



meld
vents

We make it happen...

AGENCY PROFILE

EXPERIENCES
VENUE MANAGEMENT
BRAND ACTIVATION
PROMOTERS AND HOSTESSES COMMUNITY EVENTS
EXHIBITION STANDS
CONTENT MARKETING ART EXHIBITS
MALL ACTIVATIONS
DISRUPTIVE MARKETING
PRESS AND MEDIA CORPORATE EVENTS
LOYALTY CLUBS
EVENT MANAGEMENT

WHO WE ARE

A go-to team comprising young, dynamic and disciplined souls, who have willingly stepped out of our ordinary worlds to **make a difference** in yours.

Equipped with sharp minds, immense creativity, systematic execution and an incredible eye for detail, backed by passion and hard work, we stop at nothing short of perfection.

WHAT WE DO

While we have serviced clients across a variety of marketing activities and events, we specialise in events conceptualization, execution, guest hospitality management and brand activation. For most of our clients, we are a **one-stop-shop for everything experiential marketing.**



CONFERENCES



ANNUAL DAYS



EXHIBITIONS



GALA DINNERS



AWARDS



LAUNCHES & OPENINGS



SPORTS AND FITNESS EVENTS



BRAND ACTIVATION



ART AND CULTURE EVENTS



WEDDINGS



PRIVATE PARTIES



CAUSE EVENTS



ACADEMIC EVENTS



FESTIVALS



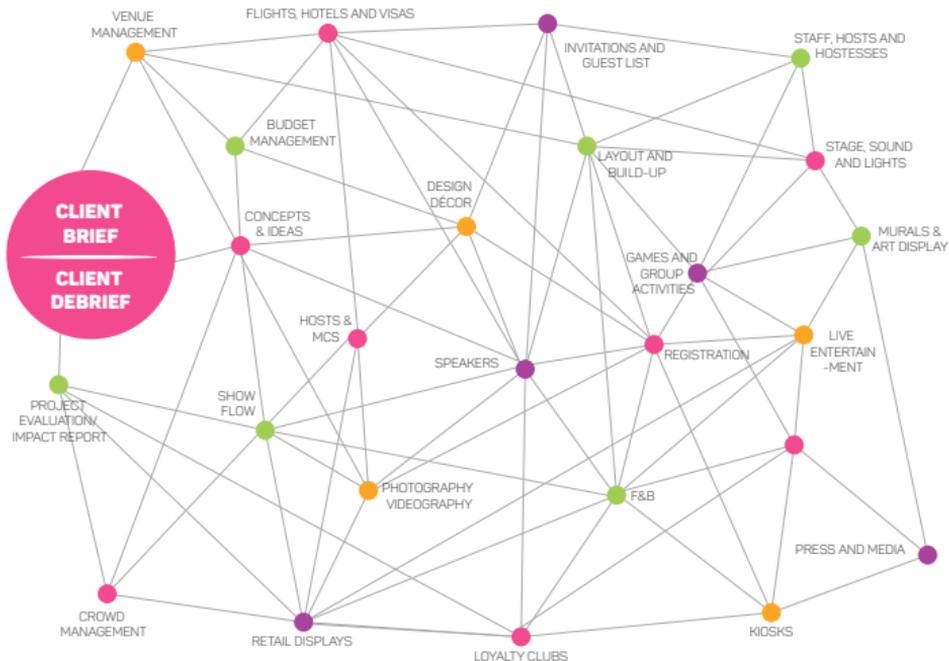
LIVE MUSIC



POP MARKETING

SCOPE OF WORK

We meticulously plan your idea, and ensure it leaves an unforgettable impression in every mind. It's not just about the stage, lighting or sound, at Meld Events, we strive to provide a holistic service and solution - **from start to finish.**



OUR CORE

Your beliefs are a magnet that create your reality
- Coach Bobbi

RESPECT HUMANS
CARE FOR ANIMALS
PROTECT EARTH
BELIEVE CHILDREN
CONSERVE ENERGY



INJECT POSITIVITY
INSPIRE LIFE
EDUCATE MINDS
UPLIFT CAUSES
CREATE EPICS



CONFERENCES

PROJECT BARG #81 – EDCH GLOBAL CONFERENCE
CLIENT ETISALAT



The Emirates Data Clearing House, a subsidiary of Etisalat, hosts a renowned biannual conference for key players in the mobile sector. The 2013 edition hosted over 600 delegates and included the main meeting called RoamFest Exhibition and Networking. Meld events was involved in the event management and execution as well as the staffing and guest hospitality program.





AWARDS

PROJECT ASIAN BUSINESS LEADERSHIP
FORUM AND AWARDS
CLIENT IEDEA



IEDEA hosts one of the UAE's most prestigious annual business awards ceremonies, attended by key business personalities from across the Asian business landscape. For two consecutive years, Meld Events has trained and provided a support team of interns, elite hosts and hostesses to the event, contributing in our way to the innovative, dynamic business realm of the region.





LIVE MUSIC

PROJECT NESCAFÉ IGNITEDXB 2015
CLIENT IN-HOUSE EVENT, TITLE SPONSORED BY NESCAFÉ



IgniteDXB has been conceptualised by the Meld team as a launch and exposure platform for young musicians from colleges and universities across the UAE. Meld offers an industry-supported network to these emerging musicians and creates a performance opportunity for them in the form of an annual live concert. In 2015, the gig took place at Dubai International Academic City, with Nescafé as Title Sponsors.





