



EVENTS MANAGEMENT  
&  
EVENTS STAFFING  
COMPANY PROFILE



# ABOUT US

AMPLIFY EVENTS, the Events Management Division of Amplify Group, provides highly dynamic and efficient services from creation of extravagant functions to promoting and branding business products. We bring to the Core creative and innovative concepts that create magical 'wow' moments. We recruit and manage all skilled and unskilled staff for company brand activations. Through our 20 years of experience, we can easily identify and select the right-fit skills to promote your brand as well as provide hostesses for your events. We also offer a variety of branding options and products to get your business noticed. Amplify Group's focus remains one of creating excellence by developing true partnerships with world-class client.





# EVENTS STAFFING

AMPLIFY EVENTS, the Events Staffing Division of Amplify Group, provides highly experienced and efficient Staff with our 20 years of experience in the events management, we assure you the most friendly , Trustworthy , Experienced , Skilled and provide memorable event.

We bring to the core creative and innovative concepts that create magical 'wow' moments.

We have experienced Site Crew and Event Staff who have worked for some of the biggest events in U.A.E , Saudi Arabia as well as Africa . Through our 20 years of experience, we can easily identify and select the right-fit skills to promote your brands and we provide hostesses , Ushers & Ticketing Staff for your events .

Amplify Group's focus remains one of creating excellence by developing true partnerships with world-class clients.





## OUR VISION

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To be the region's preferred event management agency, providing the most innovative solutions to design and create experiences of exceptional quality, combining strategy and efficiency to catalyze the development of the industry and surpassing our clients' expectations to bring every event from a **Vision to a Reality**.

## OUR MISSION

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We believe in elevating the standards of events, by ensuring superior quality and professionalism, to engage the audience and their senses. As Events Architects, we are driven by our values and continual commitment to achieving excellence and surpassing the aims and objectives of our clients.

You are at the heart of everything we do.

# THE TEAM

What sets Amplify apart from other event management companies in the industry is its distinctive internal culture that rewards collaboration, encourages leadership and strives to deliver unique experiences that are superior to those offered by its competitors. How we interact with each other and serves its clients is equally as important as the project they deliver.

Amplify is a true melting pot of talent, with a team comprised of over 12 different nationalities speaking 15 different languages we truly embody the meaning of diversity. Our skilled group of professionals have managed a multitude of large scale creative projects throughout the MENA region.



**AMPLIFY**



# OUR SPECIALITY



**PRODUCT LAUNCHES**



**AWARD CEREMONIE**



**FAMILY THEME FESTIVALS**



**GALA DINNERS**



**INTERACTIVE EDUCATIONAL EVENTS**



**SPORTS EVENTS**



**AUDIO VISUAL EQUIPMENT**



**OPENING CEREMONIES**



**CULTURAL FESTIVALS**



**TRADE EXHIBITION PRODUCTION**



**WORLD CLASS SHOWS**



**TALENT MANAGEMENT BOOKINGS**



**EVENTS STAFFING**



**SPECIAL EVENTS**



**CONCERTS**



**MEETINGS AND CONFERENCES**



**MALL SHOWS**



**TRANSPORT MANAGEMENT**



**TEAM BUILDING EVENTS**



**PITCHING CONSULTANCY**

A nighttime photograph of a mosque with a large fountain in the foreground. The mosque is illuminated with blue and white lights, and the fountain is lit up. The sky is dark with some clouds. The text "DESIGNING YOUR IMPRESSIONS" is overlaid in the center of the image.

