



Events
Exhibition
Artist Management

EVENTS PROFILE

Emirati Media Forum (EMF)

Godolphin Ballroom, Emirates Towers, Dubai

Brief: The prestigious Emirati Media Forum was held to discuss developing media content and address any issues for the betterment of the industry with the attendance of Sheikh His Highness Sheikh Mohammed bin Rashid Al Maktoum. Dubai Press Club needed a creative event solution in all aspects of the event.

Response: In a very short time frame, Tribe designed and produced a creative stage and backdrop reflecting the EMF logo colors and giving a contemporary edge to the entire event. Projection mapping was used as part of the stage backdrop and the content was organized by Tribe along with Audio visual for the ballroom, foyer area, sponsor area and media room. Lounge furniture for the panel discussion, stage podium and customized seating for the guests in the foyer area were also organized by Tribe.

منتدى الإعلام الإماراتي
emirati media forum



Bridgestone

Tyre and Auto Safety Station
Dubai, Oman, Morocco, Lebanon



Brief: Bridgestone wanted to launch a tyre and auto safety station to raise awareness amongst general public in Dubai.

Response: Tribe executed the activation by conducting a road show and fabricating a crisp and visitor friendly stand which included a carpeted platform, registration desks, tyre safety stands as well as promoted the initiative by having promoters in the mall talk about the campaign and receive customer feedback.

An Ipad survey was conducted for everyone attending the station about tyre and auto safety which resulted in valuable feedback for Bridgestone.



Road Transport Authority(RTA)

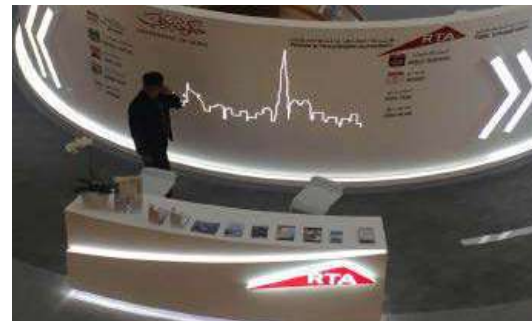
Customer Service Week
Dubai Mall

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY

RTA

Brief: RTA had their annual customer service week in Dubai Mall with an aim to spread awareness among people about the various apps that RTA had to offer in order to facilitate people.

Response: Tribe executed the activation primarily focusing on creativity and visual appeal. The stand was divided into two sections; a public section and a private section showcasing their latest apps overall making it an experiential zone. Tribe had derived the concept of the entire stand adhering to intricate details of the RTA, giving it a classy finish and a spectacular aerial appeal.

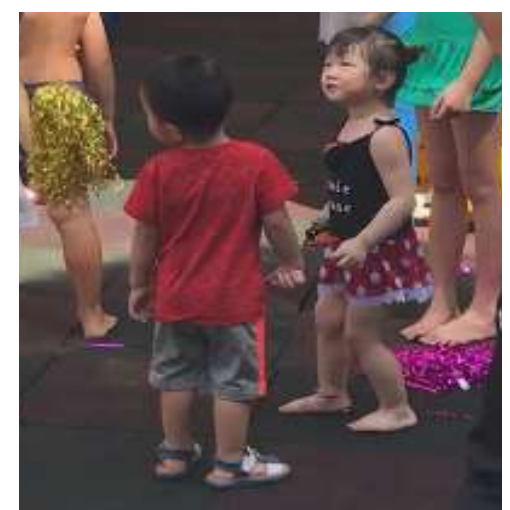


Al Futtaim Group

Al Areesh Club Welcome Event
Dubai

Brief: Al Futtaim Real Estate required an event agency to assist in welcoming members of the Al Areesh Club during a fun filled event appealing to both- adults and mainly kids.

Response: Tribe organized a fun day at the club with activities such as – painting and drawing workshops for kids, cartoon mascots for photo opportunities, bouncy castles in the play area, puppet shows for adults and kids and also assisted in decorating the venue with themed balloon décor.



Dubai Shopping Festival (DSF)

Dubai

Brief: Dubai Tourism wanted to celebrate their 20th anniversary and required performances which were different and appealing to the audience since it was going to be used in different areas of Dubai.

Response: Tribe provided DSF with a spectacular 30 day innovative entertainment – Stomp Drummer performance which was crisp and very interesting since recyclable items were used instead of drums for the performance. Keeping in mind one of the performances were at Citywalk, we were selected to showcase the bird in a cage show since it was an elegant and a very classy performance done by 2 acrobatics in a bird cage.

