



memories  
events management

# OUR JOURNEY

Observe our visions unfold...

20 | 20  
12 | 24

## Offices

United Arab Emirates  
Saudi Arabia  
Lebanon

## Socials



## Information



[memoriesevents.com](https://memoriesevents.com)



[memorieseventsmanagement9548](https://www.youtube.com/channel/memorieseventsmanagement9548)

# 01



## Introduction

Being born into the midst of the golden sands of the Gulf, we can whole-heartedly believe that this is the land of unlimited potential and zero boundaries to grow and emerge into something truly special.

Memories has become an award-winning regional leader in events design, planning, and management, showcasing unrivalled passion, creativity, vision, and determination to bring out only the most spectacular and ground-breaking event experiences to the spotlight. Bringing pure artistic imagination and the unexpected to life, we make the impossible possible with no compromises. Expanding around the world in the Gulf, Europe, Middle East, and United States, we always ambitiously strive to exceed all expectations and set a new benchmark for international standards. We believe that many aspects in life may fade away, but memories will always remain. That is why we personally ensure the most breathtaking and unforgettable events and experiences that everlastingly stimulates your heart, body, and soul.

We breath in creativity and breath out ideas.

**We are Memories.**

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## About us

We are an award-winning creative event agency based in Dubai, Riyadh and Beirut. Memories specializes in creating experiential and unique events through bespoke design and meticulous details.

We focus on providing world-class and highly effective regional and international event services with the creation of extraordinary experiences laying in the core of our commitment. Our excellence derives from being the first of our kind in the region to

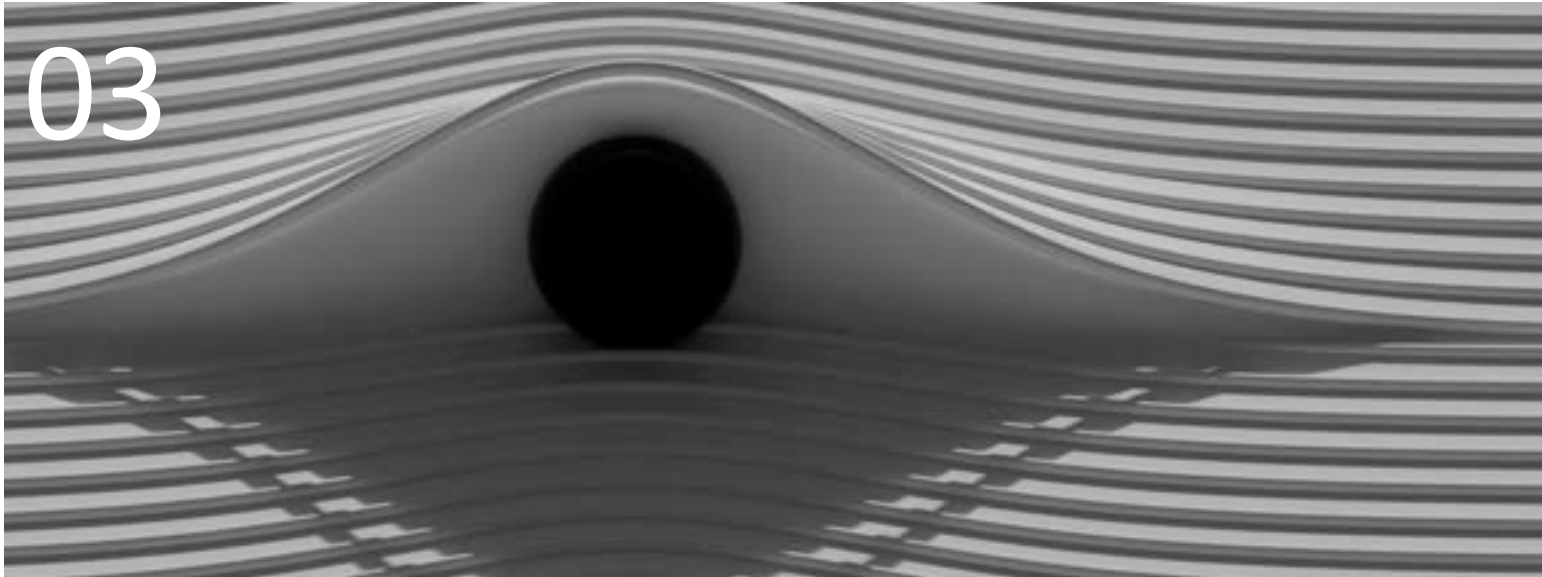
accommodate a wide spectrum of dazzling events, from storytelling and detail-oriented luxury to boldly corporate and governmental.

Memories is powered by a passion-driven and dedicated team of event specialists, architects, designers and strategists who are fully determined to turn every cherished story into carefully crafted details that are both mesmerizing and unforgettable.



Company Profile

03

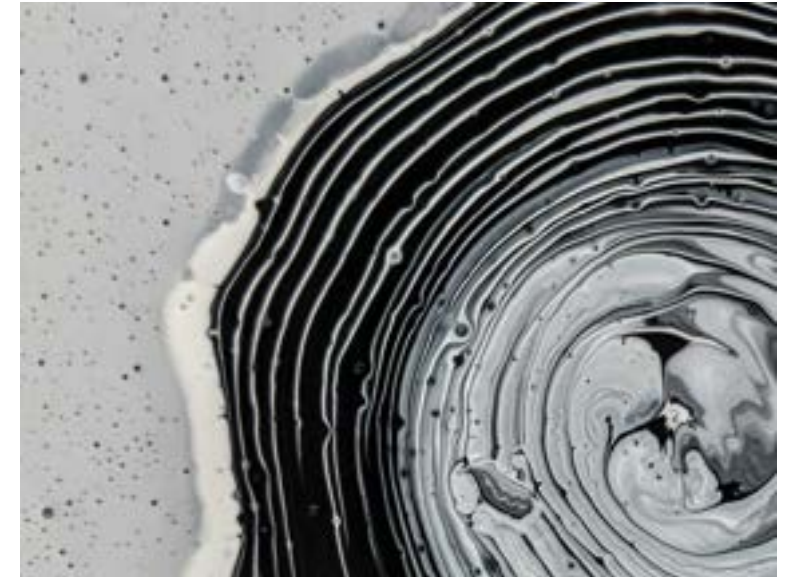


## How we work

At Memories, we specialize in conceptualizing, designing, creating, and bringing unique, masterful ideas to life that paves the way for a stunning and unforgettable event experience.

## Conceptualization

We begin our creativity-inspired journey by setting out main focus on carefully and extensively research all areas that cover design, architecture, and involved cultural links. Placing all side by side for thorough analysis, we then turn towards the drawing board to densely brainstorm and formulate a wide array of creative ideas and concepts that can follow through. All fundamental details are taken into consideration to highlight all and any gaps for revisions and enhancements. Our design process involves selectively partnering with promising individuals, brands, entities, who go hand in hand in matching our level of determination to showcase exceptional results and unquestionably high standards. Furthermore, we undergo an essential brief with a creative lead that consists of top-tier architects, designers, artists, and strategists to collectively contribute to further conceptualizing new environments and experiences that are all then careful selectively refined by our team.



## Execution

Great ideas without any proper execution will simply just remain as great ideas. However, this second phase of execution is where things really start to get interesting; finally bringing our developed and well-thought concepts and ideas to life. We take full advantage of strategic planning and development to effectively map out and then administer how all the produced bespoke design elements, construction, technical installations, and overall supervision will fit and be applied altogether. By setting our sharp focus on story-telling, culture, design, and all other essential details involved, we then use our exclusive, artistic way of effectively implementing the overall concept to then produce the most sophisticated organization of the eye-catching event from the very start to finish.

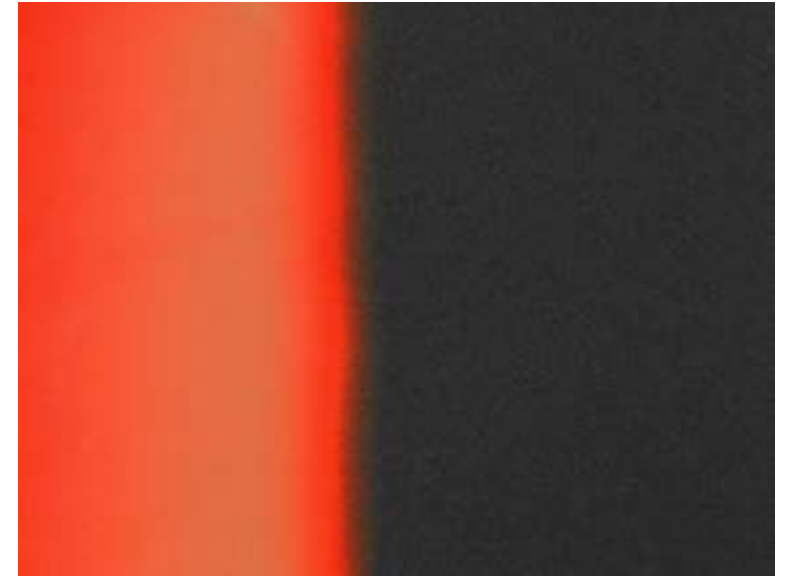
# 04

## What we do

We specialize in conceptualizing, designing, creating, and bringing unique, masterful ideas to life. By setting a sharp focus on storytelling and all the essential details involved, we use an artistic way of implementing the concept to then produce the most sophisticated organization of the event from start to finish.