# DESIGNING YOUR IMPRESSIONS

**AMPLIFY**

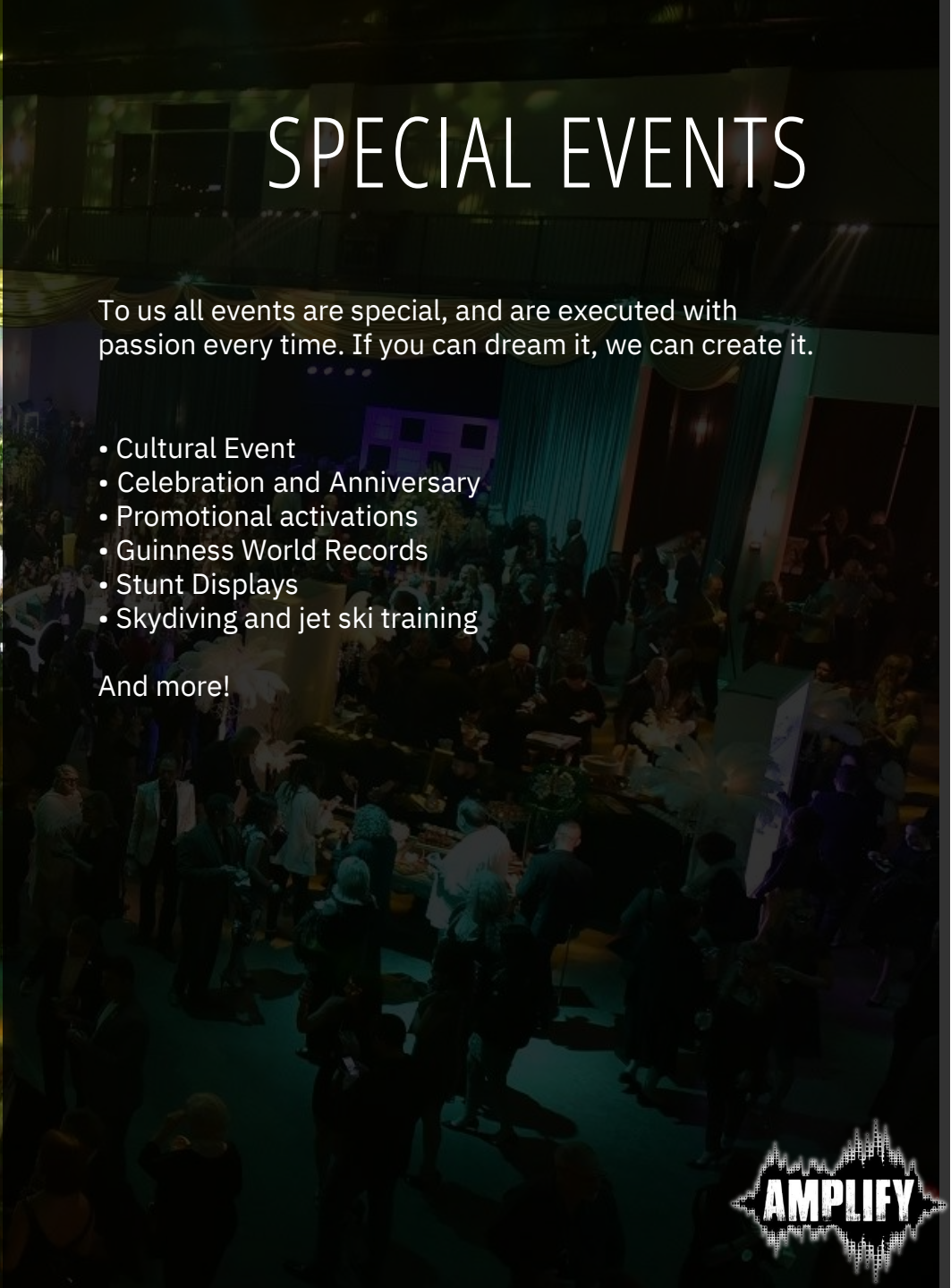


# SPECIAL EVENTS

To us all events are special, and are executed with passion every time. If you can dream it, we can create it.

- Cultural Event
- Celebration and Anniversary
- Promotional activations
- Guinness World Records
- Stunt Displays
- Skydiving and jet ski training

And more!





A wide-angle photograph of a large outdoor music festival at dusk. In the foreground, a dense crowd of people is seen from behind, many with their arms raised. In the middle ground, a large stage structure with a complex metal truss system is illuminated. A band is performing on the stage. The background features a range of mountains under a sunset sky with soft, orange and purple hues. The overall atmosphere is vibrant and energetic.

# CREATING YOUR STYLE

**AMPLIFY**



# FESTIVALS

Festivals are our forte, over the years we have developed the most innovative festival experiences for our clients. We are experts in creating thematic experiences that engage the audience, ignite their senses and create memorable experiences.