PROJECT VALENTINE'S DAY PROMOTION
CLIENT CITIBANK



Citibank engaged shoppers in a Valentine's Day promotion at the Ibn Battuta Shopping Mall in Dubai. Passers-by that engaged with the kiosk walked away with instant photographs taken in the love-frame at the kiosk and a Valentine gift box from Citibank. Meld Events conceptualised the engagement activity, executed the design, set-up and the activation.





CONFERENCES

PROJECT TIECON 2014 AND 2015

CLIENT TIE DUBAI (SILICON VALLEY-ORIGINATED
ENTREPRENEURSHIP COMMITTEE)



Meld Events is a 'Friend of TIE' and is on the organising committee for TIECon Dubai – one of the largest and most impactful entrepreneurial conventions in the region. Our role spanned on-site VIP management, hospitality, F&B Management, audiovisuals, entertainment, branding and design, event set-up, logistics and more. The 2014 event took place at Grand Hyatt, Dubai and the 2015 edition at the InterContinental, Dubai Festival City.





BRAND ACTIVATION

PROJECT SUBSCRIPTION BOOST PROGRAM
AL BAYAN AND EMARAT AL YOUNM NEWSPAPERS
CLIENT TAWSEEL



Across 12 Carrefour outlets, Meld Events worked with Tawseel in a nation-wide campaign to boost newspaper subscriptions for Arabic newspapers Al Bayan and Emarat Al Youm. As the handling agency, we built the promotional kiosks, stations bi-lingual promoters across all the promotion stations and organised subscription counts at the end of each day, across all 7 emirates.





BRAND ACTIVATION

PROJECT PRODUCT PROMOTION BOOTHS
CLIENT UNION COOPERATIVE



Meld Events organised promotion stands and promoters at two high-traffic Union Cooperative outlets, Al Barsha Mall and Etihad Mall, in order to boost sales of the brand's own-label products.





PROJECT LG AT THE 42ND NATIONAL DAY PARADE
CLIENT LG



Meld Events planned and coordinated the LG troop at the 42nd National Day Parade. The event was a colourful, exciting branding challenge that required the design and production of visually appealing elements, a well-coordinated set of promoters and seamless integration of the brand into the parade.





BRAND ACTIVATION

PROJECT LG POCKET PHOTO ROADSHOW
CLIENT LG



The LG Pocket Photo Roadshow was a product awareness activation that took place at several malls across the UAE including Dubai Mall. The activation was a crowd pleaser – promoters had handheld LG phones and Pocket Photo Printers to provide shoppers with on-the-spot prints, framed and given away to them. Meld Events conceptualised, developed and executed the activation from start to finish.





ANNUAL DAYS

PROJECT CENTENA GROUP STAFF CORPORATE
TEAM BUILDING ANNUAL DAY
CLIENT CENTENA GROUP



Meld Events conceptualised and organised a full day of team-building activities for the Centena Group's employees and their families at the Park Hyatt Abu Dhabi. The event featured group and individual games, bouncy castles and entertainment zones for the kids, tug-of-war and other interactive activities.





PROJECT ARAB HEALTH PROMOTERS
AND HOSTESSES
CLIENT INFORMA EXHIBITIONS



Meld Events worked with the Informa Life Sciences Exhibitions department to assist with hospitality and guest management services for the Arab Health 2015 Exhibition and Congress. Our focus was to manage Informa's publications.



THE STARTUP ADVANTAGE

We're **COST EFFECTIVE.**

Our overheads are relatively small. We drink instant coffee and still have a kettle in the office. So our cost to you won't have to cover that fancy new digital butler machine.



We're **FLAT,FAST**

&FLEXIBLE. Decisions are quick, changes are understood and the bosses are deeply involved. Nobody rests until we've achieved our target - individually, and as a team.



We **REALLY VALUE YOU.**

We're building relationships - we value every client and every job - big or small. We make the time and take the effort to make sure you enjoy working with us, and you come back!



We're **INNOVATIVE AND HANDS-ON.** We work with humble resources, give every job our all and more. We thrive on a collaborative, creative work culture. You'll see the difference.



We're **DRIVEN &**

AMBITIOUS. Everyone on the team works either towards doing big, great things, or towards doing small things in great ways. This translates to a job well done - every single time.



We're **IN IT FOR LOVE.**

Our team is carefully constructed. Everyone loves what they do and everyone's got the entrepreneurship in-built. We're on a mission to spread that love for success everywhere we go!



SOME OF OUR CLIENTS

amazon kindle

البيان
Al Bayan

ARAB HEALTH

citi

الإتحاد
ETIHAD
AIRWAYS

ABLE
FORUM

EDCH
Empowering. One solution.

JUMBO
ELECTRONICS

informa

tawseel
Distribution & Logistics

JAWBONE®

الإمارات اليوم

LURPAK®

NESCAFÉ

بنك الإمارات دبي الوطني
Emirates NBD

TIE
The Arab Entrepreneur

LG
Life's Good

USA
UAE

جمعية الإتحاد
UNION COOP

شرف للسياحة
sharaf tours

SPORT
360

centena
group

oregano

Aria

JWS
2015 - INTERNATIONAL
REVENUE OFFICERS SUMMIT

IEDEA®

35th GITEX
TECHNOLOGY
WEEK

step CONFERENCE
BUSINESS TRAVEL

CONTACT_{US}



+971 4 259 4440



+971 50 3643588



mail@meldevents.com



meld events



meldloveevents

The single biggest problem in communication is the illusion that it has taken place
-George Bernard Shaw

Get in touch! Passion projects to mundane marketing tasks - we'll take on any chance to help!

And we're always up for a cuppa and a chat to figure out **exactly how.**

