based on their requirements.

A useful shortlist might consider:

Relevance — Does the provider offer the required service?

Location — Can they serve the event location?

Experience — Have they handled similar events?

Portfolio — Does their previous work match the desired style or quality?

Pricing — Does the offering fit the budget?

Packages — Does the provider offer an appropriate option?

Overall fit — Does the provider appear suitable for the event?

Shortlisting transforms a large marketplace into a manageable set of potential providers.

6.11 Contacting a Provider

Once a client has identified a promising provider, the next step is to connect directly with them.

Before contacting a provider, clients should have some basic information ready, such as:

- Event type
- Event date
- Event location
- Expected number of guests
- Required service
- Preferred package
- Special requirements
- Budget range, where appropriate



A clear enquiry allows the provider to understand the requirement and respond more effectively.

For services that require customization, the initial contact may lead to a discussion about availability, specifications, pricing, logistics, and other event requirements.

Sherehehub facilitates the connection between clients and service providers. The final agreement, quotation, payment, and service arrangements should be confirmed directly between the client and provider.

6.12 From Discovery to Decision

The Sherehehub client experience is not simply about searching for businesses.

It is a structured journey from an initial event requirement toward an informed decision.

The journey can be summarized as:

1. SEARCH

Identify the service or requirement.



2. DISCOVER

Explore relevant providers and services.



3. REVIEW

Understand the service, pricing, inclusions, experience, and portfolio.



4. COMPARE

Evaluate different providers, services, packages, and value.



5. SHORTLIST

Identify the providers that best match the event requirements.



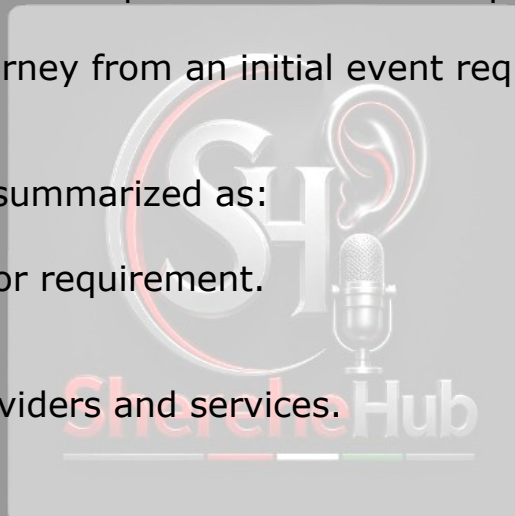
6. CONNECT

Contact the selected provider and discuss the requirements.



7. DECIDE

Evaluate the response, confirm suitability, and make the final decision.





Chapter 7: Account, Security & Support

Your Sherehehub account provides access to your personal information, business profile, service listings, packages, communications, and other platform features. Keeping this information accurate and your account secure helps ensure a better experience for both clients and service providers.

7.1 Managing Your Account

Your account settings provide the tools you need to manage your Sherehehub account and the information associated with it.

Depending on the features available to you, you may be able to manage:

- Personal account information
- Contact details
- Password
- Profile information
- Notification preferences
- Business information
- Service listings and packages
- Other account-related settings

Review your account information regularly and update it whenever your circumstances or business information change.

For service providers, keeping your account and business information current is particularly important because clients may rely on this information when evaluating your services.

7.2 Password Management

Your password is an important part of protecting your Sherehehub account.

Use a strong and unique password that is difficult for others to guess. Avoid using the same password across multiple websites or services. You should:

- Keep your password private
- Never share your password with another person
- Use a strong and unique password



- Change your password if you suspect unauthorized access
- Avoid entering your password on unfamiliar websites
- Log out when using a shared or public computer

Never provide your password to someone claiming to need it for technical support.

If you believe your account has been compromised, secure your account as soon as possible and contact Sherehehub support where necessary.

7.3 Profile Privacy & Security

Sherehehub allows users and service providers to present information that helps facilitate discovery and connection.

However, users should consider carefully what information they publish publicly.

When creating a profile or business listing:

- Only provide information relevant to your use of Sherehehub
- Avoid publishing unnecessary sensitive personal information
- Make sure you have permission to publish information about other people
- Only use images and content that you have the right to publish
- Review your public-facing information before publishing

Service providers should remember that business profiles, services, portfolios, contact information, and other details may be visible to potential clients.

Good information management helps create a more trustworthy marketplace while protecting unnecessary personal information.