- Thematic concepts
- Educational activations and entertainment
- Workshops
- Seminars
- Traveling/Big Bus events
- Personalised Skill Games
- Family friendly environments
- Ticketing and visitor management
- Traffic Management





# OPENING CEREMONIES & PRODUCT LAUNCHES

We create tailor made activations to deliver your new product/service to the public in the most memorable way:

- Launch mechanism development
- Ribbon Cutting Ceremonies
- Branding
- VVIP Management
- Internal and external communications
- Press Coverage
- Photography and Videography



# GALA DINNERS & AWARD CEREMONIES

Whether it be honoring your employees, partners or consumers alike, awards ceremonies and gala dinners are a great way to share success with your audience. We offer a bespoke service to ensure each event is individual to you and your goals.

- Programming
- Stage design and management
- Seating plans and arrangement
- Host/Emcee
- Customised trophies/plaques
- Venue management
- Soft/hard invitation management
- Catering



REVOLUTIONISING YOUR EXPERIENCE

**AMPLIFY**



# EXHIBITIONS

Exhibitions provide face-to-face customer contact, which is the best way to build on relationships and form new ones with potential customers. We not only create customized booth designs, but formulate your strategy to ensure your message is delivered seamlessly to your audience.

- Custom booth design
- Attendee engagement strategies
- Professional booth staff
- Furniture fit out
- Production and logistic services
- Custom graphic printing and cutting
- Floor coverings

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LOGICIEL

**AMPLIFY**

# DUBAI AUTODROME

## SPORTS EVENTS

We have the skills, the background and the knowledge to successfully create high impact sporting spectacles, no event is too extreme for RedFilo.

- Extreme Sports and Displays
- Family Fitness
- Fundraisers
- Crowd Management
- Ticketing and marketing management
- Marshal and manpower
- Race management
- Crowd Management
- Traffic Management
- Risk Assessment
- Crisis Response
- Guest data capture and analysis

**AMPLIFY**



# CONFERENCES

Say goodbye to the dreaded boring conferences and seminars of the past, at Amplify we offer creative and innovate solutions to engage your delegates and achieve your business goals. We also provide destination management services to ensure your international clients arrive hassle free.

- Delegate registration and statistics
- Programming
- Speaker/entertainment management
- Translation services
- Venue & transport management
- Internal and external communications
- Event branding







# MALL ACTIVATIONS

Our previous in mall experience means we are able to develop strategic plans alongside your team which is sure to bring crowds to your mall. Whether it be captivating entertainment acts for public holidays such as Ramadan and Eid, or public engagement shop and win campaigns we are sure to create an experience your shoppers will never forget.

## **Entertainment**

- Local and International performers
- Roving Acts
- Show Host

## **Live Band and Music**

- Choreographed/themed Performance

## **Decor and Installations**

- Hanging Décor Installation
- Static Décor
- Branding

## **Activations and Workshops**

- Shop and win campaigns
- Arts and crafts workshops
- Photobooths
- Digital Installations



An aerial night view of a large, interactive exhibition space, possibly a museum or a theme park. The scene is illuminated by various lights, including a prominent blue tower light in the background. The foreground features several exhibits, including a yellow car on display, a white car on display, and a large circular structure. People are seen walking through the space, and a yellow crane is visible on the right side. The overall atmosphere is vibrant and modern.

# DEVELOPING YOUR STRATEGY

# VENUE MANAGEMENT

We believe authenticity is key to creating the perfect performance, so we strategically source our performers from across the globe to ensure your event entertainment is of world class quality.

- Local and International Cultural Show
- Comedy Shows
- Stilt Walkers
- Mall Shows
- Children's Entertainers
- Roving Acts
- Illusionists
- Show Host
- Live Band and Music
- Choreography Performance

#### **World Class Shows we represent:**

- One Championship
- Illusio Magic on Ice
- NEORUN
- Wakazoo Performers



# TALENT MANAGEMENT

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World Class Shows we represent:

