



VISITOR RELATIONS

CASE STUDIES & PROJECT CONTRIBUTIONS

COCA COLA ARENA

Coca-Cola Arena is a multi-purpose indoor arena located in the City Walk neighbourhood of Dubai. Owned by Meraas and operated by ASM Global, the arena hosts a diverse line up of shows that include concerts, sport, family entertainment and ceremonies across a range of genres including Western, Arab, Asian and Latino. It is the first fully air-conditioned arena of its kind in the Middle East and hosts world-class entertainment. Event Lab has an exclusive contract to provide casual staff/customer service staff for all events in Coca Cola Arena.

COCA COLA ARENA

We recruited for over 2100 positions in 2019
and over 1800 staff in 2020 on multiple events



COCA COLA ARENA

Positions:

- Location managers
- Supervisors
- Ushers
- Ticketing staff
- Contact center staff
- Event correspondent
- Customer service desk
- Fire wardens and emergency correspondents

**Total number of active Coca Cola
Arena assigned staff: 390**

Event lab pre-event support:

- Accreditation
- Training
- Briefing manuals per event
- Catering for staff
- Health check - Covid-19 related update
- Emergency procedures briefing
- Uniform checks
- Radio protocol

Event types:

- Comedy
- Concerts
- Festivals
- Sports
- Ceremonies
- Conferences



COCA COLA ARENA



ETIHAD ARENA

Etihad Arena is Abu Dhabi's largest multi-purpose indoor arena set on the stunning waterfront of Yas Bay, offering world-class event space and hospitality. Proudly positioned on Yas Island, the Middle East's premiere leisure and entertainment destination, Etihad Arena is set to become Abu Dhabi's leading entertainment landmark and enhance Abu Dhabi's position as a global entertainment destination. Event Lab was the first solution provider to recruit guest services staff, hostesses, box office staff, supervisors and a front of house manager for the first test event for Etihad Arena and its first live event UFC Fight Island.

ETIHAD ARENA

Total number of active Etihad Arena assigned staff: 152



ETIHAD ARENA - UFC

Positions:

- Location managers
- Supervisors
- Ushers
- Ticketing staff
- Contact center staff
- Customer service desk

Event lab pre-event support:

- Training
- Briefing manuals per event
- Health check - Covid-19 related update
- Emergency procedures briefing
- Uniform checks
- Radio protocol
- Transportation
- PCR test coordination



SPECIAL OLYMPICS 2019 AD

Special Olympics is a global organization that serves athletes with intellectual disabilities working with hundreds of thousands of volunteers and coaches each year. Abu Dhabi hosted the Special Olympics World Summer Games in March 2019. Abu Dhabi is the first place in the Middle East-North Africa region to be host of a Special Olympics World Games.

SPECIAL OLYMPICS 2019 AD

Event Lab assisted with recruiting over 1,000 employees for the Abu Dhabi Special Olympics assisting in ADNEC, Yas Mall, Yas Marina Circuit, and 8 other venues.



SPECIAL OLYMPICS 2019 AD

Location Managers x 10

Project Coordinators x 12

Supervisors x 22

Accreditation Staff x 10

Call Center x 150

Data Entry x 100

Ushers x 850

We helped with

- Catering
- Transportation
- Accreditation
- Accreditation distribution
- Uniform distribution

Achievements :

- Recruitment brief was for 400 staff including location managers, coordinators and accreditation staff and Ushers. The client later sent a request for an additional 500 staff. All 500 were recruited, accredited, received their staff manual, deployed, briefed, and on-site within 30 hours of the request.
- Further smaller staff requests followed on weekends for additional support.
- Accreditations processing for over 500 staff in 14 hours .
- Smooth staff mobilization to various locations with assigned minibuses on standby at every location for additional support.



Special Olympics 2019 AD



Special Olympics 2019 AD



EXPO 2020 TOURS

First Expo 2020 site tours are arranged for visitors who are looking to learn more about Expo and the UAE before Expo 2020 Dubai. This project was prior to the pandemic. Tours run from the Expo site and different malls to different cities and tourist attractions.



