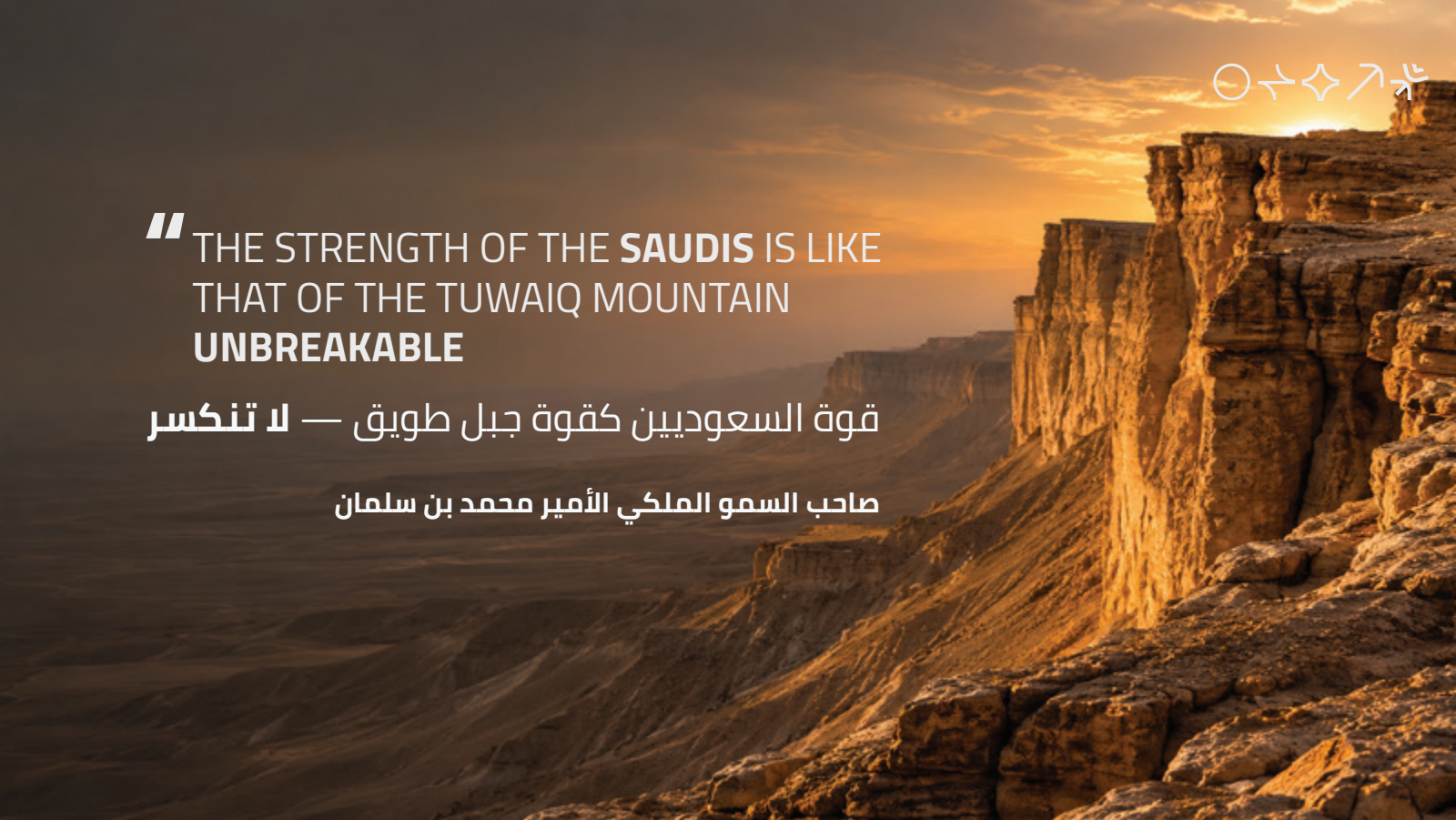
BOLD EVENT

Events & Conference management

EXPERIENCES
PEOPLE
PLACES
IMPACT



COMPANY PROFILE


"THE STRENGTH OF THE **SAUDIS** IS LIKE
THAT OF THE TUWAIQ MOUNTAIN
UNBREAKABLE
قوة السعوديين كقوة جبل طويق — **لا تنكسر**
صاحب السمو الملكي الأمير محمد بن سلمان

BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

ABOUT BOLD EVENT

BOLD EVENT is a Saudi event management and production company, powered by Saudi talent and driven by a passion for creating exceptional experiences.

