



# **FREELANCE RECRUITMENT** **CASE STUDIES & PROJECT CONTRIBUTIONS**

# RIYADH SEASON EVENTS & SHOW

Riyadh recently launched the Riyadh Season, a cultural and entertainment program in Saudi Arabia. Planned as part of the Saudi Seasons initiative, 11 events were lined up for the Riyadh Season and ran until 15 December 2019.

Riyadh Season was set to transform the Saudi capital into the Middle East's new entertainment hub.

Event Lab supported SELA SPORTS in creating lead and executions teams for all their activations across the city.

# RIYADH SEASON KSA 2019

## Technical Unit

- Technical Directors x 2
- Technical Managers x 6
- Technical Supervisors x 12
- Venue Manager x 6
- Site Managers x 6
- CAD Designer

## Production Unit

- IP Manager
- Venue Managers x 2
- Zone Managers x 4
- Protocol Manager
- EVS Manager
- Artist Liaison
- Entertainment Manager
- Content Producer

## Operations Unit

- Security Manager x 2
- Security Supervisors x 6
- Transport Manager x 2
- Transport Coordinators x 4
- Zona Managers x 12
- Workforce Coordinator x 2
- Logistics Manager
- Logistics Coordinator x 2
- F&B Manager
- Accreditation Team
- Health & Safety
- Cargo and Shipping co x 2





# RIYADH SEASON KSA 2019





# UAE DAY IN EXPO MILANO 2015

During the 6 month Expo Milano 2015 event, each participating country was assigned a day to celebrate and showcase their national identity. The UAE's day was on the 20th of October, which is the planned opening day of Expo 2020 Dubai. To mark the UAE day and the 5 year countdown, the UAE hosted a series of events.

Event Lab had the pleasure to support Expo 2020 in producing these events with a full dedicated team.

# UAE DAY IN EXPO MILANO 2015

Event Lab established a full integrated team to deliver this project as an extension of the Expo 2020 team:

- Creative x 4
- Operations x 5
- Production x 3
- Parade team x 10
- Activations team x 8
- Protocol and hospitality team x 3

The event consisted of 5 major parts:

- **Opening Ceremony** – as per the protocol of Expo Milano 2015
- **Heritage Lounge** – we conceptualized and curated a space where visitors experienced an old and modern culture of the UAE
- **Parade** – creative and entertaining parade covering the entire Expo site
- **Tour** – Expo 2020 higher committee touring the Expo 2015 site and visiting other pavilions
- **Gala Dinner** – transforming the UAE Pavilion into a large banquet in the evening and inviting over 150 delegations from other pavilions





# UAE DAY IN EXPO MILANO 2015





# UAE DAY IN EXPO MILANO 2015





# INTERNATIONAL PLANNING MEETING – EXPO 2020

الاجتماع الدولي للتخطيط  
International Planning Meeting  
Réunion Internationale de Planification  
Dubai, United Arab Emirates 23 - 24 May 2016

Every year Expo 2020 hosts a conference for global participants to update them on the latest developments of the project and exchange ideas to progress the planning of the event.

In April 2016 the first of these meetings was held. Event Lab established a fully operating team to work as an extension of the Expo 2020 team to plan and execute the event.

# IPM – THE TEAM

The scope of work was split into three major parts:

**Guest Relations** – covering all operations from registration of guests, arrival till departure – a full integrated hospitality solution for delegations

**Conference content & programming** – managing all stage proceedings of the meeting over 2 days, indulging screen content, scripts, Q&A, staging, media and speakers

**Production** - designing and producing the environment for guest experience at the venue, including (reception, pre-function, plenary room, breakouts and dining areas)

## Lead team

- Executive Producer
- Project Manager
- Operations Director
- Finance Controller
- Project Coordinator

## Guest Relations Unit

- Guest Relations Manager
- Logistics Manager
  - Transport
  - Flights
  - Hotels
- RSVP team x 5
- F&B Manager
- Protocol Manager
- Registration & hosting staff

## Creative Unit

- Creative Director
- Art Director
- Graphic Designer x 2
- 3D Designer
- Copywriter

## Production Unit

- Production Director
- Production Manager
- Branding Manager
- Technical crew

## Content Unit

- Show Producer
- Content Producer
- Speaker Management
- Animation and Graphics team
- Show Caller & Stage team





# IPM – EXPO 2020 – SPEAKER MANAGEMENT





# IPM – EXPO 2020 – CONFERENCE MANAGEMENT





# IPM – EXPO 2020 – CONFERENCE MANAGEMENT



# WORLD SKILLS ABU DHABI

In 2017 Abu Dhabi hosted this mega event, the world's largest vocational competition, where more 60 countries and 10,000 participants competed to make this event a milestone achievement for the UAE.



