



# Event Management



## Events



### Event Planning & Management

Our team of specialists and professionals have, over many years, obtained the huge range of expertise required to handle the grandest of events. So whether it's the launch of a new car or a new mobile app, the introduction of a new product or service, the promotion of a sporting event or prelude to a large-scale brand-building program, our experience speaks for itself.

Our project managers create a team for Project Planning, puts in place an orientation meeting agenda, projected materials, an orientation checklist and logistical information that will be used for the smooth running of the project. Our Project Manager continually reviews each event planning schedule with the checklists created to ensure nothing is missed. When we manage events, we firstly identify the target audience, formulate the event concept, plan the overall logistics of the event and conduct project management of the event as a whole, including managing the teams of people responsible for each function, the budget, and overseeing the execution of the event.

### Our Services

We help corporate as well as individuals to coordinate multiple format events on a turnkey basis. Our services are designed to help you run the event smooth from conceptualization to production.

Our services include:

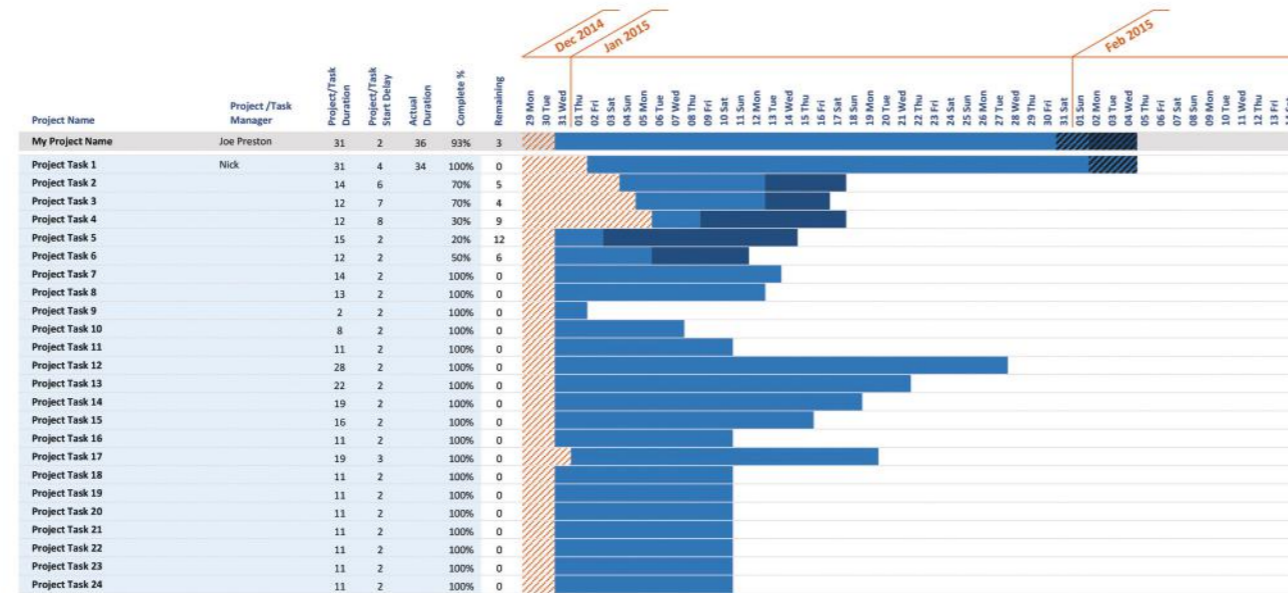
- Conceptualization
- Designing
- Consultation
- Production of event collaterals
- PR coordination
- Event set up Installation
- Branding indoor/outdoor
- Registration
- Catering Services
- Film/Animations production
- Promotional Merchandise



# Events

## Typical Project Report

Today's Date 10/22/17  
 Week Starts from Monday  
 Project Start Date 12/29/14



## Event Planning & Management

1) We have an extensive in-house graphic design team. With their exceptional skills and talent, we take concept and turn it into a powerful and effective piece of visual communication. Our talented graphic designers can also act as a back-end partner for clients with resource and time restrictions.

Each Event proposal contains the following:

- Event Background
- Objective
- Concept
- Theme
- Program Flow
- Creative
- Budget

2) Our dedicated and experience event Logistic team Strategically plan, keep track of quantity, quality, delivery times, manage warehouse workforce and plan transport costs. They are capable for resolving any arising problems. We Maintain metrics and analyze data to assess performance and implement improvements and Comply with local laws, regulations and ISO requirements.