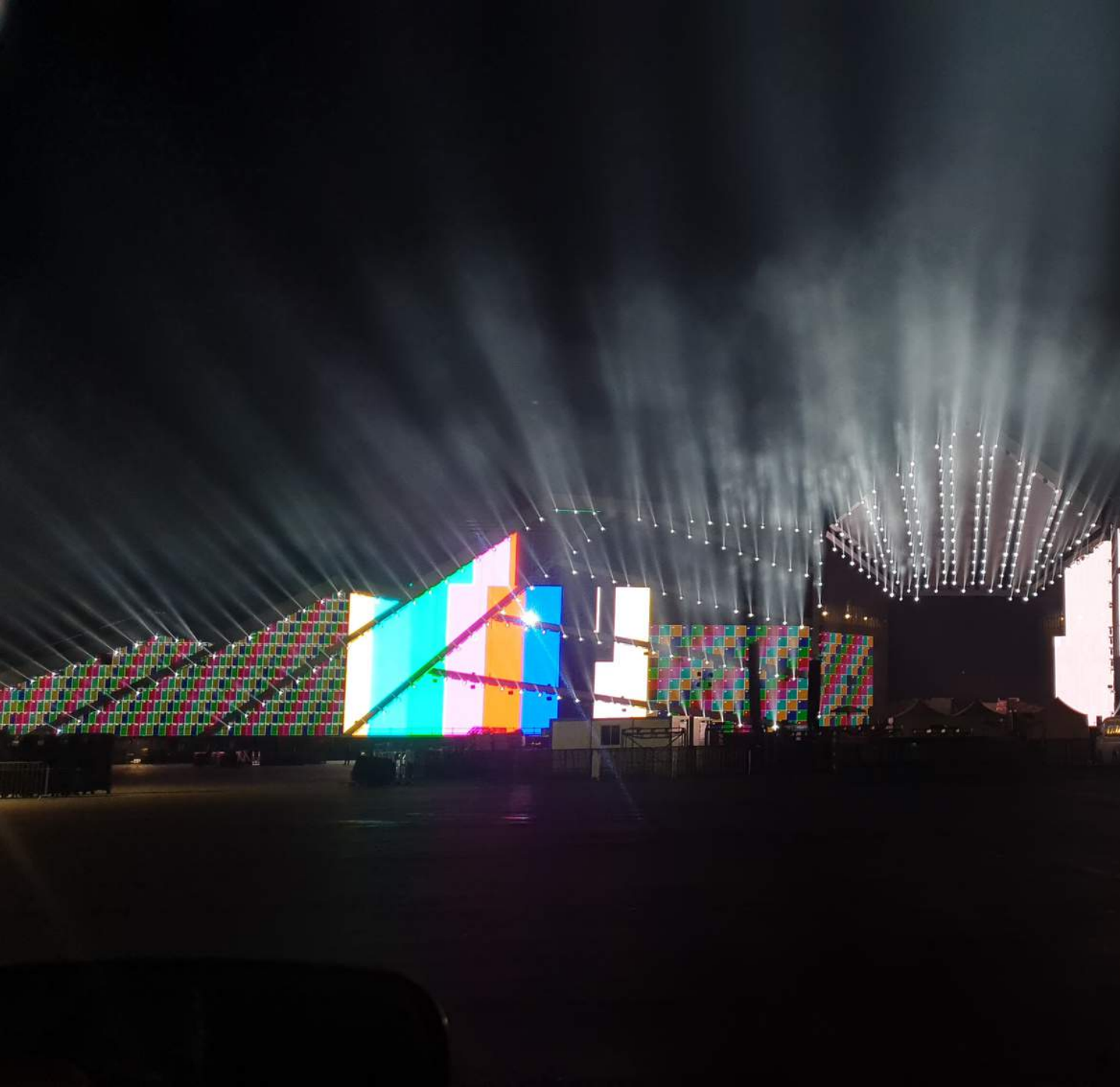
- One Championship
- Illusio Magic on Ice
- NEORUN
- Wakazoo Performers





SURPASSING YOUR EXPECTATIONS





# AUDIO VISUAL LIGHTING

Our wide array of high level and rider friendly equipment with complete lighting and audio engineering provide the solution for any small to large scale events.

- Audio and Visual System
- Lighting System
- Presentation Equipment
- Projectors
- Staging
- LED Screens
- 3D Mapping Projections
- Pyrotechnics
- Lasers
- Rigging Equipment
- Truss System and Equipment



A vibrant night scene featuring a large fireworks display. The fireworks are primarily purple and pink, with some yellow and white bursts. They are set against a dark sky and are reflected in a body of water in the foreground. In the background, a building with large windows is visible, and its lights are also reflected in the water. The overall atmosphere is festive and celebratory.

