

CREATING
OPPORTUNITIES

Events Management
Red Carpet
Guest List Engineering
Media Management

ICONS ARABIA





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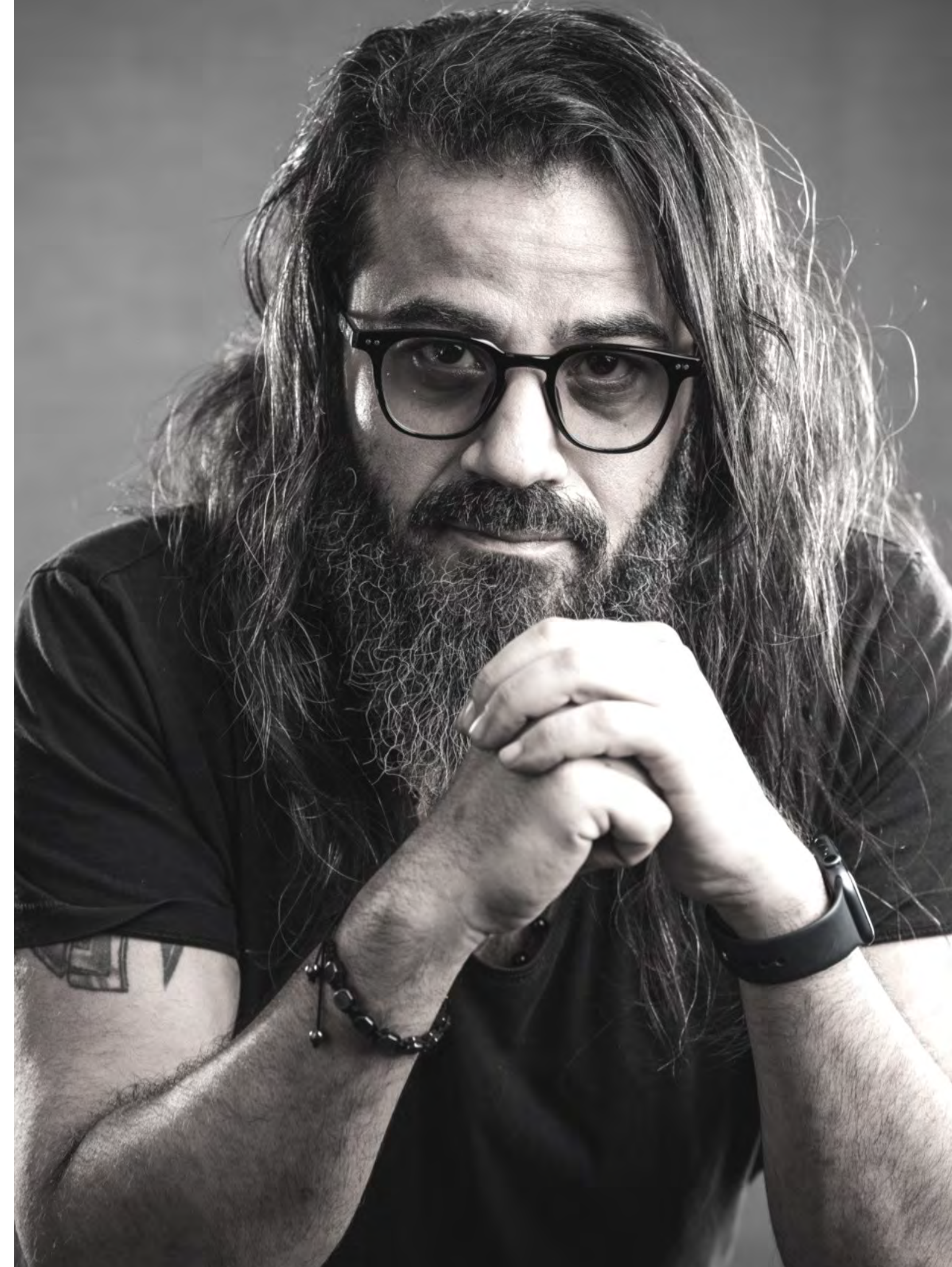
WelcomeNote.