DUBAI
SHOPPING
FESTIVAL

DUBAI

Stomp Drummers Show



Bird in a Cage Show



Dubai Summer Surprises (DSS)

Dubai

Brief: Dubai Tourism wanted to celebrate their annual summer surprises event by hosting varied entertainment in the malls in Dubai.

Response: Tribe organized a one month musician flash mob bringing together 10 different musicians playing different instruments in one platform to provide a great, interactive performance to the audience in Dubai. Varied songs were played during the one month period and the audience enjoyed the “flash-mob” surprise and positive feedback was received by everyone.



Dubai Customs

Annual IT Conference in association with World Customs Organization
Atlantis, Dubai

Brief: Dubai was chosen as a host to the annual IT Conference and Dubai Customs was organizing it. They required the entire event to be IT-themed and to leave a lasting impression on every visitor.

Response: Tribe elegantly designed and produced an IT-themed concept which included the follows: An entrance arch with PDP screens, inside arch with hologram, twitter stands with live feeds from the conference and a registration desk with a futuristic theme in order to complete the entire look and feel of the IT themed conference.



Dubai Government Achievement Exhibition

Road transport authority (RTA)

Brief: The DGAE or the Dubai government achievement exhibition is an annual exhibition where in public sectors get a platform to unveil their most effective programs and innovative solutions which have been implemented.

Response: Tribe catered to RTA who were one of the participants in this event. Elegance being the theme of focus, Tribe designed an entire set-up in accordance. The reception had a flowing water background which instantly attracted visitors. The creative designs and the platforms to exhibit RTA's achievements were designed with a contemporary approach. The seating area, inline with the theme was given a classy touch in white.



Dubai Tourism

Dubai Shopping Festival

Brief: Dubai Tourism wanted to replicate the European street art culture in Dubai at the Emaar Boulevard.

Response: Tribe executed this by bringing in varied Dubai artists all in one place to exhibit creativity and different forms of art. This was done for a 1 month period. The crowd was very involved too and also participated in learning about the different forms of art that were present at the festival which included the follows: 3D street art, calligrapher artists, caricature artists, street ballet performers and landscape and portrait paint artists.

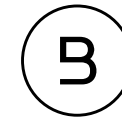
DUBAI
SHOPPING
FESTIVAL

DUBAI



Burjuman

Ramadan décor



برجـمان
BURJUMAN

Brief: Burjuman wanted to bring the essence of the holy month of Ramadan to their mall.

Response: Tribe executed this by using simple elements of Ramadan like the crescent moon, lamps, lanterns and stars for their décor. Giving these elements a contemporary touch yet adhering to purpose of the décor Tribe adorned the mall giving mall visitors a quintessential Ramadan experience.



Etisalat

Mobile Charging Units

Brief: Etisalat approached Tribe Events for a new design – look and feel for their upcoming mobile charging units which required to be sleek and modern and in accordance with their guidelines.

Tribe was also required to produce the units.

Response: Tribe created very creative and sleek charging units, which were displayed, in reputable events and malls – example Dubai Parks and Resorts, various concerts in Dubai and Abu Dhabi.

Etisalat was impressed by the quality and execution to such an extent that they awarded Tribe with the design and production of their new upcoming projects – SWYP mobile charging units.



Road Transport Authority(RTA)

Breast Cancer Awareness Session

Dubai

Women's
Committee at RTA



هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY

RTA

Brief: RTA wanted to host a breast cancer awareness program in their HQ and engage the female employees via activities and productive sessions.

Response: Tribe organized fun educational sessions to engage the audience- example a flipbook photo booth with themed props, floral stands in the shape of the event logo, customized pink lounge furniture, catering with special themed desserts, HOPE activity which required the employees to sign messages in butterfly-shaped paper and leave it on a thread mural shaped structure produced by Tribe and customized giveaways which were given out to the employees with a message to “plant hope” as a step towards spreading the awareness.

RTA doctor Sessions were also conducted in the auditorium where Tribe had assisted RTA with branding and décor.



Dubai Economy Department

Innovation Week 2018

Dubai

Brief: Dubai Economy Department (DED) hosted Innovation week for their employees during UAE Innovation Month. DED wanted creative workshops and branding solutions considering the theme of innovation and technology.

Response: Tribe ideated, designed and executed the branding in DED HQ. Tribe also conducted Robotic workshops every day on different topics & technologies as to how we can adapt it and contribute to innovation.

Tribe also conducted mind games such as Robotic hand, Mind flex etc.

Tribe incorporated innovative technologies with creativity.