## Services

We use our versatile and well-founded expertise and knowledge to handle all your event management needs with ease, from creating to organizing, whether be it simple activations to large-scale corporate events. Through our eyes, event management begins with a clear understanding of our clients' goals and expectations and ends it with an exceptionally well- executed, memorable event. We coordinate and take on events of all sizes.



# 05

## Our Culture

### Trust & Integrity

We are a company built on trust, professionalism, and reliability at its core, with a dynamic and positive environment that promotes truthfulness, fairness, and transparency to the highest degree.

### Innovation

We invest extensively in time and resources to always stay ahead of the game in delivering revolutionary strategies and techniques, as well as utilizing innovative technologies to consistently produce out-of-this-world experiences for every unique event.

### Team-work

We believe in a unified, collective team effort as a whole to be the ultimate key in yielding the most efficient and results for all our clients; our dedicated and passion-driven teams in Dubai, KSA, and Lebanon are the true driving force when it comes to cooperatively achieving the unimaginable together.

### Quality

We use our long-standing and well-grounded knowledge and expertise to continually strive for excellence in everything we do and through setting high standards, ensuring utmost determination to delivering perfection in all areas of our work, down to the very last detail.



# 06

## A message from the CEO

As a CEO in the dynamic field of events management, I've learned that true leadership extends beyond just managing tasks – it's about inspiring a team to collaborate passionately toward a shared vision. The journey of becoming a leader involves constant self-evolution, cultivating emotional intelligence, and fostering an environment where each team member's strengths are harnessed. Effective management means not only orchestrating successful events but also nurturing the growth of individuals, ultimately shaping a cohesive and innovative workforce.

**Wael Jaber**



# 07

## 20 Guinness World Records

**24 November 2016**

**01** Largest glow-in-the-dark painting and was achieved by Public Works and Services Department of Government of Ras Al Khaimah has context menu

**09 December 2017**

**02** Most people contributing to a stamp image is 4948 and was achieved by Chevrolet (UAE)

**09 December 2017**

**03** Largest online photo album of people holding a sign consists of 37,163 photos and was achieved by Chevrolet

**12 March 2018**

**04** Largest parade of GMC cars consists of 191 cars and was achieved by GMC and Abu Dhabi Police

**29 July 2018**

**05** Largest recyclable material mosaic (image) measures 10455 Ft 106 in and was achieved by Memories Events Managements (UAE) and MTV SAL (Lebanon)

**11 November 2018**

**06** Most signatures on a whiteboard is 1467 and was achieved by the Ministry of Tolerance and Etihad Airways (Both UAE)

**22 November 2018**

**07** Heaviest aircraft pulled over 100m by a team (female) is 168.801 tones and was achieved by Dubai Police HQ

**24 November 2018**

**08** Heaviest aircraft pulled over 100m by a team (female) is 168.801 tons and was achieved by Dubai Police HQ

**04 December 2018**

**09** Most nationalities in a CPR relay is 104 and was achieved by Dubai Health Authority





**10** **04 December 2018**  
Most people in a bicycle relay is 307 and was achieved by General Mills MENAT and the Dubai Health Authority (Both UAE)

**11** **03 January 2019**  
Most consecutive formations formed by unmanned aerial vehicles (UAVs) in the same set is 11 and was achieved by Dubai Police Academy

**12** **06 January 2019**  
Largest magnet sentence consists of 5398 magnets and was achieved by Dubai Police Academy

**13** **21 September 2019**  
Largest gathering of people wearing capes is 2266 people and was achieved by Warner Bros World Abu Dhabi

**14** **23 September 2019**  
Largest medal measures 1.49m in diameter and was achieved by Khaled Al-Suwaidi

**15** **26 October 2019**  
Most consecutive formations formed by unmanned aerial vehicles (UAVs) in the same set is 12 and achieved by United Electronics Company Extra (KSA)

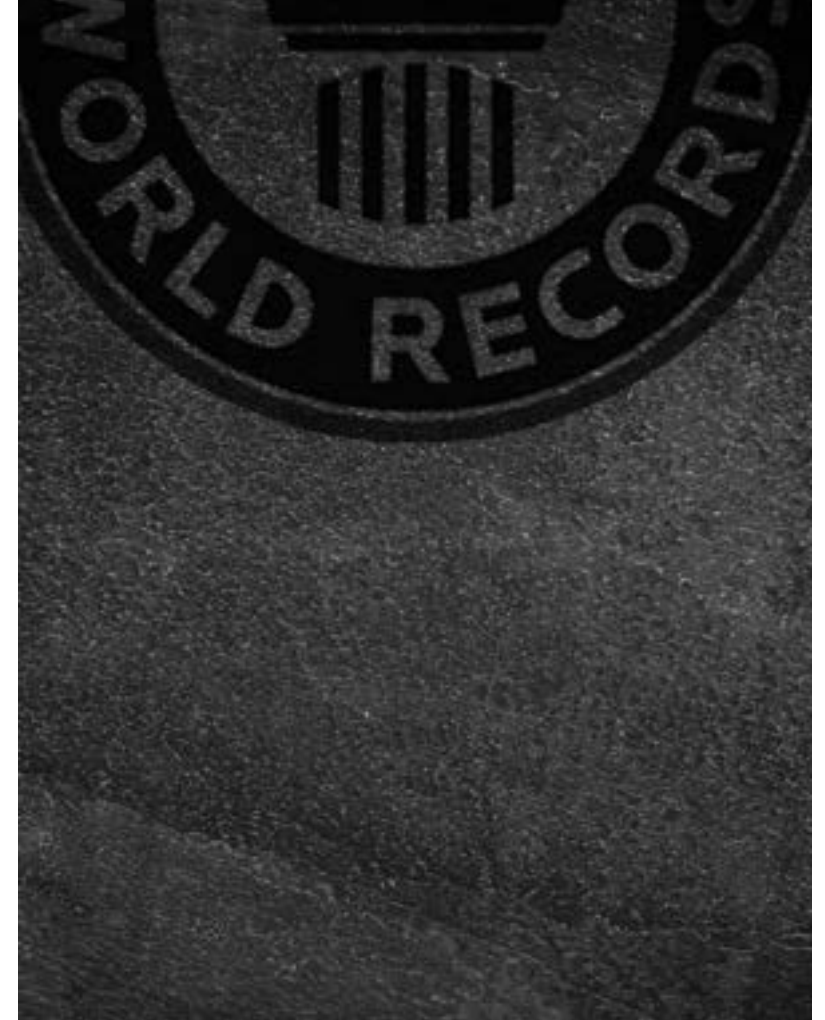
**16** **26 January 2020**  
Longest handshake relay consists of 1817 participants and was achieved by Abu Dhabi Police

**17** **28 February 2021**  
Largest Medal measures 2.56m and was received by H.E Obaid Alketbi

**18** **28 December 2021**  
Most contributions to a color by numbers is 4826 and was achieved by Farah Experiences Ferrari World Abu Dhabi

**19** **14 January 2022**  
Most contributions to a greetings card is 20482 and was achieved by Farah Experiences - Warner Bros World

**20** **October 30 , 2024**  
The most people participating in a crunches relay to market the launch of its all-new Footlongest Crunch Series across select countries in the Middle East for Subway