Welcome to Icons Arabia, where we specialize in crafting unforgettable events across the GCC & MENA. Our journey in the events industry here has shown us the vibrant potential and rich diversity of our region. Each event is an opportunity to bring people together, celebrate unique cultures, and create memorable experiences that resonate long after the final guests depart.

We understand that the essence of a great event lies in its attention to detail, its cultural reverence, and its executional excellence. This is what we strive to bring to every project. Whether you're planning a corporate gathering, a private celebration, or a large-scale festival, our team is committed to making your vision come to life with the utmost professionalism and creativity.

Thank you for trusting us with your most special moments.

Tarek Hamzi
Founder & Managing Director



Shaping Stories with Soul...

Events.

Simple Yet Profound.

With a commitment to crafting experiences that transcend all expectations, we are ready to unleash the full potential of our expertise in events management and creation. Our mission is simple yet profound: to orchestrate events that transcend the boundaries of imagination from red carpet events to corporate events and product launches.

This presents a unique opportunity for us to provide exceptional event management services tailored to the discerning tastes of clients who seek nothing less than the extraordinary. Our pledge to redefine event management with an unwavering commitment to excellence turning each event into a work of art, thus:

- Elevating the ordinary to the extraordinary.
- Personalization that transcends expectations.
- Unrivaled access to elite venues and suppliers.
- Aesthetic innovation that leaves an indelible mark.
- Around-the-clock concierge support.



Inspired By The Lights...
Anywhere... Everywhere..

Locations.

Geography is not a limit.

After years of crafting unique events, we brought down the geographical barriers with our wide international supply chain. We have the right partners that can provide us with anything our events need on a global scale. However, our direct services can be provided in the region. Thus, and beyond

- United Arab Emirates.
- Saudi Arabia.
- Egypt.
- Turkey.
- Morocco.
- Qatar.
- Bahrain.
- Kuwait.
- Lebanon.



GenericServices

We offer a comprehensive suite of services designed to ensure each event is executed flawlessly and leaves a lasting impression. Here's a detailed list of services such agencies might offer:

Event Planning and Coordination.

- **Concept Development:** Crafting unique themes and concepts that align with the client's vision and the event's purpose.
- **Budget Management:** Managing all financial aspects to ensure the event stays within budget while meeting all expectations.
- **Scheduling and Time-lining:** Creating detailed timelines to ensure all elements of the event are executed in a timely manner.

Venue Selection and Management.

- **Site Scouting:** Identifying and securing the perfect venues that match the scale and style of the event.
- **Venue Setup:** Overseeing the physical arrangement of the venue, including staging, seating, and décor.
- **Logistics Coordination:** Handling logistical aspects such as parking, security, and accessibility.



Vendor and Talent Management.

- **Supplier Coordination:** Working with caterers, decorators, audio-visual teams, and other vendors to ensure services meet the event's requirements.
- **Celebrity and Artist Liaison:** Managing contracts and logistics for celebrities, speakers, and performers.
- **On-Site Management:** Ensuring all vendors and personnel are coordinated on the day of the event for seamless execution.

Marketing and Public Relations.

- **Promotional Strategies:** Developing marketing campaigns that include digital marketing, social media, and traditional advertising.
- **Media Relations:** Managing invitations to media, crafting press releases, and coordinating interviews to maximize event exposure.
- **Brand Partnerships:** Securing sponsorships and partnerships that enhance the event's reach and appeal.



Technical Production.

- **Audio-Visual Management:** Setting up and managing sound systems, lighting, video projections, and any special technical effects.
- **Stage Design and Production:** Designing and constructing stages that are both functional and visually appealing.
- **Broadcast Coordination:** If the event is to be broadcasted, managing the logistics and technical requirements for live streaming or televised coverage.

Guest Services.

- **Invitation and RSVP Management:** Designing, sending out invitations, and managing responses.
- **Hospitality and Accommodation:** Arranging accommodations and hospitality for guests, especially high-profile attendees.
- **Transportation Coordination:** Organizing travel arrangements for guests and VIPs, including airport pickups, drop-offs, and intra-event transportation.