SPREADING YOUR MESSAGE

**AMPLIFY**



# GLOBAL EXPO

As your strategic partner, we work closely with the pavilion management to assess and appraise the many aspects of pavilion management. Our Expo services include:

- Manpower Resources
- Food and Beverage
- Security Services
- Technical Solutions
- Photography and Videography
- World Class Entertainment
- Global Logistics
- Destination Management
- Integrated Facilities Management
- Innovative Brand & Marketing
- Premium Corporate Gifts & Souvenirs
- Organisational Solutions







ENGAGING YOUR AUDIENCE



# WRITING YOUR STORY

# PROJECTS HAPPY TO HAVE BEEN A PART OF

- DIRIYAH SEASON 2019, RIYADH – KSA
- SHEIKH HAMDAN AWARDS - 2014 – 2019, DUBAI – UAE
- MOTHER OF NATION , 2017 & 2018, ABUDHABI – UAE
- SPECIAL OLYMPICS 2019 , ADNEC, ABUDHABI – UAE
- FIFA CLUB WORLD CUP, 2018, ABUDHABI – UAE
- A.F.C ASIAN CUP 2019, ABUDHABI – UAE
- 47th ,48th ,49th NATIONAL DAY, ABUDHABI – UAE
- POPE'S VISIT – FOUNDERS MEMORIAL , 2019, ABUDHABI – UAE
- FITNESS CHALLENGE - 2018 & 2020, DUBAI – UAE
- RED FEST - 2019, DUBAI – UAE
- SOLE DXB – 2019, DUBAI – UAE
- JAZZ FEST – 2019, DUBAI – UAE
- KITE FESTIVAL - 2018, DUBAI – UAE
- AD18, NEW YEAR FIREWORKS 2018, ABUDHABI – UAE
- FORMULA 1, 2017, ABUDHABI – UAE
- WORLD SKILLS – 2017, ABUDHABI – UAE
- BURJ KHALIFA NEW YEAR FIREWORKS, 2017, DUBAI – UAE
- DUBAI CARES – 2017, DUBAI – UAE
- ABUDHABI SCIENCE FESTIVAL, 2015, ABUDHABI – UAE
- DUBAI FESTIVAL OF LIGHTS 2015 , DUBAI –UAE
- WORLD PARACHUTING CHAMPIONSHIP - 2014, DUBAI – UAE
- FINA WORLD SWIMMING CHAMPIONSHIPS 2021, ABUDHABI – UAE
- MDL BEAST SOUNDSTORM 2021, RIYADH – KSA
- EXPO 2020, DUBAI – UAE



# OUR PROCESS



## DISCOVER

The first part of the event design process is to gain a solid understanding of the project background through analysis and research.



## STRATEGISE

The strategy phase is where we start to dovetail the work with the technical aspects of the project and prepare to take action.



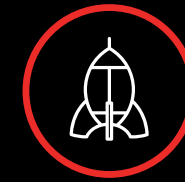
## DESIGN

With clear design objectives, we develop a proposal using the latest technologies to deliver innovative concepts surpassing your expectations.



## REFINE

Design refinements are made through rebuilding the event proposal based on the most unique performing elements, ensuring superior quality.



## DELIVER

With a blend of creativity, ground-breaking innovation and professionalism we will take your event from a vision to a reality.



# OUR METHODOLOGY

## DEVELOPING THE STRATEGY

Incisive and insightful audience and market research

Brand and/or event research and recall assessment

Integrated communication strategies for event audiences, partners and sponsors

Establishment of the event measurement metrics

## CONCEPT CREATION

Communicating the Event message “Learn, Engage and Experience” through:

- Event Concept
- Event Branding
- Event Design
- Event Communication Platform



## CREATING & DELIVERING THE EXPERIENCE

We provide a holistic approach, offering a complete suite services required to create an exceptional event experience for an audience

## MEASURING OUR OUTCOME

For Participants:  
Experience Surveys  
Content Surveys  
Event Measurements metrics

For Client:  
Post Event Review  
Post Event Report  
Analysis & Key Recommendations







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