# 13

## Renowned Awards

**01** **WOW Awards 2020**  
CSR Campaign of the Year by a Brand - Government Largest Recyclable Material Mosaic.

**02** **WOW Awards 2020**  
Corporate Incentive Event of the Year (Standalone) Innovation Week UAE.

**03** **WOW Awards 2020**  
Production Management awarded to Memories Events Management.

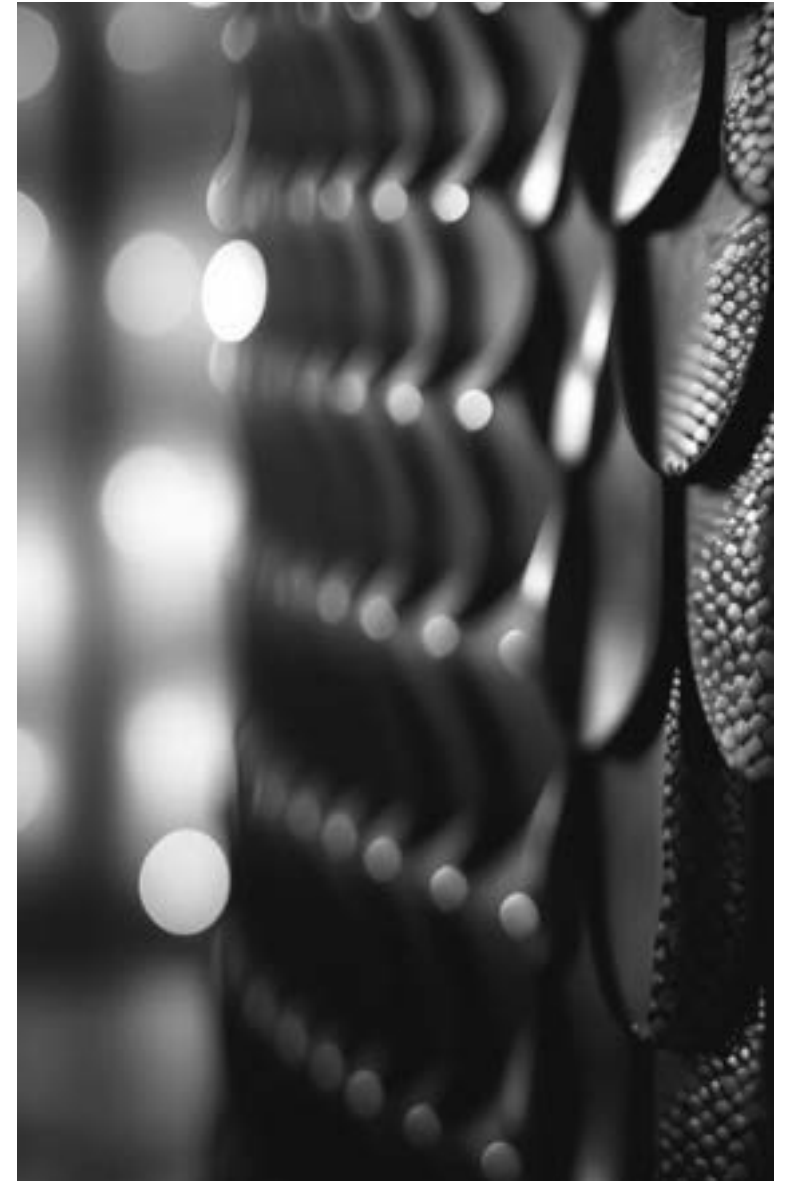
**04** **WOW Awards 2020**  
Achievement in SFX / Pyrotechnic.

**05** **WOW Awards 2020**  
Achievement in Projection Mapping.

**06** **WOW Awards Gold 2024**  
Launch Event of the year / Saudi Tourism Authority - Lai Ba

**07** **WOW Awards Gold 2024**  
Sport Event of the year / Nike Wellfit Festival Event

**08** **WOW Awards Gold 2024**  
Event of the year for a Luxury brand / Cartier Suhoor Event

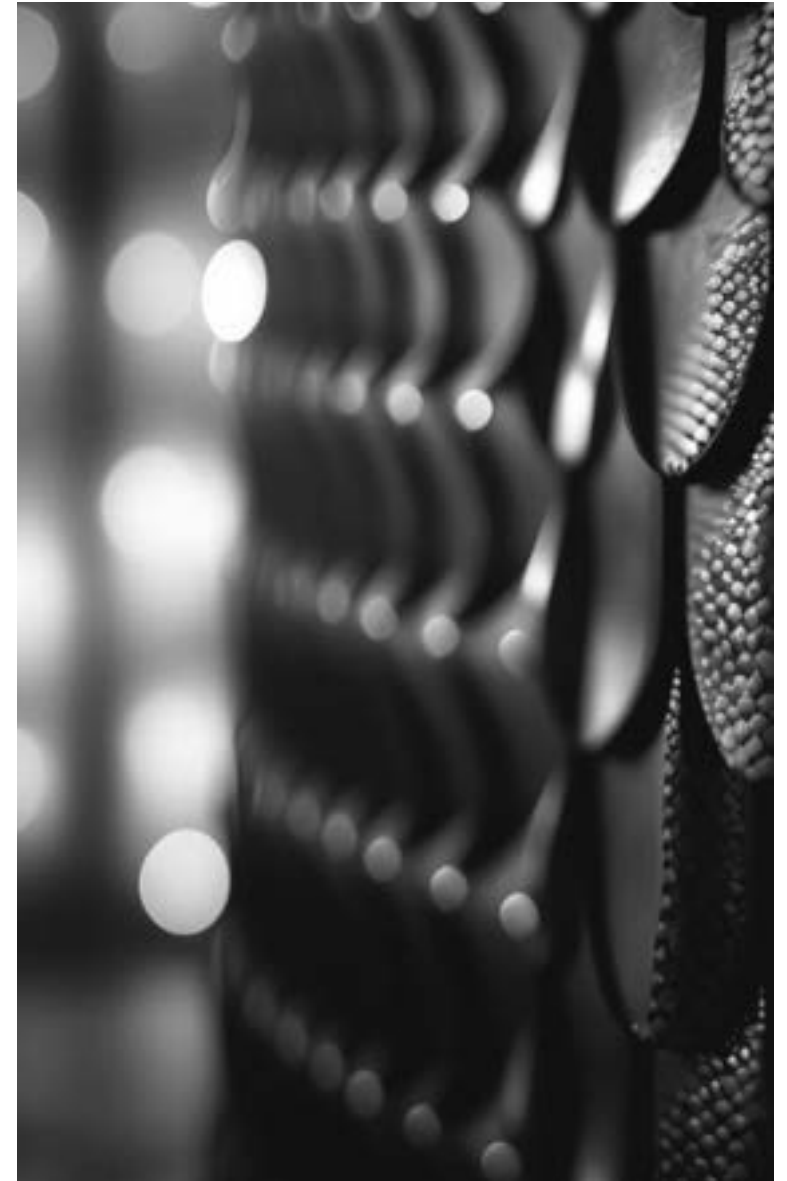


# 13

## Renowned Awards

- 09** **WOW Awards Silver 2024**  
Special Event of the year for Government / Saudi Tourism Authority - Lai Ba
- 10** **WOW Awards Silver 2024**  
Launch Event of the year / Saudi Tourism Authority - Lai Ba
- 11** **UAE Business Awards**  
Most trusted event management company – Middle East.
- 12** **Global Event Awards**  
Battle Royal Berlin and Memories Events Management. Dubai Police Academy graduation ceremony. Ceremony

- 13** **Global Event Awards**  
Battle Royal Berlin and Memories Events Management. Dubai Police Academy graduation ceremony. Live Show





LUXURY EVENTS



GOVERNMENTAL EVENTS



CORPORATE EVENTS



INSTORE ACTIVATIONS



AUTOMOTIVE EVENTS



COMMUNITY & PRIVATE  
EVENTS



# GOVERNMENTAL EVENTS

# SAUDI TOURISM AUTHORITY

## LAI BA

SHANGHAI, CHINA

Memories Events designed, built and managed the Lai Ba event, dedicated to the introduction of Saudi Arabia's culture, food and traditions to welcome the nation of China to visit The Kingdom.

With 80,000 attendees in just 7 days, the event has increased the number of people showing interest in the Kingdom by 277%.

Elements: Design, Production, Management, Light Show, Choir Performance, Entertainment, F&B, Hostesses & Hosts, 350+ crew members.