## Annual Budget

3) With 17 years of experience in the Qatar market we clearly know how to plan according to client budgets. We develop a comprehensive budget for our clients that include all associated event costs, event management fees and expenses in a detailed excel sheet for each event and disclosure of the Agency commissions for hotels and other vendors wherever necessary.

## Year Calendar

4) We will develop and present a Yearly event calendar, and a monthly calendar that ensures all tasks are initiated and completed in a timely manner. Tasks to be performed, responsible staff, due dates and key milestones would be specified.

## Project Report

5) As our event team is tracking all the records and we will submit monthly progress reports to Commercial Bank Marketing team to make sure everything is running as pre planned. (Find Below a sample progress report sheet)



## Events



### Previous Events

#### **National Day Event at Hamad International Airport**

We were commissioned to conduct National Day 2015 social event for passengers inside Hamad International Airport and create buzz-generating activities as a part of the celebration.

Advent Worldwide fully managed the 3-days activity together with Gem Advertising. We were tasked to do the concept creation and delivery of the promotional activity including the design of the event and installation and dismantling of structures, print and production of photo booth collaterals etc.

#### **Toyota Test Drive**

Advent has developed the concept, planning and smooth running of Toyota test drive in four malls in a fortnight in Qatar - April 2017



## Events



### Previous Events

#### **Al Khor International School**

*In December 2016, a three day infotainment event for the students of the school and their families to give awareness to them about the history, culture and heritage of the country was planned by the school management. Advent engaged the school community in a rich Qatari traditional ambience recreating the Al Zubara Fort and life-size model of cannon used in ancient times in school premises, made a themed exhibition hall to show case Qatari handicrafts and artefacts.*

#### **Infiniti Car Display**

*As per the scope of work, Advent was entrusted with the responsibility to set up an exhibition booth for INFINITI and provide complete logistics and branding services. Advent was successful in organizing this exhibition event and also assisted with installation and dismantling services during the exhibition.*



## Events



### Previous Events

#### **FUSO Truck**

We were briefed to organize a launch event for Mitsubishi and introduce FUSO Trucks for the first time in the Qatar Market to targeted consumers through a hands-on experience at Regency Halls, Doha. Our scope of services for the launch event included: Creative Concept and Delivery, Event and Project Management, Catering and Beverages and complete on-site management of bump-in and bump-out logistics. The attending high profile CEOs, Directors and Managers were welcomed by an uncluttered, professional design.

#### **UD Truck**

Our scope of services for the launch event included: Creative Concept and Delivery, Event and Project Management, Catering and Beverages and complete on-site management of bump-in and bump-out logistics. The attending high profile CEOs, Directors and Managers were welcomed by an uncluttered, professional design incorporating the red and white color scheme of the conference..



## Events



### Previous Events

#### **Al-Khor Convocation**

We were approached by AKIS (Al Khor International School) to manage their convocation event for the students of academic year 2016-2017. We assisted the client with creative direction, production & awards content management that suited their requirements. We managed the event end-to-end, including catering, production and theming.

#### **COP 18**

To design, manage and install signages and Eco-Store at the 18th session of Conference of the Parties (COP18) under the United Nations Framework Convention on Climate Change (UNFCCC).

Advent Worldwide was honored to be a part of the event and were instrumental in providing the client with, Printed Collaterals, Theme & Design, Supplier & Venue Management, Event Staffing and more.

Our main scope of work was to print, supply and install direction signages and drop down flags in the entire State. We placed more than 600 signages all over Qatar which included 75 high profile hotels.



## Events



### Previous Events

#### **Lulu Hypermarket**

*Lulu Inauguration 2016, Building Light-up.*



#### **Beat Diabetes Walkathon**

*To create the biggest diabetes awareness campaign, the State of Qatar has ever staged, the event was designed to conscientise people about the causes and effects of being a diabetic and spread the message of being physically and mentally fit.*

*Road closures, stewards, communications, barriers, onsite medical provision – and toilets – to serve up to 10,000 participants.*

*We created a family-friendly day at Aspire Park near Villagio, which combined spectacular sponsored walk routes and everything that the outdoor campaign required.*