
PRESS BRIEF

For Editorial Use — Online Entertainment Feature
Switch The Groove & Saibu Samuel Adesina

SUGGESTED HEADLINE

From Government Boardrooms to Concert Stages: The Rise of Switch The Groove

Alternative headlines:

- "Switch The Groove: The South-West Event Brand Taking Nigeria's Youth Creative Scene by Storm"
- "Meet the Man Behind Switch The Groove — Nigeria's Most Exciting New Event Series"
- "2,000+ Fans, One Night, One Vision: The Rise of Switch The Groove"

THE STORY

Saibu Samuel Adesina is not the typical face you would expect behind one of Nigeria's most exciting emerging event brands. A trained urban and regional planner who spent over two decades in the Ogun State civil service — rising to the position of Director at the Ministry of Urban and Regional Planning — Samuel brings a discipline and strategic precision to event production that sets him apart from the crowd.

Three years ago, he founded Switch The Groove — a premium party concert series rooted in Abeokuta, Ogun State, with a clear mission: deliver world-class entertainment experiences while opening real doors for upcoming artists in Nigeria's creative scene. Since then, the series has grown into one of the most credible youth-focused live music properties in the South-West, with editions held across Abeokuta, Ago-Iwoye, and Ibadan.

The series' landmark edition — Switch The Groove: Vibes After Ramadan — held in Ago-Iwoye was a cultural statement as much as it was a party. Conceived to celebrate the end of the Muslim fasting period, the event brought together a diverse audience of over 2,000 people united by music, culture, and community. With multiple ticketing tiers catering to both general audiences and premium clientele — all of which sold out — the event demonstrated that world-class entertainment experiences can be created and sustained right here in South-West Nigeria.

The event attracted corporate partnerships with some of Nigeria's most recognised brands — including Adron Homes, Links Roofing Sheet, and D'USSÉ Cognac Nigeria — as well as hospitality support from The South, one of Abeokuta's leading entertainment venues. For a relatively young event brand operating primarily through community networks and grassroots relationships, the calibre of these partnerships speaks volumes.

"I want to create spaces where young creatives can perform, be seen, and be celebrated. Switch The Groove is not just a party — it is a platform."

— Saibu Samuel Adesina, Founder, Switch The Groove

MORE THAN CONCERTS

What makes the Switch The Groove vision distinctive is its scope. Beyond the concert series, the team is actively developing EduFest — a full-day creative industry event that blends professional development with live entertainment. The concept combines daytime symposiums, workshops, and networking sessions where emerging creatives can learn directly from industry leaders, with an evening ticketed concert headlined by mainstream artists. It is, in essence, a platform that feeds both the mind and the soul of Nigeria's creative generation.

Samuel has also quietly established himself as a supporter of other creatives — providing sponsorship and production backing to four independent events organised by fellow artists and promoters, including party concerts and a fashion show. In an industry often characterised by competition, his investment in the ecosystem around him is a telling sign of the kind of leader he is becoming.

KEY FACTS AT A GLANCE

- Founded Switch The Groove in 2021 — now a recurring premium concert series
- Flagship edition: Switch The Groove: Vibes After Ramadan, Ago-Iwoye
- 2,000+ attendees across editions in Abeokuta, Ago-Iwoye, and Ibadan
- Multiple ticketing tiers — fully sold out across all categories
- Corporate partners: Adron Homes, Links Roofing Sheet, D'USSÉ Cognac Nigeria, The South
- Headlining artist: Skiibii | Also worked with Famous Pluto and Shoday
- Sponsored 4 independent creative events including a fashion show
- Founder: Director, Ogun State Ministry of Urban & Regional Planning (since 2018)
- B.Sc. Urban & Regional Planning, Obafemi Awolowo University (2002)

SUGGESTED INTERVIEW ANGLES & QUESTIONS

For the journalist — these angles make for the most compelling story:

- How does his background in urban planning influence how he designs and produces events?
- What does it mean to him to platform upcoming artists — has he seen any of them grow after Switch The Groove?
- How did Switch The Groove secure D'USSÉ Cognac as a partner?

- What is the vision for Switch The Groove in the next three to five years?
- What is EduFest and when can Nigeria expect to see it?
- How does the team build its audience without relying heavily on social media?

MEDIA ASSETS PROVIDED

- High resolution event photographs from Switch The Groove editions
- Event backdrop images showing corporate sponsor branding
- Official headshot / portrait of Saibu Samuel Adesina (request if needed)

PRESS CONTACT

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This press brief is prepared for editorial use. All facts and figures are verified by the subject.