Security and Risk Management.

- **Security Planning:** Implementing security measures tailored to the event's scale and the profile of attendees.
- **Emergency Planning:** Developing contingency plans for various emergencies, ensuring safety and compliance with local regulations.

Post-Event Services.

- **Feedback Collection:** Gathering and analyzing feedback from attendees and stakeholders to assess the event's success and areas for improvement.
- **Media Monitoring & Reporting:** creating the media monitoring report and other event reports as requested by clients.



Unique Services

RedCarpet.

Celebrity Red Carpet Management Services.

Managing the red carpet at a festival, especially one attended by celebrities, is a high-profile task that demands planning and execution. It is crucial for enhancing the festival's glamour and ensuring a smooth, media-friendly experience. Thus,

- **Red Carpet Design and Setup:** Creating a visually stunning red carpet area that reflects the festival's theme and accommodates media, photographers, and guest interactions.
- **Media Coordination:** Organizing and accrediting media personnel, arranging interviews, and managing the press to ensure comprehensive coverage that aligns with the festival's publicity goals.
- **Celebrity Coordination:** Scheduling arrival times and managing the flow of celebrities to avoid bottlenecks and ensure each guest receives appropriate attention and interaction time.
- **Security Measures:** Implementing strict security protocols to ensure the safety of celebrities and guests while maintaining an enjoyable atmosphere.
- **VIP Services:** Providing top-tier services for celebrities and high-profile guests, including personal assistants, private waiting areas, and priority access to ensure a seamless experience.



Guests.

Guest List Engineering Services.

Guest list engineering is a strategic component of event planning that involves carefully curating and managing the invitation of celebrities, influencers, and public figures to ensure an event's success and media reach. Thus,

- **Targeted Invitations:** Identifying and inviting celebrities, influencers, and public figures whose brand and audience align with the event's theme and goals.
- **Relationship Management:** Building and maintaining relationships with agents, publicists, and the celebrities themselves to facilitate their attendance and engagement.
- **Coordination and Logistics:** Managing all logistical aspects of VIP guests' participation, including travel, accommodation, and on-site needs, to ensure a seamless experience.
- **Exclusive Experiences:** Designing unique, memorable experiences for celebrities and influencers that encourage them to share their involvement and promote the event.
- **Security and Privacy Considerations:** Implementing strict privacy and security measures to protect high-profile guests and ensure their comfort, encouraging their continued participation in future events.