We specialize in delivering conferences, exhibitions, corporate events, and brand experiences, providing integrated solutions from creative concept development and strategic planning to production and on-site execution.

Combining local expertise, innovative thinking, and international standards, we transform ambitious ideas into impactful experiences that reflect our clients' identities and exceed expectations.

Inspired by the Kingdom's transformation and aligned with **Saudi Vision 2030**, we are committed to showcasing Saudi capabilities, building lasting partnerships, and delivering experiences that make a difference.

01 | STRATEGY & CONCEPT

Turning objectives into engaging experiences.

02 | DESIGN & PRODUCTION

Creative design, engineering and high-quality build.

03 | OPERATIONS & MANAGEMENT

End-to-end planning, logistics and on-site execution.

04 | ENGAGEMENT & IMPACT

Creating experiences that connect, inspire and deliver results.

ISO 9001:2015

GEA
الهيئة العامة للترفيه
General Entertainment Authority
Crowd Management &Organization Accreditation Certificate

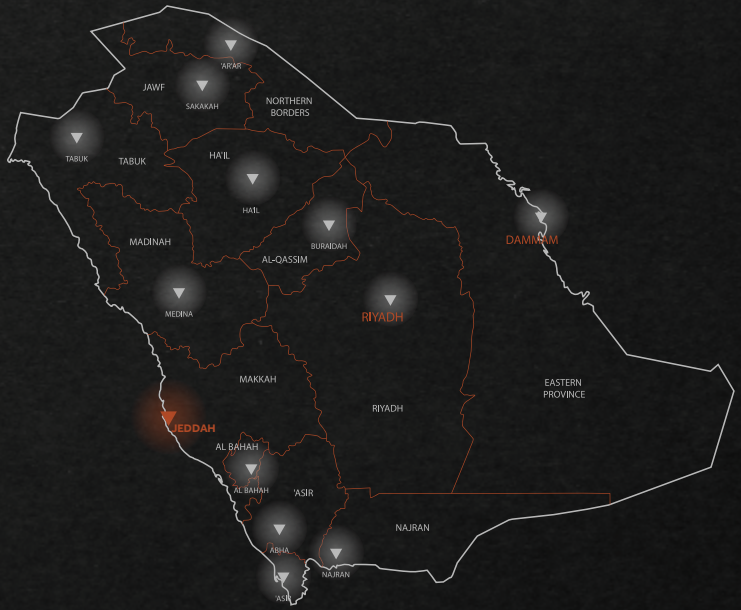
BOLD EVENT

EXPERIENCES
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Ensures we are always within reach & crafting impactful events

Bold Event operates across the entire Kingdom of Saudi Arabia. From the capital to the coast and everywhere in between, our nationwide footprint ensures we are always within reach. By pairing deep local insight with an extensive Kingdom-wide network, we craft polished, impactful events—wherever your vision takes you.

Jeddah — Riyadh — Dammam



BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

In Numbers

Projects	Clients	Cities Reach	Man Power
320 +	43 +	15 +	480 +

HONORED
TO HAVE WORKED
WITH LEADING
BRANDS




BOLD EVENT
EXPERIENCES
PEOPLE
PLACES
IMPACT
BOLD IDEAS. LASTING EXPERIENCE
Ignite emotions
Inspire minds
Meaningful connections
Lasting impact

BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT



BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

Services & Solutions



BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT



Strategy & Planning
Turning objectives into distinctive event experiences and plans.



Concept & Creative
Developing creative event ideas, themes and storylines.



Design & 3D
Transforming ideas into immersive 3D event and spatial experiences.



Production & Build
Engineering, fabrication and build for any event production.



Event Management
End-to-end planning, coordination and flawless execution.



Brand Activations
Immersive, on-ground experiences that bring engagement and results.



Exhibitions & Booths
Design and build impactful brand and product exhibition spaces and booths.



Operations & Logistics
Overseeing movement, logistics and on-site operations for events.



Technology & AV
Providing cutting-edge AV, interactive installations and immersive live experiences.



Hospitality & Experience
Curating premium, end-to-end guest experience and on-ground journeys.



Vendor & Supply Chain
Managing and coordinating with trusted vendors, including end-to-end supply.



Measurement & Impact
Tracking, evaluating and turning event insights into measurable business results.