WOW Awards: 3



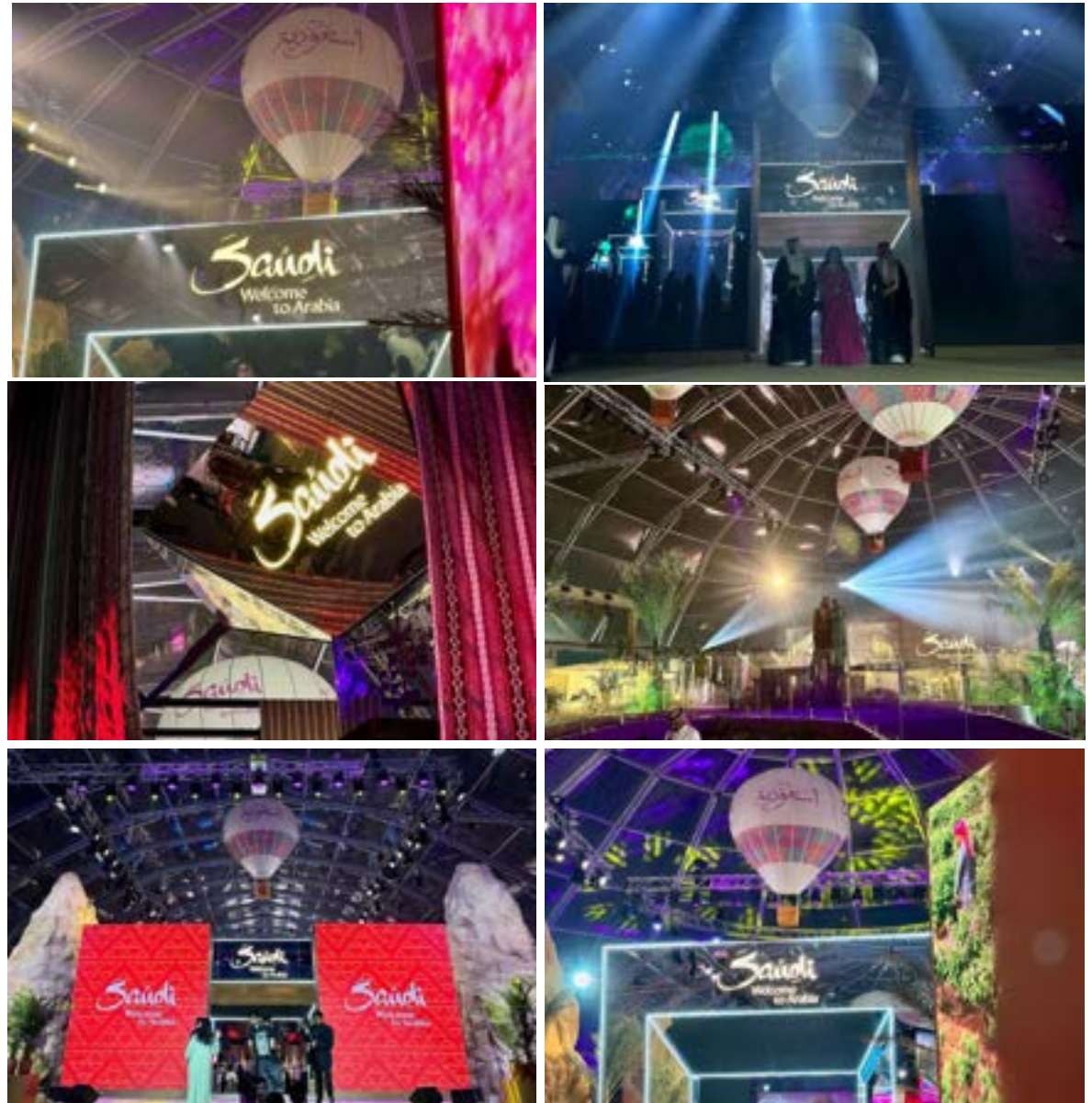
# SAUDI TOURISM AUTHORITY

## Spectacular Saudi

Mumbai, India

Memories Events designed, built and managed the Spectacular Saudi event, dedicated to the introduction of Saudi Arabia's culture, food and traditions to welcome the nation of India to visit The Kingdom.

Elements: Design, Production, Management, Light Show, Choir Performance, Entertainment, F&B, Hostesses & Hosts, 500+ crew members.



# SAUDI TOURISM AUTHORITY

## Saudi Tourism Festival

Beijing, China

Memories Events designed, built and managed the Saudi Tourism Festival event, dedicated to the introduction of Saudi Arabia's culture, food and traditions to welcome the nation of China to visit The Kingdom.

Elements: Design, Production, Management, Light Show, Choir Performance, Entertainment, F&B, Hostesses & Hosts.





# MINISTRY OF INTERIOR, DUBAI POLICE ACADEMY, GRADUATION OF THE 50<sup>TH</sup>, EXPO 2020

DUBAI, UAE

Memories Events, designed, organized and managed the graduation ceremony of Dubai, Sharjah and Abu Dhabi Police under the umbrella of the Ministry of Interior with a royal attendance from all over the UAE including H.H. Sheikh Mohammed bin Rashid Al Maktoum.

The event was a carefully curated experience combining immersive production, world leading technologies, projection, immersive sound, light and motion design.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Live Broadcasting, Filming, Video Production, Giveaways and Gifts.



## ETIHAD WATER AND ELECTRICITY, NATIONAL DAY CELEBRATIONS.

RAS AL KHAIMA, UAE

Memories Events designed and organized a prestigious event for Etihad Water and Electricity in celebration of the 53rd UAE National Day. The event, held in Ras Al Khaimah, was attended by His Highness Sheikh Saud bin Saqr Al Qasimi, Ruler of Ras Al Khaimah. This celebration showcased the UAE's rich cultural heritage and its vision for the future, creating an unforgettable experience for all who attended.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Giveaways and Gifts.



## MAN IN THE MIDDLE, ISNR OPENING CEREMONY, MINISTRY OF INTERIOR

ABU DHABI, UAE

Memories Events designed, organized, and managed the ISNR Opening Ceremony 2022 under the umbrella of the Ministry of Interior with the attendance of LG HH Sheikh Saif bin Zayed Al Nahyan.

The event was an immersive live-action show combining intricate synchronizations of storylines, choreography, and stunt acts, all enhanced by audiovisual elements and special effects.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Live Broadcasting, Filming, Video Production, Giveaways and Gifts.



# WORLD GOVERNMENT SUMMIT IMMERSIVE PRESENTATION

DUBAI, UAE

Memories Events created augmented reality elements in order to achieve an immersive presentation for His Highness Sheikh Seif bin Zayed Al Nahyan at the World Government Summit in Expo 2020.

Elements: Augmented Reality, AV, Filming.



# DEWA, 51ST NATIONAL DAY

DUBAI, UAE

Memories Events designed, organized and executed a 2 day event for the DEWA employees for the 51st UAE National Day.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Activations, Filming, Video Production, Entertainment.



## DUBAI POLICE ACADEMY, FROM AL WASL TO AL WAS GRADUATION, 2019

DUBAI, UAE

Memories designed, organized and managed the 27th batch of students' graduation for Dubai Police Academy. The event was attended by His Highness Sheikh Hamdan bin Mohammad bin Rashid Al Maktoum.

Elements: Design, Production, AV, Lighting, Screen Content Creation, 6D Show, Live Broadcasting, Filming, Video Production, Augmented Reality, Giveaways and Gifts.



## DUBAI POLICE ACADEMY, GRADUATION 2019

DUBAI, UAE

Memories designed, organized and managed the 26th batch of students' graduation for Dubai Police Academy. The event was attended by His Highness Sheikh Hamdan bin Mohammad bin Rashid Al Maktoum.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Drone Show, GWR (x2), Live Broadcasting, Filming, Video Production, Giveaways and Gifts.



## UAE ARMED FORCES, UNION FORTRESS SHOW, 2019

SHARJAH, UAE

Showcasing the distinctive abilities of the UAE Armed Forces, Memories highlighted the military's collective role in safeguarding the security of the country and its residents.

Elements: Design, Production, AV, Filming, Video Production.





## SHARJAH ARCHEOLOGY AUTHORITY, INAUGURATION OF ARCHEOLOGY 46 CAMPAIGN

SHARJAH, UAE

Memories executed the launch of 'Archeology 46' through a 6D show that showcased the history of Sharjah.

Elements: Design, Production, AV, Lighting, Filming, Video Production, 6D Show, Hostesses.



## AL BATAEH CYCLING , NEW LANE LAUNCH

SHARJAH, UAE

Memories Events designed and managed the launch of the New Al Bataeh Cycling Lane event in Sharjah.

The event was attended by HH Sheikh Said bin Sultan bin Mohammed Al Qasimi.

Elements: Production, Design, Entertainment, Catering



## RAK TOURISM DEVELOPMENT AUTHORITY, TURATH DISTRICT

RAK, UAE

In alignment with the vision of RAK Tourism Development Authority in shedding a light on the Emirates and attracting tourists, Memories ideated, organized and managed a three months long event at Al-Hamra fort consisting of traditional shows, a market and a food and beverage area.

Elements: Production, AV, Lighting, Entertainment, Filming, Video Production.



## GOVERNMENT OF RAS AL KHAIMAH, GLOW IN THE DARK

RAK, UAE

Bringing together artists from all around the world, glow-in-the-dark art pieces covered the parks of Ras Al Khaimah, to break a Guinness World Record for the Public Parks and Services Department.

Elements: Design, Production, AV, Filming, Video Production.

Guinness World Record: 1



## GOVERNMENT OF RAS AL KHAIMAH, BIGGEST FIREWORKS, NEW YEAR'S EVE

RAK, UAE

Securing the title of the 'largest number of operated multi-rotors/drones with a simultaneous fireworks display' with record-breaking 671 operated drones, and setting a brand-new world record for the 'largest aerial sentence formed by multirotor/drones created with 673 drones, the 12-minute spectacle lit up the sky with a jaw-dropping pyrotechnic performance and larger-than-life fireworks display.