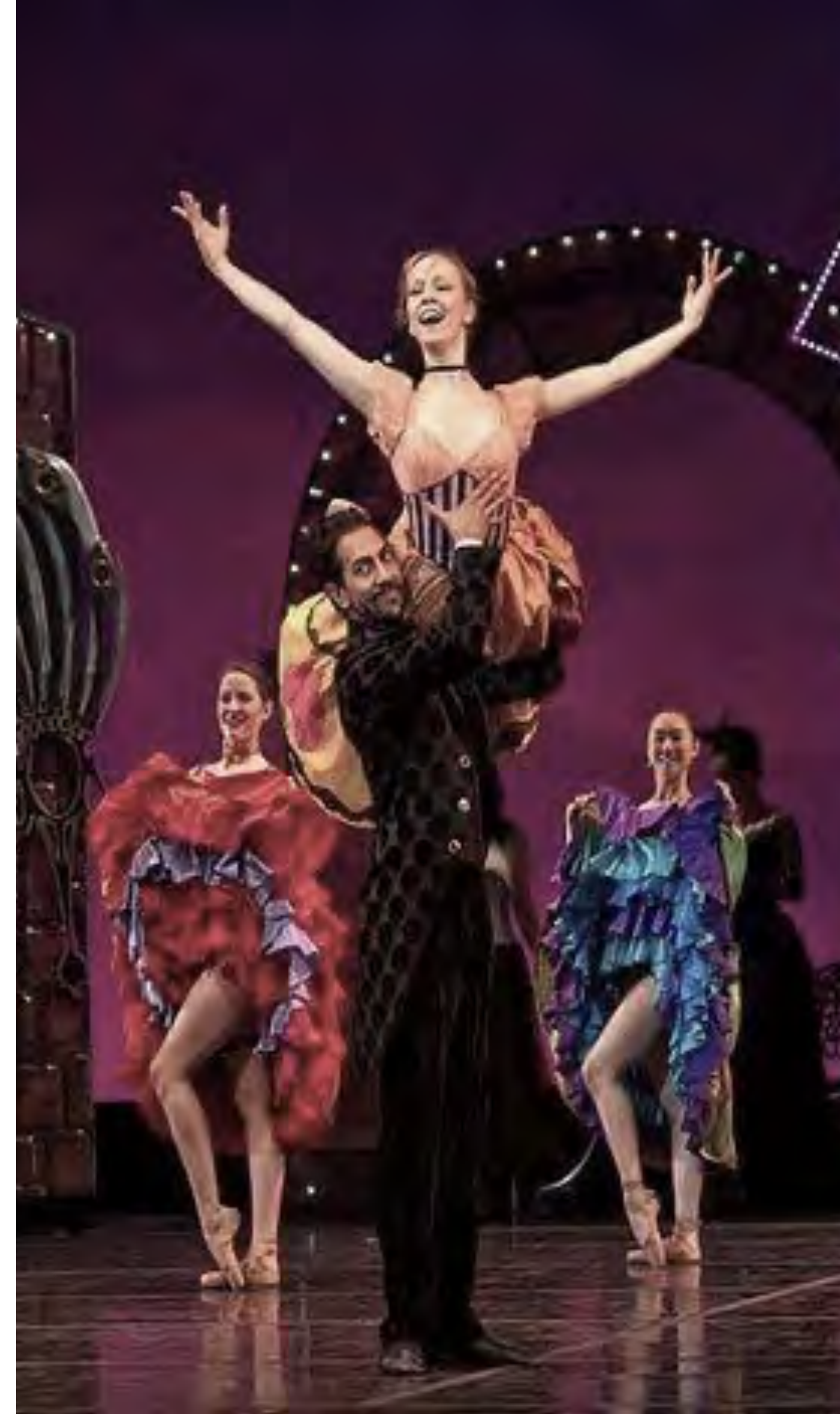


Talents.

Talent Acquisition Services.

Securing the right talent is a critical component of festival management, as the caliber of participants can significantly influence the event's success and audience satisfaction. We ensure that each event features a lineup of appropriate and engaging performers, speakers, and guests that align with the thematic goals and audience expectations. Thus,

- **Talent Scouting:** Identifying emerging and established artists, performers, and speakers who align with the festival's theme and audience expectations.
- **Negotiations and Booking:** Handling all aspects of talent negotiations, securing favorable terms and confirming participation.
- **Contract Management:** Drafting and managing contracts that detail performance expectations, logistical needs, and financial agreements.
- **Artist Liaison Services:** Providing a point of contact for all artist needs, from arrival to departure, ensuring a smooth experience for talent.
- **Rehearsal Coordination:** Scheduling and managing rehearsals to ensure all performances are polished and timed correctly for the event.



Speakers.

Guest and Speaker Acquisition Services.

Securing high-profile guests and esteemed speakers for festivals not only elevates the event's prestige but also enhances the overall attendee experience by providing unique insights and exclusive engagements. For a successful festival, it's crucial to attract a curated mix of celebrities, industry experts, and academically acclaimed speakers who can contribute meaningfully to panel discussions, workshops, and screenings. Thus,

- **Industry Expert Recruitment:** Scouting and securing film industry professionals, such as directors, producers, critics, writers and cinematographers, to share their expertise and insights into the filmmaking process.
- **Academic and Professional Speakers:** Inviting academicians and professionals for in-depth discussions and analyses of cinematic trends, technologies, and techniques.
- **Workshop Leaders:** Engaging skilled practitioners and educators to lead workshops that offer practical skills and learning opportunities to attendees.
- **Speaker Coordination:** Managing all communication with speakers, from initial invitations to event schedules, ensuring their needs are met and their participation is effectively integrated into the festival's programming.