Project Management
Planning, tracking and controlling event delivery to ensure within-budget execution.



Manpower
Sourcing, training and deploying the right people for every event.



Crowd Management
Safe, smooth and efficient movement of attendees across all event zones.



Post-Event Reporting
A comprehensive performance review with key insights and recommendations.



Event Marketing
Driving event awareness and participation through integrated campaign and digital promotion.



Branding
Creating a strong and consistent brand presence across all event touchpoints, from signage to event materials.



Annual Corporate Gathering
Planning and executing flagship corporate events, including conferences, seminars, celebrations and town halls.



Team Building
Designing and delivering engaging team experiences that build collaboration, trust and a stronger team culture.



Strategy & Consulting
Providing strategic advice, solution design and event consulting to achieve business objectives.



Event & Project Management
End-to-end event and project leadership, from planning and resourcing to delivery and closeout.



Rush Building & Temporary Structures
Rapid design and build of safe, high-quality temporary structures for events, roadshows and activations.



Technology & Equipment
Sourcing, integrating and operating the right event technology and equipment for seamless execution.



Marketing, Media & PR
Driving event visibility and engagement through integrated marketing, media and PR activities.



Operation & Logistics
Managing end-to-end event operations, from procurement and transport to on-site implementation.



Studio & Content Production
Producing high-quality event content, from concept and filming to live streaming and post-production.



Destination Management
End-to-end planning and execution of events and incentive programs in domestic and international destinations.

BOLD EVENT

EXPERIENCES
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OUR STRATEGIC APPROACH TO EVENT EXCELLENCE

STRA-TEGY

Define the foundation and vision of the event, ensuring alignment with the client's goals and expectations

CON-CEPT

Design the physical and conceptual framework of the event to ensure a seamless experience

DES-IGN

Translate strategic objectives into compelling event concepts. Develop the creative direction, experience journey, spatial design, and comprehensive execution plans.

PRO-DUCE

Bring concepts to life through meticulous production planning and integrated coordination. Orchestrate the people, partners, resources, and technical elements that bring every detail together.

DELI-VER

Oversee the live event, ensuring that every aspect runs as planned and any issues are swiftly resolved

EVAL-UATE

Evaluate the event's success and gather insights to improve future projectst

BOLD EVENT

EXPERIENCES
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Our Expertise

We transform business objectives into purposeful, high-impact event experiences. Combining strategic planning, creative direction, and operational expertise, we manage every stage of the event lifecycle from concept development and production to on-site execution and performance evaluation. Grounded in local insight and powered by exceptional talent, we bring people, partners, and ideas together to deliver seamless experiences and measurable value.

EXPERIENTIAL MARKETING & BRAND ACTIVATIONS



COMMUNITY FAN ZONE EXPERIENCES





CORPORATE EVENTS & EXHIBITION MANAGMENT



FIELD OPERATION MANAGMENT

BOLD EVENT

EXPERIENCES
PEOPLE
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FRAMEWORK

We don't just create events.
We engineer meaningful brand experiences.

At BOLD EVENT, every exceptional experience begins with understanding, evolves through strategic thinking, and comes to life through creative excellence.

Our integrated three-stage framework transforms business objectives into engaging, memorable, and measurable brand experiences.

DISCOVER

Understand the Challenge.

Audience Insights · Cultural Intelligence · Market Landscape

INSIGHT | OPPORTUNITY | STRATEGY

DEFINE

Shape the Vision. Set the Direction.

Brand Alignment · Experience Strategy · Audience Journey

BRAND PURPOSE | EXPERIENCE CONCEPT

DELIVER

Bring Ideas to Life.

Creative Production · Operational Excellence · Measurable Impact

PRE-EVENT	DURING EVENT	POST-EVENT
Attract & Engage	Immerse & Inspire	Extend & Measure

BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

Experiential Marketing & Brand Activations

From Brand Strategy to Human Connection.

We create insight-led experiences that connect brands with Saudi audiences through creativity, cultural relevance, and meaningful participation—designed to inspire action and deliver measurable impact.

WHAT WE DELIVER

STRATEGY & DESIGN

- Activation Concepts
- Consumer Journey Design
- Brand Launches

EXPERIENCE

- Interactive Installations & Gamification
- Pop-Up Experiences, Roadshows & Retail Activations
- Product Sampling & Consumer Engagement

PRODUCTION & OPS

- Immersive Technologies (AR, VR & Digital Interactions)
- Live Content & Social Media Amplification
- End-to-End Production, Operations & Reporting

Our Approach

DISCOVER

Insight Before Ideas.