Elements: Design, Production, AV, Fireworks, Drones, Filming, Video Production.

Guinness World Record: 2



## SHARJAH DEPARTMENT OF TOWN PLANNING AND SURVEY, AL SUHUB REST HOUSE OPENING EVENT

SHARJAH, UAE

For the opening of Al Suhub Rest house memories events designed and organized a synchronized laser show in Khorfakkan. The event was attended by His Highness Sheikh Sultanbin Muhammad Al- Qasimi.

Elements: AV, Lighting Show, Laser Show , Filming Video Production.





LUXURY EVENTS

## BVLGARI MAJLIS

DUBAI, UAE

The Bulgari Majlis was a luxurious gathering blending heritage, elegance, and exclusivity. Designed by Memories Events, the space showcased high jewelry, watches, and fragrances in a refined Majlis setting, offering VIP guests an immersive brand experience.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.





# SWAROVSKI, MOONLIT WONDERS OF RAMADAN

DUBAI, UAE

Swarovski: Moonlit Wonders of Ramadan was a dazzling celebration of elegance and tradition. Designed by Memories Events, the event showcased Swarovski's brilliance in a mesmerizing Ramadan-inspired setting, featuring enchanting crystal displays, immersive experiences, and a refined ambiance for VIP guests.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.



## MONTBLANC SUHOOR

RIYADH, KSA

Montblanc Suhoor in Riyadh was an elegant gathering celebrating heritage, craftsmanship, and the spirit of Ramadan. Designed by Memories Events, the event offered guests a refined ambiance, exquisite Montblanc showcases, and a sophisticated Suhoor experience in an intimate setting.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.



## CARTIER, PASHA DE CARTIER RELAUNCH

RIYADH, KSA

For the relaunch of Pasha de Cartier in the Kingdom of Saudi Arabia, Memories Events Management designed, organized and managed a one of a kind three days event at Al Faisaliah Tower in Riyadh.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.



# ROLEX, STORE OPENING AND GALA DINNER

ABU DHABI, UAE

Memories Events designed and managed the opening of the Rolex boutique and the Gala Dinner in Abu Dhabi, Emirates Palace and Yes Mall

Elements: Design, Production, AV, Gifts.



## CARTIER, AL MANAMAS

DUBAI AND ABU DHABI, UAE

Memories Events designed, organized and managed an immersive suhoor experience that combined the manamas history with Cartier's story.

Event Elements : Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.



# MIELE

DUBAI, UAE

Memories Events proudly designed, organized, and managed Miele's 125th Anniversary celebration, marking a significant milestone for the iconic brand. The event seamlessly blended elegance and innovation, reflecting Miele's rich heritage and commitment to excellence. Guests were treated to an unforgettable experience, showcasing the brand's journey and vision for the future, making it a truly memorable occasion.

Event Elements : Design, 360 Event Management, Production, AV, Screen Content, Entertainment, Catering, Filming.

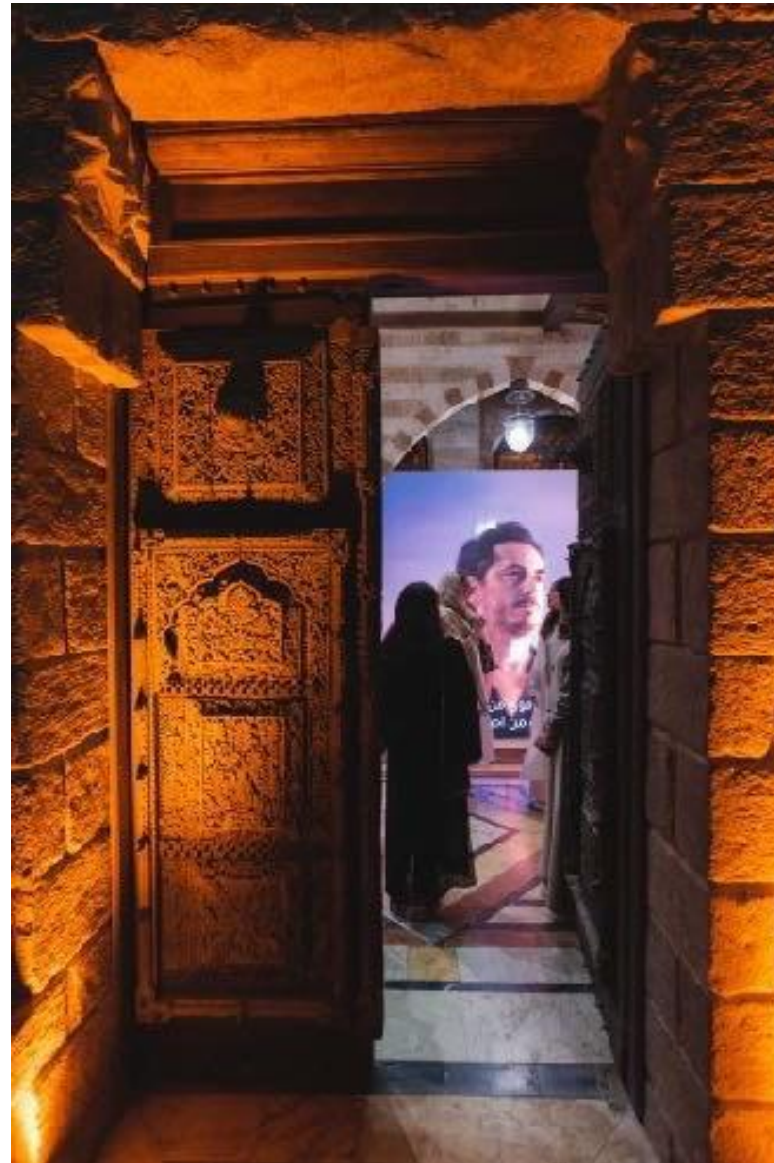


# KILIAN, POWER OF SCENT

JEDDAH, KSA

Memories Events designed, organized and managed an event for Kilian that took guests on a journey through time and scent, inspired by the captivating spices and fragrances of Saudi Arabia's Old Spice Souq

Event Elements : Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.



# TUMI, ALPHA BRAVO BASE CAMP

DUBAI, UAE

Memories Events executed and managed a stand in Dubai Mall for Tumi over the period of 10 days for the launch of Tumi's new collection. The stand included an RFID table as well as VR gaming experience.

Elements : Production, Stand Execution, VR Game, RFID Technology, Filming, Video Production.





# TUMI, UNPACK TOMORROW PARTY

DUBAI, UAE

Memories Events executed and managed a celebratory party for Tumi's new collection of "Unpack Tomorrow".

Elements: Production, Design, Filming, Video Production.



# CARTIER, SUHOOR

RIYADH, KSA

Memories Events designed, organized and managed an immersive suhoor experience for Cartier.

Event Elements : Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.



## BVLGARI SUHOOR

Riyadh, KSA

Memories Events executed and managed a celebratory party for Tumi's new collection of "Unpack Tomorrow".

Event Elements: Production, Design, Filming, Video Production.



Luxury Events

## L'OCCITANE, SUHOOR

JEDDAH, KSA

Memories Events designed, organized and managed a suhoor dinner for L'occitane in Jeddah, KSA.

Event Elements: Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.