QR Codes.

QR Code and Entry Management Services.

Incorporating a QR code system for door control and RSVP management at festivals and events revolutionizes the entry process, enhancing both security and attendee convenience. Thus,

- **QR Code Ticketing:** Generating unique QR codes for each invite sent or ticket purchased, which attendees can present on their mobile devices for swift entry, reducing queues.
- **Advanced RSVP Systems:** Implementing a robust online RSVP system that integrates with the QR code setup, allowing for efficient management of guest lists.
- **Real-Time Entry Tracking:** Using QR codes to track attendee entries and exits in real-time, providing valuable data on crowd size and movements, which helps in managing the event flow and enhancing safety.
- **Access Control:** Setting different levels of access for various zones within the event.
- **Contactless Interaction:** Minimizing physical contact and enhancing hygiene protocols by using QR codes.
- **Data Collection and Analysis:** Gathering data from QR code scans to analyze attendee behaviors and preferences, aiding in the planning and improvement of future events.



SmartBadge.

Smart Badge Services.

Smart badges represent a cutting-edge enhancement in the management and personalization of events and festivals. These badges, embedded with RFID or NFC technology, do more than merely identify attendees; they facilitate a wide range of interactive and tracking functionalities that elevate the event experience for all participants. Thus,

- **Personalized Interaction:** Smart badges can store individual attendee information, enabling personalized interactions as they access different parts of the event.
- **Seamless Access Control:** These badges allow for frictionless entry to various event zones, automatically verifying access privileges without the need for manual checks.
- **Enhanced Networking Opportunities:** By tapping their badges against others', attendees can exchange contact information.
- **Data Analytics:** Organizers can track the flow and dwell times of attendees through badge scans, providing valuable insights into popular areas and activities.
- **Sponsor Engagement:** Sponsors can utilize smart badges to deliver personalized marketing messages or collect specific feedback from participants.
- **Improved Security:** Smart badges contribute to enhanced security at events by providing real-time location tracking of attendees.



Thec.

Technology Applications in Events.

Incorporating cutting-edge technologies such as holograms, virtual reality (VR), augmented reality (AR), slow motion Cameras, 360 Cameras, Robots, wall of stories and many other technical applications significantly enhances the attendee experience at events by creating immersive and interactive environments. These technologies can transform a standard event into a dynamic and memorable spectacle, offering attendees engaging and innovative ways to interact with the content.



OurMajors.

JoyAwards 2026.

Joy Awards 2026.

Icons Arabia managed the red carpet of the 6th edition of Joy Awards 2025, among many other services, in its 3rd year as a vendor with Joy Awards and GEA.

- **Red Carpet Management:** Our professional red carpet team delivered a seamless experience for over 750 international, regional, and Saudi celebrities, supported by multiple media zones to maximize exposure and global reach. The event marked the first deployment of our guest management mobile application, designed for live celebrity identification, guest tracking, and accurate seating allocation within the theater.
- **Social Media Management:** Our end-to-end social media strategy and live execution established a new record in Saudi Arabia, delivering an unprecedented over 26 billion impressions before, during and post the event.
- **Website:** After 2 successful years creating the media content and the editorial content of www.joyawards.sa, we are now overlooking the whole development & design process of the website.

Event Recap Video



IncenseRoad.

Icons Arabia played a central creative and experiential role in the Incense Road Experience in AlUla (2025–2026), delivering a fully integrated contribution across performance, storytelling, design, and guest engagement throughout the seven-month activation.

Our scope included coaching and directing seven actors and actresses portraying historical figures of the Incense Road within an interactive theatre format, alongside full scripting of the experience. Icons Arabia also led the concept, design, and build of the Amouage Frankincense Lounge, creating a refined sensory space rooted in heritage and luxury. Additional deliverables included curated merchandise, a fully customized retro-style photo booth experience with bespoke set design and high-resolution printed photographs presented in wooden frames, and the full translation and Mandarin Chinese dubbing of the theatrical script.