We explore brand objectives, audience behaviors, cultural trends, and market opportunities to identify insights that shape relevant, impactful experiences.

DEFINE

Strategy Meets Creativity.

We translate insights into a distinctive experience concept, mapping every audience touchpoint and aligning creative direction, engagement mechanics, communication channels, and KPIs with brand objectives.

DELIVER

Experiences That Perform.

We bring concepts to life through immersive design, precision production, and seamless on-ground execution. From pre-activation engagement to live experiences and post-campaign reporting, we manage every interaction with measurable objectives.



BOLD EVENT

EXPERIENCES
PEOPLE
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EVENT & EXHIBITION MANAGEMENT

Transforming Spaces into Experiences. Delivering Business Impact.

At BOLD EVENTS, we transform business objectives into exceptional events and purposeful brand environments by combining strategic planning, creative design, technical production, and operational excellence,.
From concept to completion, every experience is designed with purpose, delivered with precision, and aligned with measurable objectives.

WHAT WE DELIVER

STRATEGY & DESIGN

- Event Strategy & Concept
- Spatial Design & Guest Journey Planning
- Creative Direction, Branding & Content

EVENTS & EXHIBITIONS

- Conferences, Forums & Corporate Events
- Exhibitions & Custom Booth Design and Build
- Product Launches & VIP Experiences

PRODUCTION & OPS

- Technical Production, Staging & AVL
- Venue, Supplier & Logistics Management
- Execution, Quality Assurance & Reporting

Our Approach

DISCOVER

Purpose Before Planning.

We define business objectives, audience expectations, project requirements, and success metrics to establish a clear strategic foundation.

DEFINE

Strategy into Experience.

We develop the creative concept, spatial design, guest journey, and integrated production plan to align every touchpoint with the event's objectives.

DELIVER

Precision in Every Detail.

We coordinate production, fabrication, suppliers, logistics, and on-ground operations to deliver seamless execution, consistent quality, and measurable outcomes.



BOLD EVENT

EXPERIENCES
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COMMUNITY FAN ZONE EXPERIENCES

Beyond the Game. Beyond the Moment. Lasting Connections.

We create immersive fan zones and community experiences that unite audiences, celebrate shared passions, and strengthen brand connections. Combining strategy, creative design, entertainment, and integrated production, we deliver engaging environments that create lasting value for fans, brands, and sponsors.

WHAT WE DELIVER

STRATEGY & DESIGN

- Fan Zone Strategy & Design
- Fan Journey & Crowd Flow
- Community Engagement

FAN EXPERIENCES

- Matchday & Live Screenings
- Interactive Games & VR
- Entertainment & Activations

PRODUCTION & OPS

- Fabrication & Installation
- Sponsor Integration
- Operations & Reporting

Our Approach

DISCOVER

Understand the Passion.

Identify fan insights, cultural dynamics, and engagement opportunities.

DEFINE

Design the Experience.

Develop fan journeys, entertainment concepts, and sponsor touchpoints.

DELIVER

Bring Communities Together.

Build, activate, operate, and evaluate engaging fan experiences.



BOLD EVENT

EXPERIENCES
PEOPLE
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FIELD OPERATIONS & WORKFORCE MANAGEMENT

Operational Excellence. At Every Touchpoint.

We deliver seamless field operations through strategic workforce planning, trained teams, integrated logistics, and real-time supervision ensuring consistent brand representation, efficient execution, and measurable performance across every location.

WHAT WE DELIVER

WORKFORCE

- Staffing & Deployment
- Promoters & Brand Ambassadors
- Training & Briefing

FIELD EXECUTION

- Multi-Site Operations
- Retail Activations & Sampling
- Logistics & Supervision

PERFORMANCE

- Quality & Compliance
- Live Monitoring
- KPI Tracking & Reporting

Our Approach

DISCOVER

Assess & Plan.

Identify operational needs, workforce requirements, risks, and success metrics.

DEFINE

Structure & Prepare.

Develop deployment plans, train teams, allocate resources, and establish SOPs.

DELIVER

Execute & Optimize..

Supervise operations, resolve issues, maintain quality, and report on performance.



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EXPERIENCES
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Project Planning & Methodology

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EXPERIENCES
PEOPLE
PLACES
IMPACT

PMBOK - Aligned Event Delivery Framework

Every project will be managed using a structured Waterfall-based Project Management methodology, aligned with PMBOK® principles, which is best suited for fixed-scope, milestone-driven corporate events.

