

MCXevents®

# AGENCY PROFILE

[www.mcxevents.com](http://www.mcxevents.com)

[viv@mcxevents.com](mailto:viv@mcxevents.com)

# ABOUT US

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We are an event planning and management agency, delivering brand experiences in the form of in-person corporate events and LIVE activations in the **UAE** and the **MENA** region.



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# WHO WE ARE?



Meet our MCXteam members, the pillars of MCXevents



**Dalia Fahmy**

Supervisor  
Projects & Business Development



**Hala Tatari**

Project Executive



**Hala Elgawish**

Project Coordinator

# 31

## OUR WORK

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Every 31st of December, we update our profile and choose a handful of projects delivered with our clients in the past year to showcase what we've been up to.

These are the Projects that made it to this year's cut!



# ARTE MUSEUM

GRAND OPENING



19.02.2024  
Dubai Mall



ARTE MUSEUM  
LIBRARY



ARTE MUSEUM GRAND OPENING



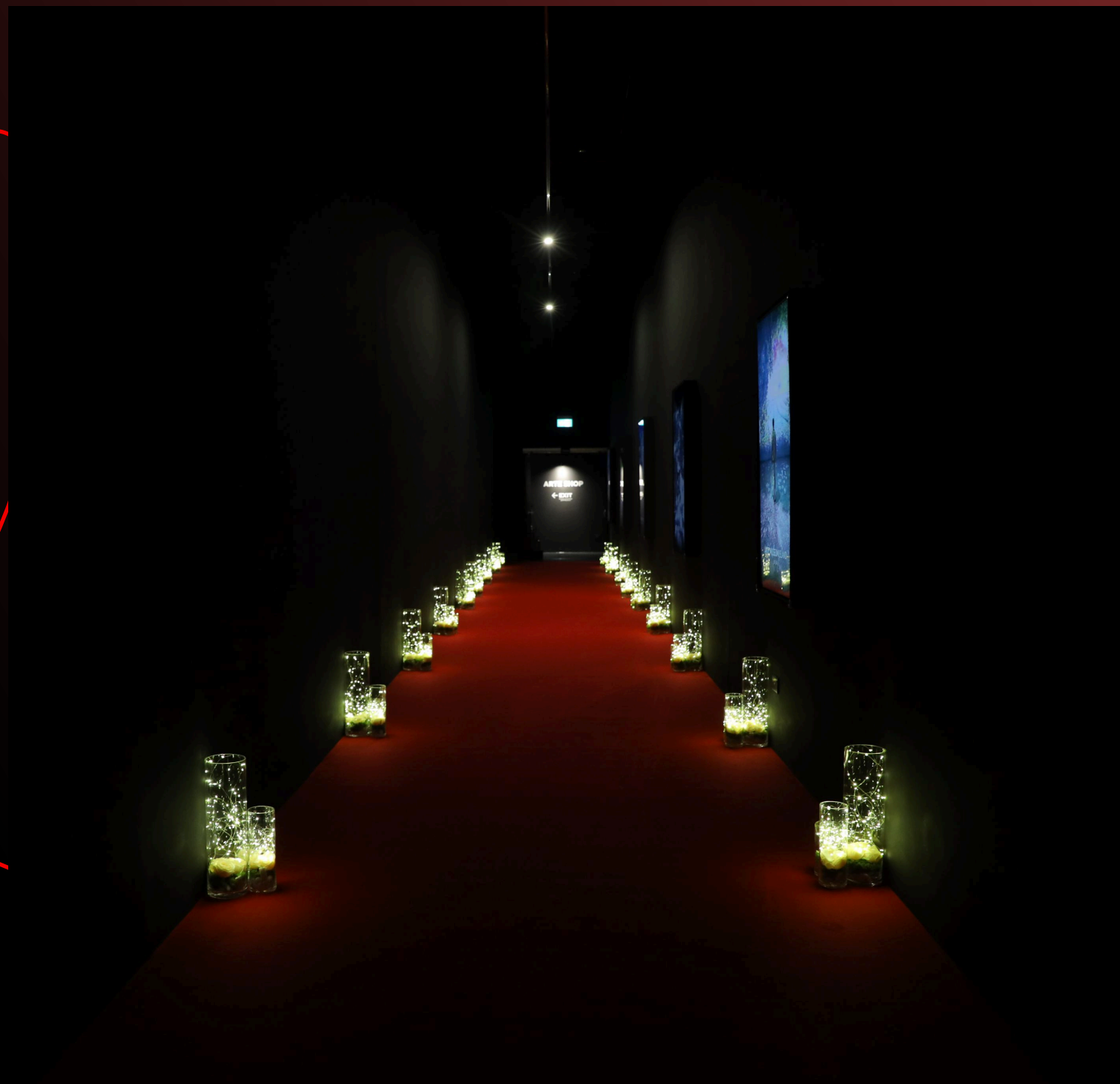
# ARTE MUSEUM

## DUBAI



ARTE MUSEUM GRAND OPENING