For the Ancient Kingdoms Festival, Icons Arabia designed the official invitation in the form of a tech-enhanced interactive retro map, as well as the festival's media giveaway, a bespoke traveler's chest containing curated items representing the full spectrum of festival experiences.

Across all touch points, Icons Arabia ensured narrative consistency, cultural authenticity, and world-class execution, elevating the Incense Road Experience into a landmark heritage-driven attraction.

Event Recap Video





JoyForum.

Red Carpet & Media Management.

Icons Arabia played a key operational role at Joy Forum 2025, delivering a flawless end-to-end execution of both the red carpet and media operations. Our team managed celebrity arrivals, media flow, and press coordination with precision, ensuring seamless movement, maximum exposure.

Event Recap Video



JoyAwards 2025.

Joy Awards 2025.

Icons Arabia managed then red carpet of the 5th edition of Joy Awards 2025, among many other services.

- **Red Carpet Management:** Our professional Red carpet team managed to execute a flawless red carpet experience with over 750 Celebrity (international, regional, Saudi) and multi media areas to ensure bigger exposure.
- **Social Media Management:** Social media strategy and supervision and execution (for pre and during event) led to a KSA record with 22.4B and contributed to the 22.4 Billion Impressions.
- **Guinness World Record :** Arranged and supervised by Icons Arabia, we managed to break the world record for the longest trophy that with 100% replica Joy Award Trophy of 15 meters high, world record was in India with a 12.7 meter high trophy.
- **Media production:** a team of 250 (photographers, videographers, video and photo editors, runners, reporters) produced DURING THE EVENT more than 6000 retouched images, 25 1 minute edited videos, 400 SM stories including fashion and interviews with celebrities

Event Recap Video



Life is a Dream

Life Is a Dream- January 17, 2025.

In January 2025, Riyadh hosted “LIFE IS A DREAM” – Composer Sir Anthony Hopkins with The Royal Philharmonic Orchestra, a historic and unforgettable concert.

Icons Arabia was entrusted with managing the Red Carpet celebrity flow, delivering seamless arrivals and elegant staging for distinguished guests.

From international icons to regional stars, our team curated a flawless guest journey and impactful media moments.

This milestone concert reflects our hallmark: elevating prestigious cultural occasions with artistry, precision, and world-class standards.

Event Recap Video



VaultNYE.

Vault New Year's Eve.

Vault Hosted NYE 2024- 2025 with VVIP guests at the Four Seasons Abu Dhabi, the event, featuring the super star Ragheb Alama as a main act, was fully planned and executed by Icons Arabia, crafting unforgettable moments for the guests.

Event Recap Video



YangoPlay Gala.

Yango Play Gala.

As Part of the Red Sea International Film Festival, Icons Arabia fully organized a Red Carpet gala event on the 8th of December 2024 for yango play with “Sailing Into The future” theme and with more than 250 celebrity guests from the region and KSA and some international guests.

Event Recap Video



YangoPlay.

Yango Play launch Event.

Icons Arabia fully planned and executed the launch event of the new international platform Yango Play in Dubai March 2024. Over 70 Celebrity and 50 influencer and 60 producer and director in the 400 pax pure industry event that took place at Jumeirah Beach Hotel. An event that became th talk of town and the media for the weeks that followed.

Event Recap Video



JoyAwards 2024.