GDRFA (Dubai Immigration)

Dubai



Brief: GDFRA wanted to brand their office building for Year of Zayed.

Response: Tribe did the ideation and execution of the whole project right from design to implementation keeping in mind the theme of YEAR OF ZAYED.

<https://youtu.be/Gh3AGhDTd8Y>.





More Of Our Projects

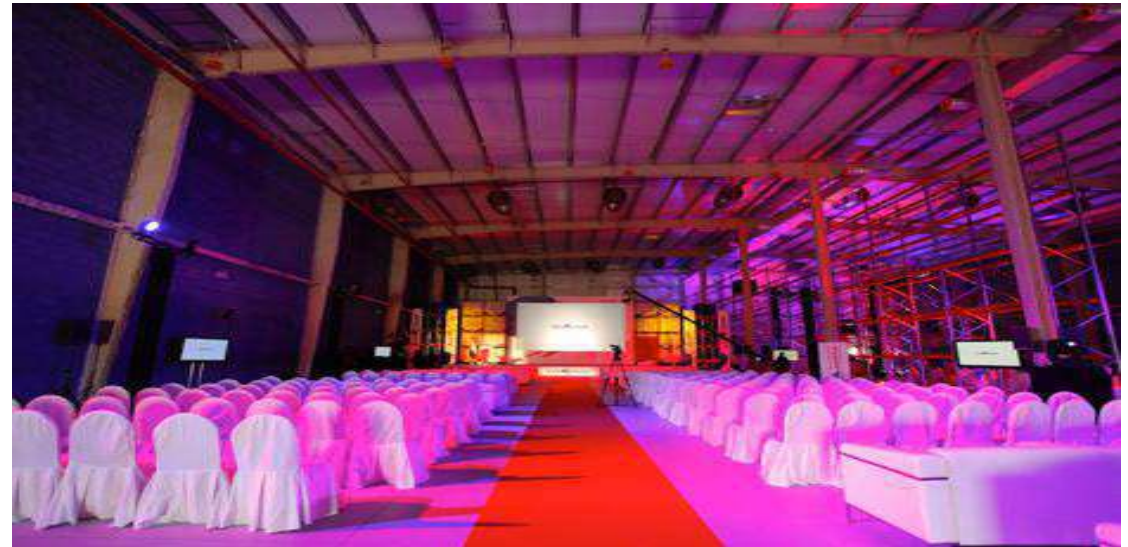
RSA Talke

Facility Launch followed by a press conference



The entire warehouse was transformed into an event with a themed approach that included the follows:

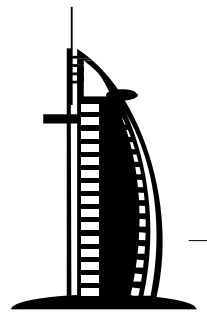
- Branded entrance
- Red carpet
- Stage set-up
- Information display walls
- Ambience lighting
- Mascot
- Networking area



Burj Al Arab

Venetian Carnival

- Themed décor
- Menus & Centerpieces,
- Table ladies
- Ambience lighting.



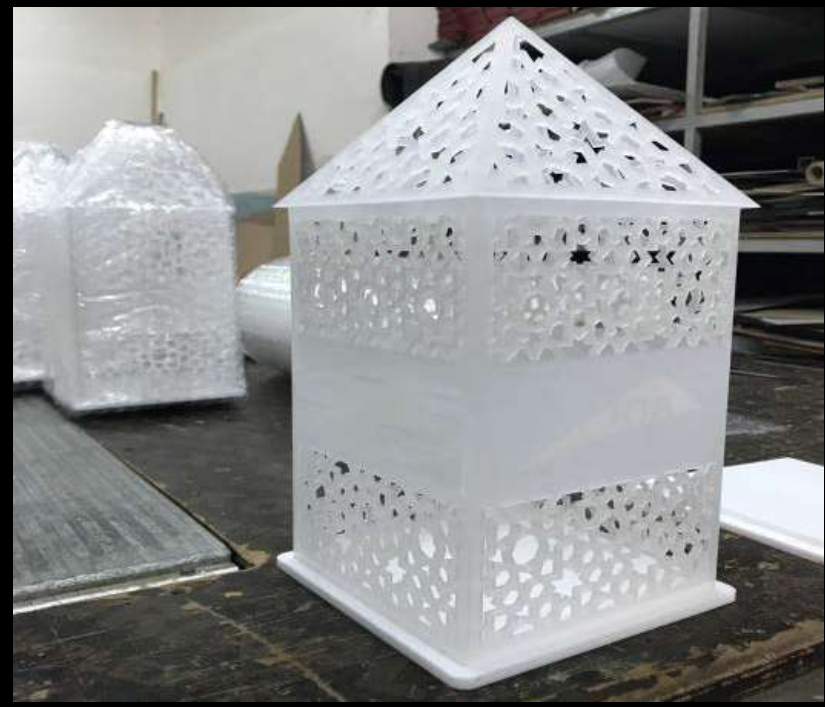
Porsche

Kids Driving School Campaign

- Database management
- Client- servicing
- Production materials
- Venue sourcing
- Dedicated team on-site
- Campaign Execution
- Pre and post event evaluation