**AL MASAOOD STARS AWARDS 2024**





**ARTE MUSEUM** GRAND OPENING



# ARTE MUSEUM

DUBAI

ARTE MUSEUM GRAND OPENING



# AL MASAOOD GROUP

FALCON 2.0 2024



08.02.2024

Jumeirah at Saadiyat Island Resort



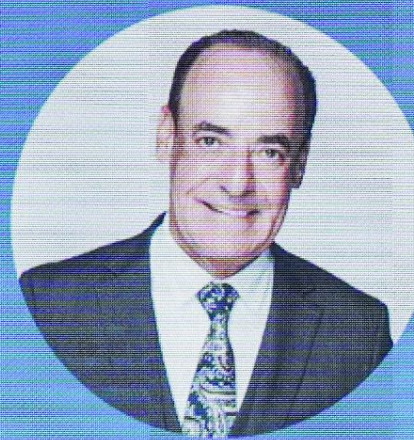


AL MASAOOD GROUP FALCON 2.0 2024



# WHAT LIES AHEAD ...2024

**MODERATOR**



**IRFAN TANSEL**  
Chief Executive Officer,  
Al Masaood Automobiles

**PANELIST**



**ACHIR GEMAYEL**  
Sales & Marketing Director  
Al Masaood Automobiles

**PANELIST**



**HARMEET SINGH**  
After Sales Director  
Al Masaood Automobiles

**AL MASAOOD GROUP** FALCON 2.0 2024





AL MASAOOD GROUP FALCON 2.0 2024





**AL MASAOD GROUP FALCON 2.0 2024**



# FALCON 2.0

THE FUTURE STARTS TODAY



AL MASAOD GROUP FALCON 2.0 2024





**AL MASAOD GROUP** FALCON 2.0 2024



# AERTSSEN

FISH MARKET UNION DAY CELEBRATION



13.04.2024  
Aertssen Machinery Services,  
Abu Dhabi Industrial City





**AERTSSEN MACHINERY SERVICES**  
AERTSSEN FAMILY DAY EVENT





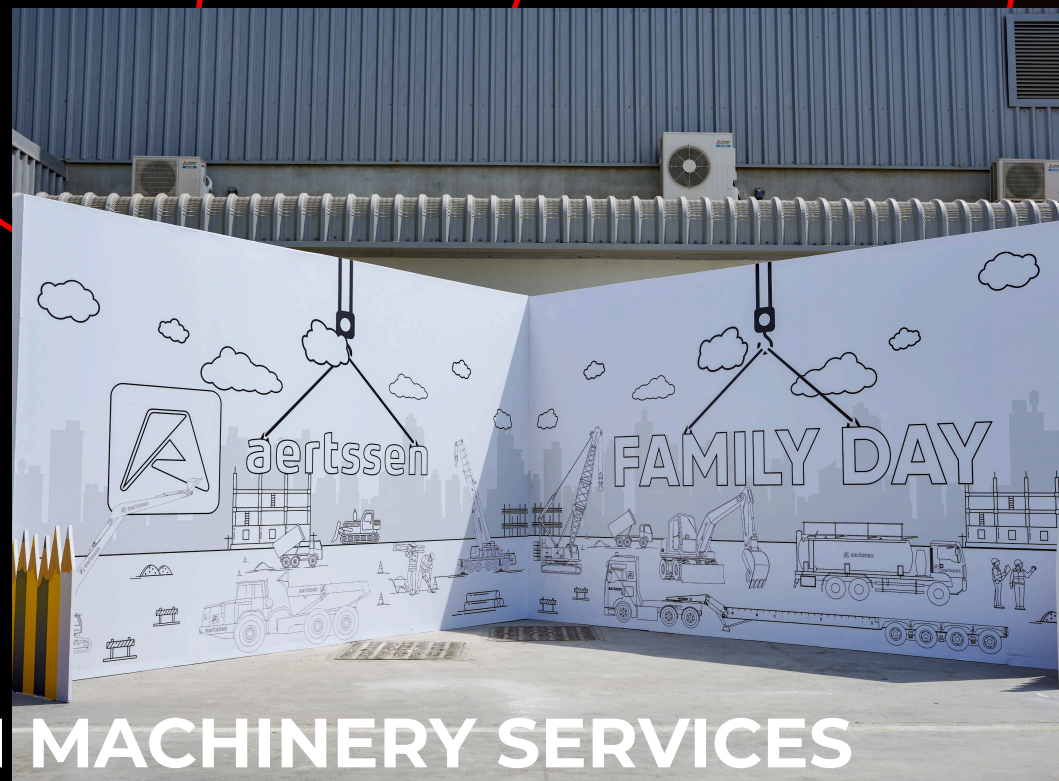
**AERTSSEN MACHINERY SERVICES**  
AERTSSEN FAMILY DAY EVENT