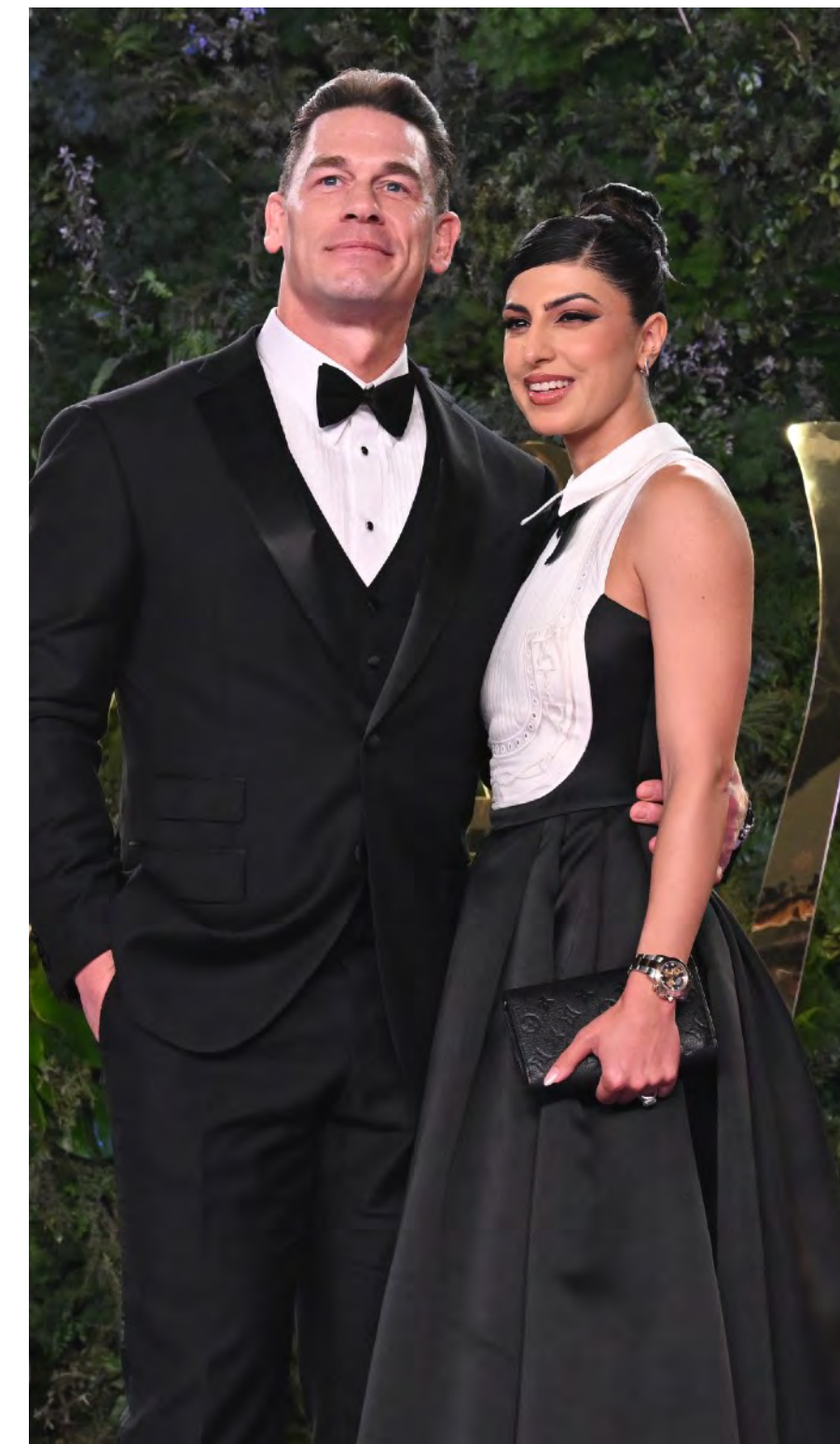
Joy Awards 2024.

Icons Arabia played a major role in the 4th edition of Joy Awards for the year 2024, resulting in over 10.5 Billion Estimated Reach in Media compared to 6.5 Billion in the last season. we handled the below services:

- **Red Carpet Management:** Our professional Red carpet team managed to execute a flawless red carpet experience with over 400 Celebrity (international, regional, Saudi) and multi media areas to ensure bigger exposure.
- **Media invitation & Management:** Over 130 Camera crew on the red carpet from Saudi to regional and international media, around 100 media photographer.
- **Digital Press Office:** A digital press office and media server connected directly to over 1500 journalist worldwide.
- **Media production:** a team of 120 (photographers, videographers, video and photo editors, runners, reporters) produced DURING THE EVENT more than 2000 retouched images, 10 1 minute edited videos, 300 SM stories including fashion and interviews with celebrities

Event Recap Video

Media Clipping Report





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Reach Out!

THANK YOU.