7.4 Managing Notifications

Notifications help users stay informed about relevant activity on their Sherehehub accounts.

Depending on the platform features available, notifications may relate to:

- Account activity
- Service enquiries
- Communications



- Listing activity
- Package activity
- Platform updates
- Other relevant account information

Where notification settings are available, users can manage their preferences according to their needs.

If you are missing important updates or receiving unnecessary notifications, review your notification settings and ensure that your contact information is current.

7.5 Managing Your Business Profile

Service providers should regularly review their business profiles to ensure that the information presented to clients remains accurate.

This may include:

- Business name
- Business description
- Logo
- Contact information
- Location
- Service areas
- Categories
- Experience
- Specializations
- Team information
- Website and social links
- Portfolio
- Services
- Packages



If your business changes, update the relevant information promptly. For example, if you introduce a new service, change your pricing, expand into another location, or discontinue an existing offering, your Sherehehub profile and service listings should reflect those changes. Accurate information helps clients make better decisions and reduces confusion when they contact a provider.



7.6 Getting Help

Sherehehub users may occasionally require assistance with their accounts, profiles, listings, packages, or other platform features.

Support may be required for:

- Account access
- Password-related issues
- Profile management
- Business profile setup
- Service listings
- Service packages
- Technical problems
- Platform functionality
- General questions about using Sherehehub

When requesting assistance, clearly explain the issue and provide relevant information that can help identify the problem.

Never provide your password, payment-card details, or other confidential credentials when requesting technical assistance.

7.7 Reporting Problems

If you encounter a problem while using Sherehehub, report it through the appropriate support channel (support@sherehehub.com)

Problems may include:

- Technical errors
- Account access issues
- Incorrect business information
- Listing problems
- Package problems
- Inappropriate content
- Suspicious activity
- Other platform-related issues

reporting a problem, explain:

What were you trying to do?

What happened?

What did you expect to happen?

Where did the problem occur?

Where appropriate, screenshots or error messages may help explain the issue.



Providing clear information can help the support team understand and address the problem more efficiently.

7.8 Client & Provider Support

Sherehehub serves two primary sides of the marketplace:

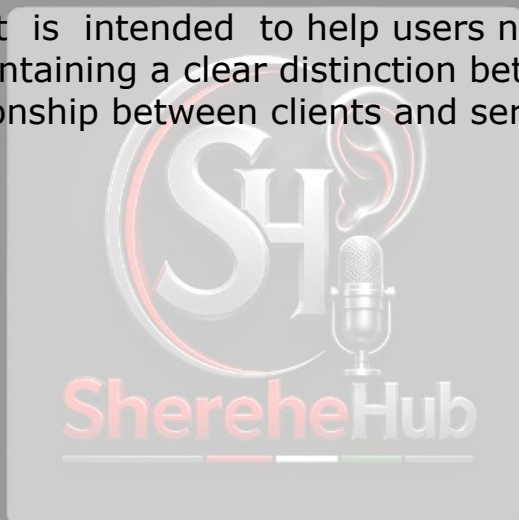
CLIENTS: People looking for event services.

SERVICE PROVIDERS: Businesses and professionals offering event services.

The support needs of each group may be different.

A client may need assistance understanding how to search for or evaluate a service, while a provider may need assistance creating a business profile, service listing, or package.

Sherehehub support is intended to help users navigate the platform effectively while maintaining a clear distinction between the platform and the direct relationship between clients and service providers.





Chapter 8: Conclusion & Important Information

Sherehehub is an events marketplace designed to facilitate discovery, exploration, review, comparison, shortlisting, and connection between clients and event service providers.

Business profiles, service listings, packages, pricing, portfolios, project information, contact details, service areas, availability, and other information are provided by the respective users and service providers.

While Sherehehub may take reasonable steps to support platform integrity and, where applicable, provider verification, users should conduct their own due diligence before relying on information presented on the platform, making payments, entering contracts, or engaging a service provider.

Clients are responsible for evaluating and selecting service providers based on their own requirements and judgment.

Service providers are responsible for accurately representing their businesses, services, pricing, capabilities, availability, and other information they publish.

Sherehehub's role is to connect the marketplace.

The final decision, agreement, payment, service delivery, and other arrangements remain between the client and the service provider.

Use Sherehehub to discover better options, ask better questions, compare carefully, and make informed event decisions.