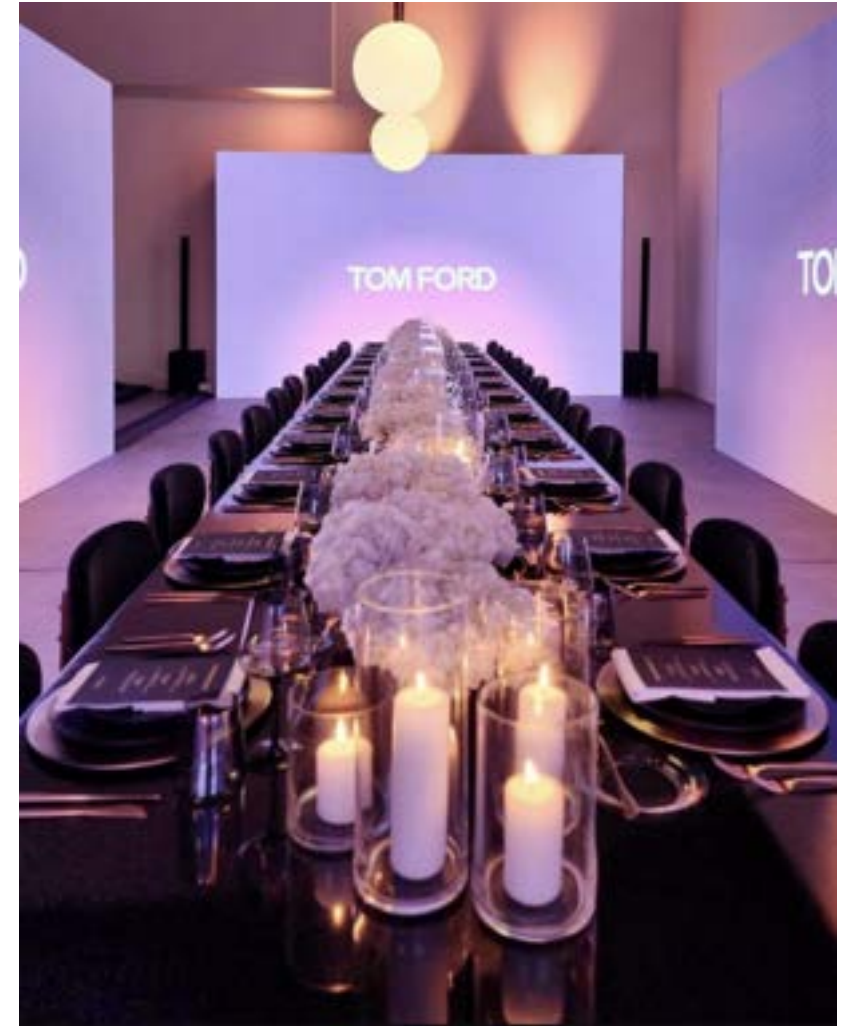


## TOM FORD BEAUTY, IMMERSE SUHOOR SCENT EXPERIENCE

DUBAI, UAE

Memories Events designed, organized and managed a suhoor dinner for Tom Ford Beauty.

Event Elements: Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.



## TUMI, ALPHA BRAVO COLLECTION VIP PARTY

DUBAI, UAE

Memories Events designed and managed a VIP party for the launch of Tumi's Alpha Bravo new collection. The event was attended by Victor Sanz, Tumi's creative director through the hologram technology.

Elements: Design, Production, AV, Filming, Hologram Technology.



## TUMI X MCLAREN, BOAT PARTY

DUBAI, UAE

Memories Events designed and managed a VIP party for the launch of Tumi's new collection with McLaren.

Elements: Design, Production, AV, Filming.



# KARL LAGERFELD, ULTIMATE ICON EVENT

DOHA, QATAR

Memories Events designed and managed celebrating Karl Lagerfeld's enduring legacy.

Elements: Design, Production, AV, Filming, Gifts.





## TUMI, UNPACK TOMORROW STAND

DUBAI, UAE

Memories Events executed and managed a stand in Mall of the Emirates for Tumi over the period of 10 days for the launch of Tumi's new collection.

Elements : Production, Stand Execution, VR Game, RFID Technology, Filming, Video Production.



## BAYT DAMAS, LAUNCH

DUBAI, UAE

Bayt Damas hosted the unveiling of the new face of Damas jewelry as well as multiple private events held at the venue. Our team was behind the finest of the details and provided event management, dinner and catering, media wall and Instagram room among other elements.

Event Elements : Design, AV, Screen Content, Catering, Mixology.



## KENZO, POP-UP

RIYADH, KSA

Memories Events designed, implemented and managed a pop-up store for the launch of the new Kenzo collection in Riyadh Park

Elements: Design, Production, Filming, Video Production, Photo Booth, Event Management.



# CORPORATE EVENTS



# CENOMI,

RIYADH, KSA

We orchestrated the complete planning, design, execution, and management of the event. Collaborating with a celebrated chef, we crafted a menu deeply inspired by Saudi culture, which was served to guests as they enjoyed a captivating performance by Guy Manoukian.

Elements: Design, Production, AV, Screen Content Creation, Filming, Video, Entertainment, Gifts.



## SEPHORA, SPRING PR EVENT

DUBAI, UAE

We organized and designed a cutting-edge event that featured a booth showcasing new products. VIPs and influencers attended, enjoying a futuristic theme with entertainment from a DJ and interactive activities like bracelet making and product testing.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.

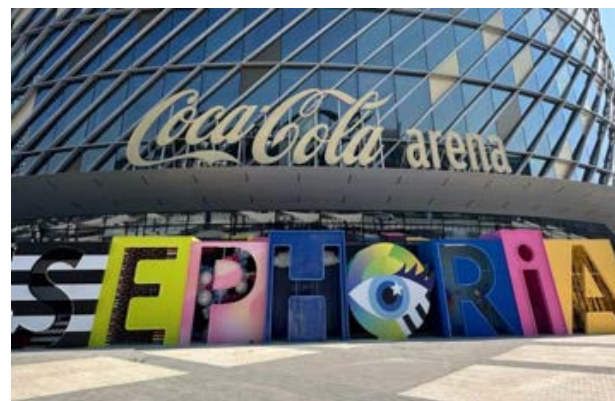


# SEPHORA, SEPHORIA

DUBAI, UAE

We organized and managed the biggest beauty event for Sephora, SEPHORIA event tailored for beauty influencers, featuring DJs, engaging activations, masterclasses and exciting giveaways.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation,, Entertainment, Gifts, Celebrity Management



## SEPHORA, RAMADAN PR EVENT

RIYADH, KSA

We organized a lively Sephora PR event tailored for beauty influencers, featuring a DJ, engaging activations, and exciting giveaways. We focused on creating a fresh and interactive experience, opting out of traditional activities like bracelet making, henna, and calligraphy.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming, Video, Entertainment, Gifts.





## THE BILTMORE TBILISI HOTEL, GRAND OPENING CEREMONY

TBLISI, GEORGIA

Memories designed, organized and managed the grand opening ceremony of the Biltmore Hotel in Tbilisi, Georgia. The event was attended by His Highness Sheikh Nahyan bin Mubarak Al Nahyan.

Elements: Design, Production, AV, Lighting, Screen Content creation, 3D Mapping, Live Broadcasting, Filming, Video Production, Entertainment, Fireworks.

WOW Awards: 3



# HILTON THE PALM, GRAND OPENING

DUBAI, UAE

Memories Events designed, organized, and brought together the elements of water and fire together for the Grand Opening of Hilton The Palm.

Elements: Creative Concept, Production, AV, Design, Entertainment, Filming.

WOW Awards: 3



# AVATR Opening in the UAE

DUBAI, UAE

Memories Events designed, organized, and managed the launch event for AVATR in the UAE, marking their exciting entry into the region. The event showcased AVATR's innovative technology and cutting-edge designs, creating an immersive experience that highlighted the brand's vision for the future of mobility. It was a dynamic and impactful introduction to the UAE market, leaving a lasting impression on all attendees.

Elements: Creative Concept, Production, AV, Design, Entertainment, Filming.



# DAIKIN 100<sup>th</sup> Anniversary

DUBAI, UAE

Memories Events designed, organized, and managed Daikin's 100th Anniversary celebration at the iconic Museum of the Future, perfectly aligning with the company's vision for innovation and the future. The event featured a distinguished MC, two external speakers, and insightful presentations from Daikin's leadership, creating an engaging and forward-thinking atmosphere. The choice of venue underscored Daikin's commitment to shaping the future of their industry, making this milestone celebration truly unforgettable.

Elements: Creative Concept, Production, AV, Design, Entertainment, Filming.



## EATON, CUSTOMER EXPERIENCE CENTER OPENING

DUBAI, UAE

Memories Events designed and executed the opening of the new Customer Experience Center for Eaton. The event was inaugurated by HE Saeed Mohammed Al Tayer CEO at DEWA.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming Entertainment and Gifts.



## MR. CHOW, GRAND OPENING CEREMONY

RIYADH, KSA

Memories designed, organized and managed the grand opening ceremony of the Asian restaurant, Mr. Chow.

Elements: Design, Production, AV, Lighting, Screen Content creation, Drone Show, Filming, Video Production, Entertainment.



# THE ORDINARY, PINK SERUM LAUNCH

DUBAI, UAE

Memories designed, organized and managed the launch of a new pink serum for The Ordinary.

Elements: Design, Production, Filming, Video Production, Entertainment.



## NIKE, NEVER-DONE SKATEBOARD

DUBAI, UAE

Memories events designed, organized and managed several skateboard workshops for Nike across the UAE.

Elements: Design, Production, AV.





## SNAPCHAT, AR & FASHION

UAE AND KSA

Memories Events designed, organized and managed various corporate events for Snapchat in Dubai and Riyadh such as KSA shopping season and AR fashion and beauty events.

Elements: Design, Production, AV, Catering, Filming and Gifts.