This methodology ensures:

- Clear sequencing of activities
- Controlled approvals and governance
- Predictable delivery
- High operational readiness on event day

Core Methodological Phases:

- Initiation
- Planning
- Execution
- Monitoring & Control
- Closure



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Latest Projects



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PEOPLE
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IMPACT

Red Sea Global

PROJECT **(VTP) Graduation Ceremony 2026**

Venue: The Ritz-Carlton, Jeddah
Service: End-to-End Event Management

From Vision to Flawless Execution.

BOLD EVENT delivered a fully integrated corporate event experience for Red Sea Global, bringing together creative production, staging, AVL systems, event staffing, and crowd management under one seamless operational framework.

From guest arrival to the final stage moment, every element was carefully coordinated to ensure operational precision, technical excellence, and an exceptional attendee experience.

- End-to-End Event Management
- Event Production
- Staging & AVL
- Manpower
- Crowd Management
- On-Ground Operations

Coverage Photos















BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

BANYAT
Facilities Management

PROJECT **BOOTH**

Exhibition: SFMA Expo 2026
Scope: End-to-End Exhibition Delivery

Heritage stand & immersive room

BOLD EVENT brought Banayat's brand to life at SFMA Expo 2026 through a fully integrated exhibition experience, combining distinctive booth design, precision production, and seamless on-site delivery.

From concept development and fabrication to staffing, LED screens, integrated technology, and hospitality, we managed every touchpoint under one coordinated execution plan. Architecture, digital content, and personal interaction came together to create an inviting space for visitors to discover Banayat's capabilities and connect with its team.

An exhibition presence designed to express the brand with confidence—and delivered with attention to every detail.

- Booth Design
- Booth Production
- LED Screens & Tech.
- Manpower
- Hospitality
- On-Ground Operations

Coverage Photos







BOLD EVENT

EXPERIENCES
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IMPACT

الماسية
almasiah

PROJECT **BOOTH**

Exhibition: Hajj & Umrah Expo 2026
Scope: End-to-End Booth Delivery

World-Class Standards. A Spirit of Hospitality.

BOLD EVENT brought Almasiah's presence to life through an exhibition experience inspired by the warmth of Saudi hospitality and the spiritual significance of Hajj and Umrah. Sculptural architecture, natural textures, and welcoming meeting spaces created a distinctive setting for connection, complemented by an immersive LED environment that brought the brand's story into focus.

We managed the complete journey from creative concept and booth design to fabrication, installation, staffing, LED screens, integrated technology, and hospitality operations. Every element was coordinated to unite architectural ambition with precision execution, giving Almasiah a compelling platform to welcome guests, engage partners, and showcase its services.

- Booth Design
- Booth Production
- LED Screens & Tech.
- Immersive room
- Hospitality
- On-Ground Operations

Coverage Photos







BOLD EVENT

EXPERIENCES
PEOPLE
PLACES
IMPACT

sana

PROJECT **BOOTH**

Exhibition: Hajj & Umrah Expo 2026
Scope: End-to-End Booth Delivery

Rooted in Heritage. Designed for Connection.

BOLD EVENT translated Sana's brand into a distinctive exhibition destination, bringing together the elegance of traditional arches, warm natural finishes, and contemporary digital experiences. The two-level pavilion combined welcoming hospitality lounges, dedicated meeting spaces, and an immersive LED environment reflecting the spiritual significance of Hajj and Umrah.

Our team led every stage of delivery from creative concept and booth design to production, installation, staffing, LED screens, interactive technology, and hospitality management. Each detail supported a cohesive visitor journey, balancing open discovery with spaces for focused conversation.

A complete brand experience that gave Sana a compelling setting to showcase its services, welcome guests, and build meaningful business relationships.

- Booth Design
- Booth Production
- LED Screens & Tech.
- Immersive room
- Hospitality
- On-Ground Operations

Coverage Photos









ONE TEAM.
ONE PLAN.
FULL CONTROL.

BOLD EVENT is ready to coordinate the full event journey from initial planning and supplier alignment to live delivery and post-event evaluation.

BOLD EVENT
EVENTS · EXHIBITIONS · MARKETING

EXPERIENCES
PEOPLE
PLACES
IMPACT

BOLD IDEAS. LASTING EXPERIENCE

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