# WORLD SKILLS ABU DHABI 2017 – THE TEAM

Event Lab supported PEOPLE in producing this mega event through integrated teams

## 10 x Long Term Team – 13 months

- Snr Event Coordinator
- Ceremonies Coordinator
- Special Events Manager
- Venue Manager
- Venue Officer
- Technical Coordinator
- Accreditation Officer
- Conference Coordinator
- Operations Supervisor
- Ticketing Coordinator

## 68 x Short Term Team – 4 to 6 weeks

- Logistics Coordinator x 5
- Transport Supervisor x 10
- Accreditation Assistant x 3
- Registration Assistant x 3
- Hospitality Supervisor x 2
- Hospitality Coordinator x 6
- Helpdesk Supervisor x 4
- VIP Coordinator x 4
- Quality Control (branding) x 5
- Broadcast Supervisor x 2
- Press Interpreter x 4
- Event Ops Assistant x 4
- Customer Service Assistant x 6
- Sponsorship Coordinator x 6
- Ceremonies Protocol x 3
- HR and Staffing Manager x 1



# WORLD SKILLS ABU DHABI 2017





# QASR AL HOSN FESTIVAL

An Emirati cultural festival showcasing the authentic heritage of the UAE. Aiming to anchor the traditional values of the country's history by engaging with visitors in a live environment rich in activations, demonstrations, exhibition spaces, interactive workshops, performances, food, and programmed tours.

It also highlighted the significance of this historical event site of the Fort and the Cultural Foundation Building.

# QASR AL HOSN FESTIVAL – THE TEAM

## 2013 – for WRG

- EL team was 11 members
- 40% of overall team
- Stage and show
- Site operations
- Activation management

## 2014 – for WRG

- EL team was 26 members
- 50% of overall team
- Performance management
- Cast management
- Activation management
- Site operations
- Content support
- Design support

## 2015 – for WRG

- EL team was 34 members
- 65% of overall team
- Stage and show team
- Ambassadors program
- Site operations
- Activation management
- Content and design support
- Protocol

## 2016 – for PEOPLE

- EL team was 35 members
- 60% of overall team
- Ambassadors program
- Site operations
- Activation management
- Content and design support

## 2017 – for PEOPLE

- EL team was 60 members
- 90% of overall team
- Creative development
- Cast management
- Stage management
- Operations and logistics
- Filming and photography
- Choreography and show management
- Protocol management
- Technical support