# NISSAN, PETRO MIN

Riyadh, KSA

Memories Events designed, organized and managed an event for Nissan, Petro Min.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## SEAWORLD ABU DHABI STAND

ABU DHABI, UAE

Memories Events designed and organized a submarine stand at various locations across the malls of Abu Dhabi and Dubai for the opening of the new SeaWorld Abu Dhabi, a marine life theme park and animal research center.

Elements: Stand Design, Production, AV, Filming and Gifts.



## NIKE, NEVER-DONE BASKETBALL

ABU DHABI, UAE



Memories events designed, organized and managed several basketball and skateboard workshops for Nike across the UAE.

Elements: Design, Production, AV.



# TAJ EXOTICA RESORT AND SPA, THE PALM, NEW YEAR'S EVE PARTY

DUBAI, UAE

Memories Events designed and executed an under-the-sea-themed Gala Dinner for TAJ Exotica Resort and Spa on New Year's Eve 2023.

Elements: Design, Production, AV, Entertainment



## PANTENE, MERIDA EVENT

DUABAIN, UAE

Memories Events designed and executed a Merida Event for influencers and media to experience an instagrammable afternoon with Pantene's Oil Replacement Product .

Elements: Design, Production, AV, Multimedia Show, Screen, Filming Entertainment and Gifts.



## SEPHORA , SUHOOR DINNER

RIYADH, KSA

Memories events organized and managed a Suhoor dinner for Sephora.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## SNAPCHAT, EMERGING WORKSHOP

RIYADH, KSA

Memories Events designed and managed several conferences and workshops for snapchat in Riyadh Saudi Arabia such as Snapchat emerging workshop and Retail Leaders Circle Mena conference.

Elements: Design, Production, AV, Catering, Filming and Gifts.





## SEPHORA , MAKE A WISH DINNER

DUBAI, UAE

Memories events organized and managed a Make a Wish dinner party for Sephora in SLS Hotel.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## PETRONAS , OPENING CEREMONY

IRAQ

The official opening ceremony was organized by Memories for the Al Gharraf oil and gas field with more than 2,000 attendees.

Elements: Design, Production, AV, Filming, Video Production.



## MAC, LOCKED LIPSTICK INK

JEDDAH AND RIYADH, KSA

Memories events organized and managed an activation event for Mac Cosmetics new collection of Locked Lipstick Ink involving the presence of influencers in Jeddah and Riyadh.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## MCDONALD'S, BRANCH OPENING, RIYADH SEASONS

RIYADH, KSA

Memories Events designed, organized and managed the opening of a new McDonald's branch in Riyadh Season Boulevard in the attendance of His Highness Prince Maashal Al-Saud.

Elements: Design, Production, AV, Filming, Video Production, Entertainment, Event Management.



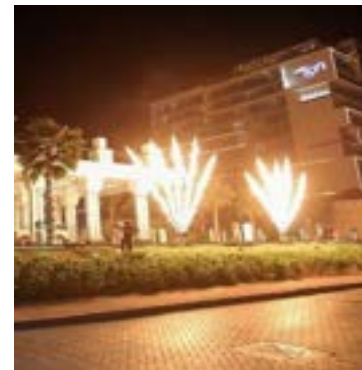
# TAJ EXOTICA RESORT AND SPA, THE OPENING CEREMONY

THE PALM, DUBAI

Memories Events designed and executed the Grand Opening ceremony of Taj Exotica resort and spa in The Palm, Dubai.

The event was attended by His Highness Sultan bin Khalifa Al Nahyan.

Elements: Design, Production, AV, Multimedia Show, Screen Content Creation, Filming Entertainment and Gifts.



# MAC, ME AS I AM

JEDDAH, KSA

Memories events organized and managed an event for Mac Cosmetics for the new campaign "Me, AS I AM"

Elements: Design, Production, AV, Catering, Filming and Gifts.



## DU, ON-GROUND ACTIVATION

DUBAI, UAE

In celebration of the UAE Flag Day, Memories organized Du activations throughout the UAE (Dubai, Abu Dhabi, Fujairah, Ras Al Khaimah and Sharjah) with an exposure of more than 30,000.

Elements: Design, Production, AV, Filming, Video Production.



## Nissan, Kids at Work

DUBAI, UAE

Memories Events Management managed a kids at work event for Nissan, Middle East.

Elements: Design, Production, AV, Filming, Video Production.





## SEPHORA, BRANDS DAY EVENT

DUBAI, UAE

Memories events organized and managed a Brands day event for Sephora.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## IWC, SCHAFFHAUSEN

RIYADH, JEDDAH, KSA

Memories events organized and managed a watchmaking masterclass for IWC Schaffhausen.

Elements: Design, Production, AV, Catering, Filming and Gifts.



# SNAPCHAT, RETAIL LEADERS CIRCLE MENA

RIYADH, KSA

Memories events organized and managed a Retail Leaders Circle MENA event for Snapchat.

Elements: Design, Production, AV, Catering, Filming and Gifts.



# SEPHORA X UBT, ON CAMPUS

JEDDAH, KSA

Memories events organized and managed an activation event for Sephora in University of Business and Technology in Jeddah.

Elements: Design, Production, AV, Catering, Filming and Gifts.



## SEPHORA, PR EVENT

JEDDAH, KSA

Memories events organized and managed a PR event for Sephora in Loca Studios.

Elements: Design, Production, AV, Catering, Filming and Gifts.





## DAMAC, DAMAC HILLS OPENING

DUBAI, UAE

Memories organized the Opening Ceremony of Damac Hills, Dubai.

Elements: Design, Production, AV, Filming, Video Production, Entertainment, Giveaways.



## TEOXANE, CELEBRATORY DRONE SHOW DURING A GALA DINNER

DUBAI, UAE

Memories organized a drone show, during a celebratory gala dinner for Teoxane.

Elements: Production, AV, Filming, Video, Drones.





## CLEVERNES, UPCYCLING EVENT

LEBANON, BEIRUT

Memories created a large art piece in Lebanon using recyclable items of plastic bottles (9,530), cans (4,18), aluminum (2,776), glass (1,062) and plastic sheets of different sizes.

Elements: Design, Production, Filming, Video Production.





IN STORE ACTIVATIONS

## CARTIER, MID AUTUMN FESTIVAL

DUBAI, UAE

Memories Events designed, organized and managed cultural store activation in The Dubai Mall Cartier boutique.

Event Elements : Design, AV, Screen Content, Catering, Mixology.



# CARTIER, BOUTIQUE EVENT

DUBAI, UAE

Memories Events designed, organized and managed store activations in Cartier boutique.

Event Elements : Design, Production, AV, Screen Content, Entertainment, Catering, Mixology, Filming.



**CARTIER, BOUTIQUE  
ACTIVATION,  
PRIVATE VIEWINGS  
FOR EXCLUSIVE  
CLIENTS**

ABU DHABI, UAE

Memories Events designed, organized and managed an activation in the Cartier Boutique, Abu Dhabi, for exclusive clients.

Event Elements : Design, Hostesses, AV.



## CARTIER, BRIDAL COLLECTION EVENT

DUBAI, UAE

Memories Events designed, organized and managed  
bridal collection private viewings Cartier boutique.

Event Elements : Design, Production, AV, Screen  
Content, Entertainment, Catering, Mixology, Filming.



## SEPHORA, STORE ACTIVATIONS FOR UAE NATIONAL DAY

DUBAI, UAE

Memories Events designed, organized and managed store activations in Sephora booth at City Center Al Zahia – Sharjah, City Center Mirdif – Dubai, Reem Mall – Abu Dhabi

Event Elements : Design, Production, Activations, Catering.



## SEPHORA FESTIVE STORE EVENTS

DUBAI, UAE

Memories Events designed, organized and managed store activations in Sephora booth at Mall of Emirates – Dubai, Galleria Mall – Abu Dhabi, YAS Mall– Abu Dhabi, Dubai Hills Mall – Dubai.

Event Elements : Design, Production, Activations, Catering.





## TOM FORD, EBENE FUME ACTIVATION

RIYADH, KSA

Memories Events designed and managed an activation for Ebene Fume with Tom Ford.

Elements: Design, Production, AV, Filming, Hologram Technology.



# IWC

RIYADH AND JEDDAH, KSA

Memories Events designed and managed a watch making masterclass for IWC in Riyadh and Jeddah, KSA.

Elements: Design, Production, AV, Filming, Event Management.





AUTOMOTIVE EVENTS

# HONGQI, GRAND OPENING

BEIRUT, LEBANON

Memories organized and managed the launch of Hongqi in Beirut, Lebanon.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Entertainment, Giveaways and Gifts, Hostesses.



# CHEVROLET, OASIS, ADVENTURE

DUBAI AND ABU DHABI, UAE

Memories organized brand activations for Chevrolet throughout the year in UAE, Saudi Arabia, Kuwait and Lebanon.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Entertainment, Giveaways and Gifts, Hostesses.