PORSCHE







Other Specializations

Event Coverage



We also rent out the following services:

- Photography services
- Video production services
- Corporate videos
- Video editing
- Audio production

Event Personnel



We specialize in providing the following services:

- Hosts and hostesses for corporate events, in-mall activations and exhibitions.
- Models for fashion shows
- Booking of Emcee
- Customized uniforms for the above services.

Entertainment & Artist Management



We also focus in providing the following entertainment:

- Customized stage shows
- Themed entertainment acts
- Mall entertainment
- Kid activities/workshops
- Roaming acts
- Personalized shows

Team Building Activities



We also provide the following services:

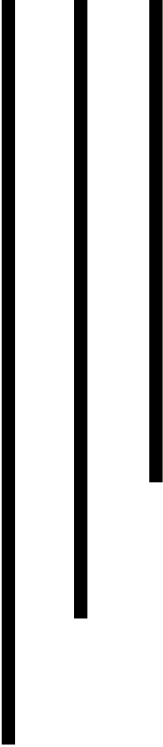
- Corporate team building sessions
- Group Activities
- Employee Day Out
- Excursions / Trips

Promotional items Giveaways

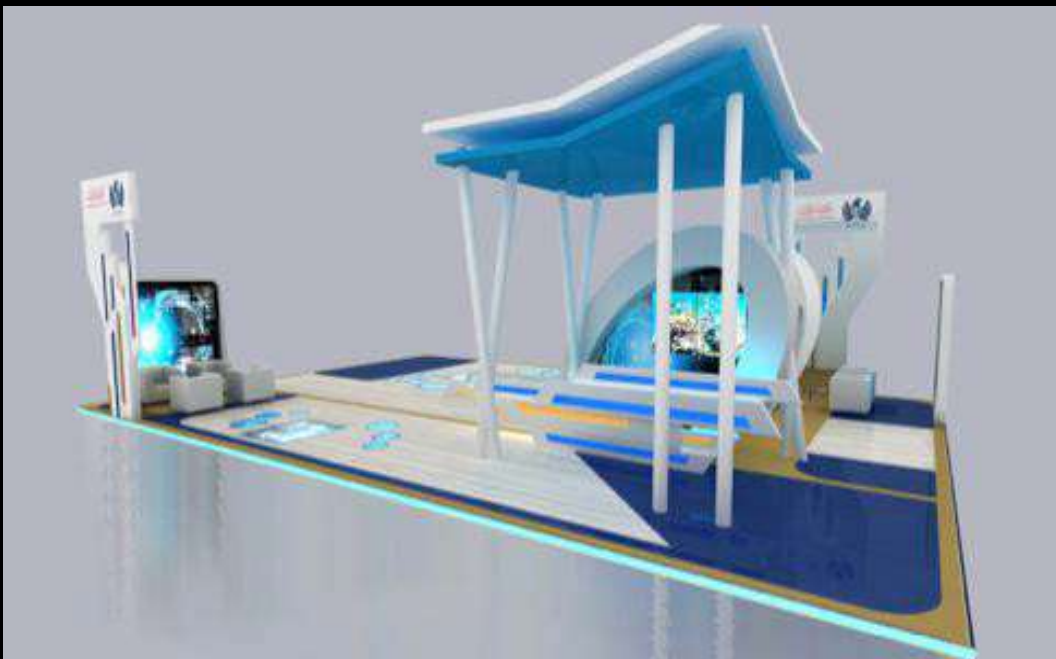


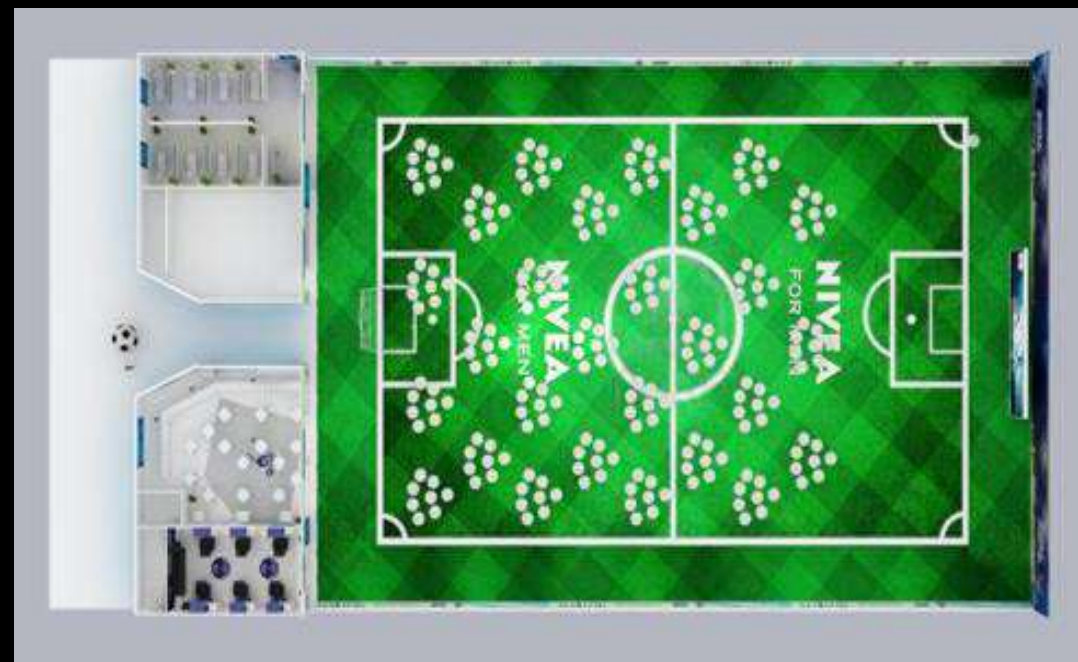
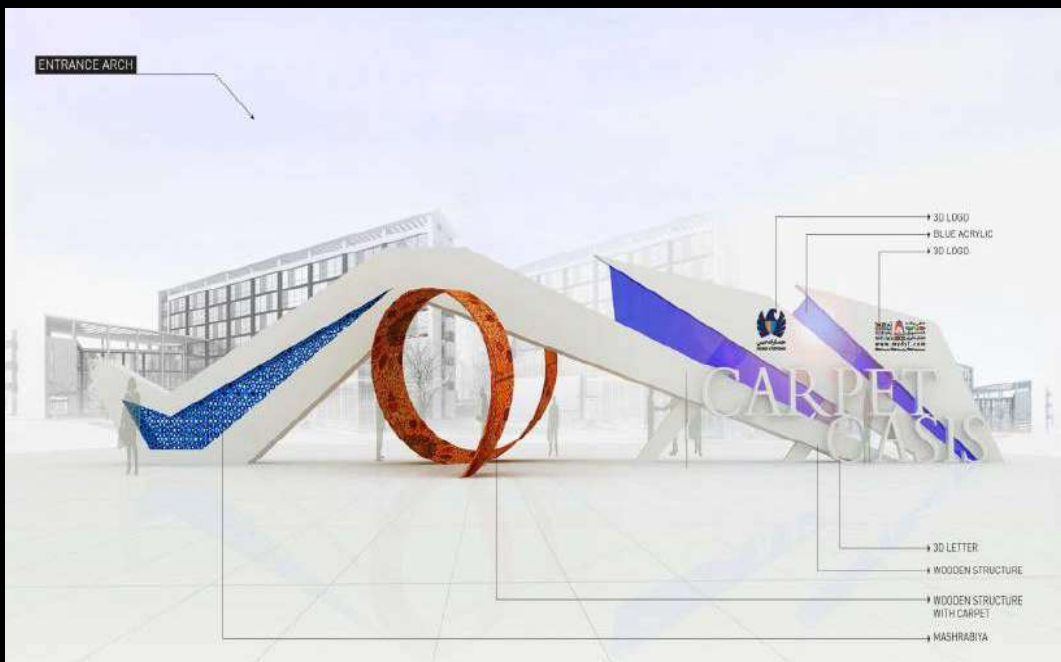
We specialize in providing the following:

- Corporate giveaways
- Employee gift items
- Event / Exhibition gift items

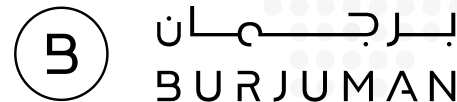


Concept Designs






CLIENTS:



Thank You



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