# QASR AL HOSN FESTIVAL





# QASR AL HOSN FESTIVAL – THE TEAM

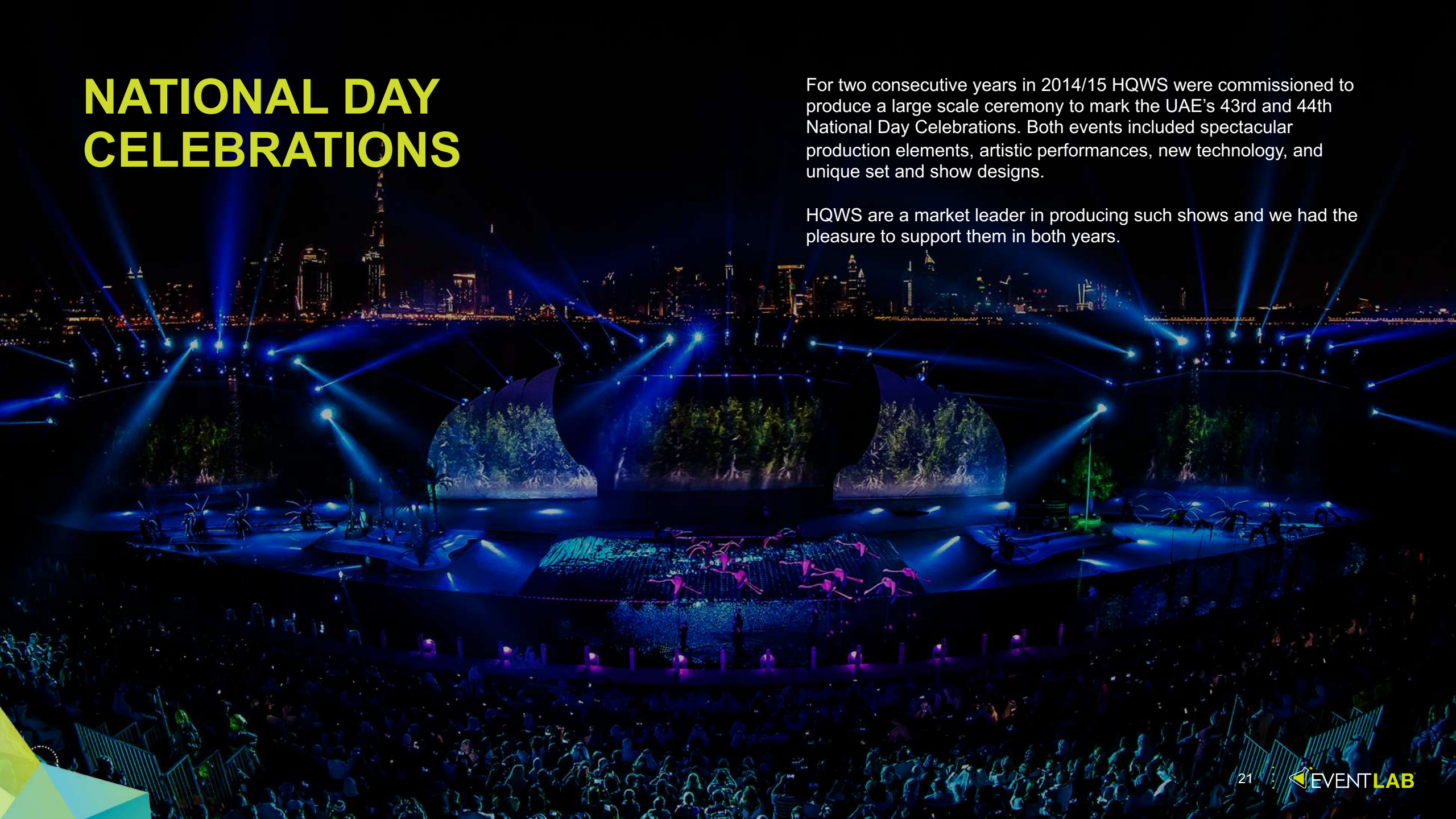




# NATIONAL DAY CELEBRATIONS

For two consecutive years in 2014/15 HQWS were commissioned to produce a large scale ceremony to mark the UAE's 43rd and 44th National Day Celebrations. Both events included spectacular production elements, artistic performances, new technology, and unique set and show designs.

HQWS are a market leader in producing such shows and we had the pleasure to support them in both years.



# NATIONAL DAY CELEBRATIONS

**Show Control** – working closely with the creative & artistic director, choreographer and production team to establish an action plan to deliver the creative concept into reality on stage over period of 6 weeks.

**Cast Management** – working under the producers to coordinate the participation of all casting groups (school children, professional dancers, volunteers, aerial cast, special stunts crew, police cadets, celebrities, traditional groups) including horses, jockeys and handlers. Sourcing all heritage village demonstration and activations cast.

**Stage Management** – full planning of rehearsals and running all stage operations.

**Props** – support the creative team in producing, sourcing and handling of props items of all sizes.

**Wardrobe** – support creative team in handling and distribution of all costumes.

In 2014 the team was **20** members and grew to **28** members in 2015



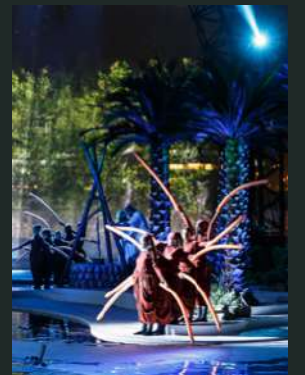


# 43RD NATIONAL DAY CELEBRATIONS





# 44TH NATIONAL DAY CELEBRATIONS





# UNION PARADE

Every year, Abu Dhabi hosts the Zayed Heritage Festival for 1 month. Located in Al Wathba, the festival welcomes over 1 million visitors every year. To mark the official opening of the festival the organizing committee of the festival in collaboration with CPC organize one of the most significant gatherings in the UAE; A Union Parade where representatives of UAE tribes parade in front of the royal family to show their loyalty and celebrate their unity.





# UNION PARADE – ZAYED HERITAGE FESTIVAL





# UNION PARADE – FOR PEOPLE (AGENCY)

## The Show

- In 2016 – 80 Tribes of 100 men each
- In 2017 – 100 Tribes of 100 men each
- 350 x 120-meter stage surface
- 120 camels
- 100 horses
- 600 Ayyala Dancers – 30 Naashat
- 300 young students – 1000 Aazi group

## Our Team under People

- Stage Director
- Show Caller
- Cast Manager
- Casting team x 3
- Stage team x 8
- Parade team x 22
- Film and photography crew x 24



# ISNR OPENING CEREMONY

The International Exhibition of National Security and Resilience (ISNR), co-organised by the Ministry of Interior (MOI), is a global event offering a networking platform connecting regional government bodies, homeland security and law enforcement officers, professionals and buyers with international security solution providers and manufacturers.

Event Lab had the pleasure to support producing the opening ceremonies for the 2014 and 2016 editions.







# THANK YOU