Guinness World Record: 2

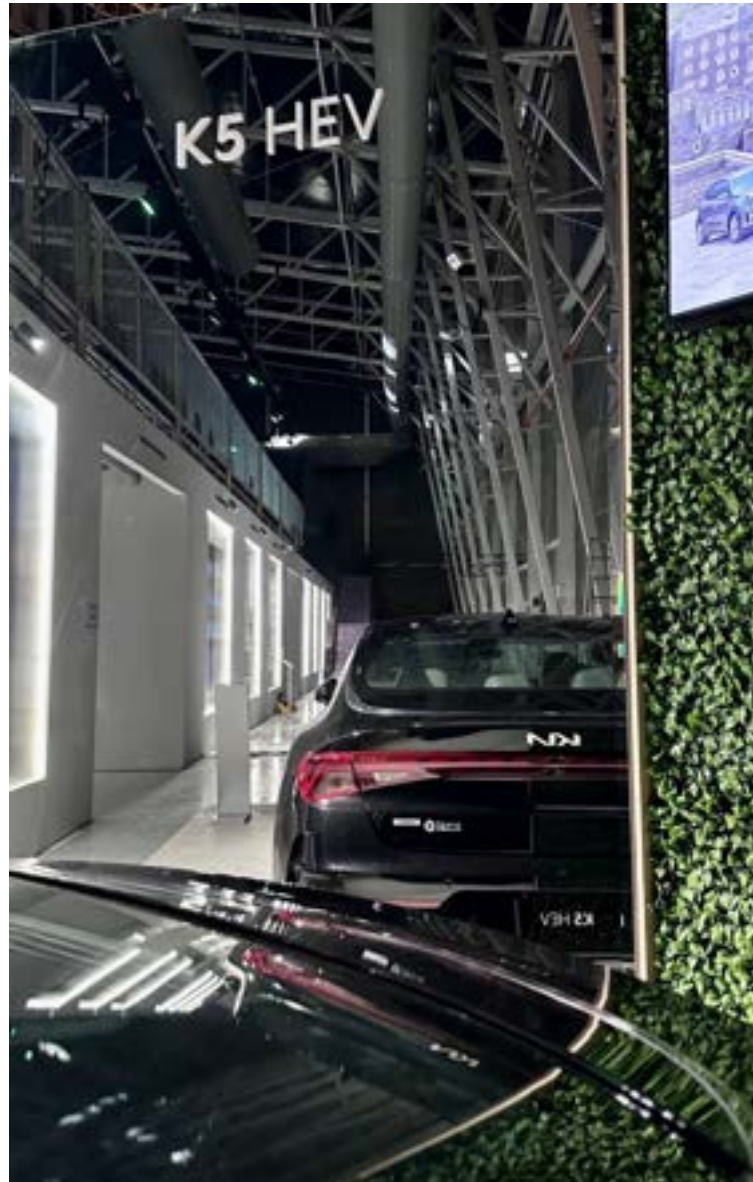


## KIA, K5 HEV STAND

RIYADH, KSA

Memories Events designed and managed the stand for KIA's new K5 HEV Model.

Elements: Stand Design



## CHEVROLET, MALL ACTIVATION, CUSTOM GAME CONTENT

RIYADH, KSA

Memories organized brand activation for Chevrolet with custom game content in Riyadh, KSA .

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Entertainment, Giveaways and Gifts, Hostesses.



# NISSAN, FY22 RETAIL RECOGNITION PROGRAM AWARDS

JEDDAH, KSA

Memories Events designed and managed retail recognition program awards event for Nissan, FY22.  
Elements: Design, Production, Filming, Video Production, Event Management.





## CHEVROLET, BIGGER BETTER BEST ACTIVATIONS

LEBANON, OMAN, KSA, KUWAIT, UAE

Memories organized brand activations for Chevrolet throughout 97283 locations across Lebanon, Oman, KSA, Kuwait and UAE breaking 2 world records.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Entertainment, Giveaways and Gifts, Hostesses.

Guinness World Record: 2



## NISSAN, RIYADH SEASONS

RIYADH, KSA

Memories Events designed and managed two car stands for the newest Nissan models at Riyadh Seasons.

Elements: Stand Design, Production, AV, Filming, Video Production.



## BMW, MUSEUM OF SOUNDS

DUBAI, UAE

Memories Events designed, organized and managed an event for BMW where the sounds of an M engine were immortalized by recording them and then extracting the sound waves to create unique visuals.

Elements: Production, Filming, Video Production, Sound Extraction and Editing, Event Management



# INFINITI, QX60 ACTIVATION

DUBAI, UAE

Memories Events designed and managed the stand for Infiniti's new Qx60 Model.

Elements: Stand Design



## GENESIS, SHOWROOM OPENING EVENT

DUBAI, UAE

Memories Events organized and managed the opening of the first-ever Genesis standalone showroom in the UAE.

Elements: Creative concept, Production, AV, Entertainment, Filming.



## GMC, BRAND ACTIVATIONS

DUBAI, ABU DHABI, DOHA

Memories executes brand activations for GMC to generate and collect hot leads.

Elements: Design, production, AV, Lighting, Filming, Video Production, Giveaways, Hostesses.





COMMUNITY & PRIVATE  
EVENTS

## Nike Well Festival

Dubai

Memories Events planned and managed the end-to-end execution of Nike Well Festival, a two-day immersive experience inviting guests to embark on a wellness journey with a variety of activations.

Elements: production management, event management, entertainment.





# PRIVATE WEDDING

MALDIVES

Memories planned four days at a luxurious Maldivian resort filled with different glamorous events, leading up to a fairytale wedding.

Elements: Filming, Video Production, AV Entertainment.



## RAS AL KHAIMA, NEW YEAR'S EVE 2022

RAK, UAE

Memories events designed and managed a private event from a star-studded lineup of entertainment to dazzling lights, lavish decorations and one of the most luxurious New Year's Eve experiences ever, Ras Al Khaimah welcomed 2023 with a bang!

Elements: Design, Production, Screen Content Creation, Entertainment, AV, Kids area.



## RAS AL KHAIMA, NEW YEAR'S EVE 2021

RAK, UAE

Memories Events designed and managed a private Great Gatsby themed party for a New Year's Eve 2021.

Elements: Design, Production, Screen Content Creation, Entertainment, AV, Kids area.



# FERJAN, SUMMER RAIN FESTIVAL

DUBAI, UAE

In celebration of the festive season, Memories managed and organized a 10 day festival for Ferjan Dubai.

Elements: Design, Production, Filming, Video Production, Event Management.



## WARNER BROS WORLD AND FERRARI WORLD, FESTIVE SEASON

DUBAI, UAE

In celebration of the festive season two theme parks organized individual Guinness World Records for park visitors to write their New Year wishes.

Elements: Design, Production, Filming, Video Production, Event Management.

Guinness World Record: 2



# FERJAN, FESTIVAL

DUBAI, UAE

In celebration of the festive season, Memories managed and organized a 11 day festival for Ferjan Dubai.

Elements: Design, Production, Filming, Video Production, Event Management.



## WALDORF ASTORIA, FIRST EVER CHRISTMAS MARKET 2022

RAK, UAE

Memories Events designed, organized, and managed the first- ever Christmas market in Ras Al Khaimah. The event included a santa meet and greet dome, a variety of festive-themed activations, a Christmas parade and a food market.

Elements: Creative Concept, Production, AV, Activations and Games, Entertainment, Filming.



## DAMAC, CYCLETHON 2021

DUBAI, UAE

Memories organized the first edition of the annual DAMAC Cyclethon that consisted of an Adults and Kids race with the participation of over 700 people.

Elements: Production, AV, Filming, Video Production, Entertainment, Giveaways, Sponsors.





## ABU DHABI POLICE, HUMAN CHAIN OF LOVE

ABU DHABI, UAE

To break the Guinness World Record, thousands of people of different cultures, religions and backgrounds came together for the "human chain of love", celebrating tolerance, acceptance and togetherness in the UAE.

Elements: Design, Production, AV, Filming, Video Production



## DUBAI HEALTH AUTHORITY AND NATURE VALLEY, DUBAI'S BEATING HEART

DUBAI, UAE

Memories merged together private and governmental entities to spread awareness about health.

Elements: Design, Production, AV, Lighting, Screen Content Creation, Filming, Video Production, Giveaways and Gifts, Hostesses



# GAMMEYZEH BALCONY STREET FESTIVAL 2023

BEIRUT, LEBANON

Memories Events organized and managed an unforgettable street festival in Gammeyzeh, Lebanon, celebrating music and culture.

Elements: Design, Production, Screen Content Creation, Entertainment, AV, Projection Mapping.





memories  
events management

Thank  
You!

20 | 20  
12 | 24

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