EXPO 2020 TOURS

Positions:

- Pick up staff
- Registration staff
- Project coordinator
- Transportation coordinator

Number of staff in total: 20

Challenges:

- Staff communication from different locations and ETA per tour
- Staff check in from different locations
- Tour allocations and last min support
- Last minute registration

Solutions by Event Lab Operations team :

- Live tracking of tours through GPS. Pick up staff had an allocated phone and application to track ETA to next location for pick up. This helped anticipate delays and early arrivals and arrange following tour schedule accordingly.
- Staff check in through mobile application which tracks check in time and location, preventing time wastage and allowing staff to resume work immediately, allowing more time for briefings and feedback.
- Schedules assigned 1 week in advance and each location had 2 additional on call staff who live at proximity from the assigned location.
- Updates for last min registration sent to the appointed teams through mobile application broadcast.



EXPO 2020 TOURS



MOTHER OF THE NATION FESTIVAL

The Department of Culture and Tourism - Abu Dhabi, the **Mother of the Nation Festival** is a yearly festival which takes place in different locations in Abu Dhabi. Residents and visitors to Abu Dhabi can experience an exciting line-up of fun-filled activities and family-friendly entertainment. In 2019 we were recruited by Pico international to staff for MOTN 2019.



MOTHER OF THE NATION FESTIVAL



AL RUWAIS FESTIVAL

RUWAIS FESTIVAL
مهرجان الرويس

Inspired by ADNOC's values and in line with **THE ADNOC WAY** pillars that encourage us to think differently and become better and stronger, the Festival brings together physical, work-related, intellectual, emotional, spiritual, social and environmental factors that help shape and maintain happiness and wellbeing. Event Lab was contacted by Pico in light of the excellent feedback from **MOTN2019** to staff for the project

AL RUWAIS FESTIVAL

Positions:

- Location Managers x 1
- Supervisors x 7
- Accreditation staff x 2
- Activator x 60
- Ushers x 40
- Registration x 15
- Lost children coordinators x 5
- Info staff x 10

Location: Al Ruwais

This medium scale event was spread over a newly opened park, and consisted of 7 zones, 30 activations, all open for 10 hours a day. As the venue was only recently opened, few facilities were available, meaning staff had to ensure efficient reporting for housekeeping and maintenance as well as giving accurate directions.

Family oriented event, that saw 62 lost children reported in 3 days.



AL RUWAIS FESTIVAL



ARAMCO SAUDI LADIES GOLF CHAMPIONSHIP 2020



The inaugural Saudi Ladies Team International was staged at Royal Greens Golf & Country Club in Jeddah between the 17th-19th November 2020. The event was the first of its kind: 36 teams of 4 competing for individual and team prizes, whilst gaining Race to Costa Del Sol order of merit points.

ARAMCO SAUDI INTERNATIONAL GOLF CHAMPIONSHIP

Event Lab supported Saudi International Golf Championships through handling registration for Covid-19 test operations and PCR test scheduling for all event crew and players, combining 3,500 appointments in 4 days.

Positions:

- Registration x 4
- Accreditation x 2
- Queue Management x 4
- PCR Test Scheduling x 5
- Information Points x 10



AFRICAN CUP OF NATIONS (AFCON) 2019

The 2019 Africa Cup of Nations (AFCON 2019) was the 32nd edition of this event. The tournament was hosted by Egypt. The competition was held from 21st June to 19th July 2019.



AFRICAN CUP OF NATIONS (AFCON) 2019

Positions:

- Event Manager x 2
- Operations (Managers & Assistants) x 4
- Stage (Managers & Assistants) x 5
- Casting (Managers & Coordinators) x 10
- Power Manager x 2
- Runners x 8
- Hospitality
 - Hostesses x 12
 - VIP Guest Liaison x 2
 - VIP Lounge Ushers x 4







THANK YOU