**AERTSSEN MACHINERY SERVICES**  
**AERTSSEN FAMILY DAY EVENT**





**AERTSSEN MACHINERY SERVICES**  
**AERTSSEN FAMILY DAY EVENT**





AERTSSEN MACHINERY SERVICES  
AERTSSEN FAMILY DAY EVENT





**AERTSSEN MACHINERY SERVICES**  
AERTSSEN FAMILY DAY EVENT



# AL MASAOOD GROUP

AL MASAOOD STARS AWARDS 2024



10.11.2024  
ADNEC Centre, Abu Dhabi





AL MASAOOD STARS AWARDS 2024





AL MASAOOD STARS AWARDS 2024





AL MASAOOD STARS AWARDS 2024





**AL MASAOOD** STARS AWARDS 2024





AL MASAOOD STARS AWARDS 2024





AL MASAOOD STARS AWARDS 2024





**AL MASAOOD STARS AWARDS 2024**



# CHARABANC TRANSPORTATION

ANKAI BUSES LAUNCH EVENTS



12.12.2024

Meliá Desert Palm, Dubai





**ANKAI** BUSES LAUNCH EVENTS





ANKAI BUSES LAUNCH EVENTS





ANKAI BUSES LAUNCH EVENTS





ANKAI BUSES LAUNCH EVENTS





ANKAI BUSES LAUNCH EVENTS

ANKAI

شارابانك  
Charabanc





**ANKAI BUSES LAUNCH EVENTS**





**ANKAI** BUSES LAUNCH EVENTS





# SINCE 1999

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Based out of the UAE, we've delivered projects in 21 countries across the globe. Some were easier than others, and some were challenging.

# 1999



# OUR CLIENTS

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A spectrum of multinationals, large local groups, international brands, global advertising, PR agencies, tourism promotion boards, and government and semi-government entities.



Retail



IT



Telecom



Food



Automotive



FMCG



# 5 CLIENTS TESTIMONIALS

## Sherif Coutry

GCC-COOP Marketing Director  
McDonald's, Dubai



I worked with the MCXevents team on the McCafé content creators' event. They demonstrated a great deal of organization and professionalism throughout the process. Most importantly, the team delivered exactly what was presented in their event proposal. They managed the project's logistics, setup, and operation with great attention to detail. As a result, the event was a success. The feedback received from our guests and partners was very positive. I wish them the best of luck and look forward to cooperating with the MCXevents team on more projects soon.



## Marwa Kaabour

Group Head of Marketing &  
Corporate Communications  
Al Masood Group



I recently commissioned MCXevents on a variety of corporate events. The experience working with the team was excellent. They were professional, organized, and creative. In addition, they took a problem-solving approach to challenges that arose, resulting in successful, quality events that met our expectations and received numerous compliments from our guests. I would recommend MCXevents to any company needing event planning services and look forward to future collaboration with them.





# CLIENTS TESTIMONIALS

## Ivan Krakora

CMO, Praga,  
Prague, Czech Republic.



The launch of the Praga Bohema is an important milestone for us at Praga. So naturally, such an important event had to be planned and organized with great attention to detail, which is what we got when working with MCXevents on this special event. The team demonstrated professionalism and skillfulness from the brief until the last guest left the venue. They managed the designs, production, and supporting content creation allowing us the time to entertain our high-profile guests and media. They did a great job, and we look forward to more projects together!



## Baudouin Series

Managing Director -  
ZEISS Vision Care, Dubai, UAE.



Working with the MCXevents team on the launch of ZEISS ClearView and PhotoFusion X was a very positive experience. From the initial creative presentation to the final execution at the event, the team was professional, organized, and truly dedicated to making our product launch a success. They have great attention to detail and were able to turn our vision into reality. The event was a huge success, and we received much positive feedback from our guests. We look forward to working with MCXevents on future projects and highly recommend them to anyone in need of event management services.





# AREA OF EXPERTISE

CORPORATE EVENTS. IN-PERSON/HYBRID.

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- Corporate **retreats** ■ Product **launches**
  - Annual **galas** ■ Annual **staff events**
  - Experiential **activations** ■ Brand **roadshows**
  - Team **bonding** ■ Annual **partner's events**
  - Award **ceremonies** ■ Sponsorship **fulfilment**
  - Multi-genre **seminars** ■ Corporate **trainings**





# EXTENDED AREA OF EXPERTISE

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LIVE PUBLIC EVENTS

- Concert **management** ■ Food **festivals**
- Concept **creation & design** ■ Sponsorship **co-ordination**
- IP activation & **licensing** ■ Mall **activations**



# THE PROCESS

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1

We get the brief and ask the questions

2

We present an initial option/direction presentation based on text and illustrative images or mood boards along with a cost estimate

3

We agree on the direction and proceed to present a legit design proposal and updated cost estimate

4

You approve. **The project is now active!**



# SHOULD YOU WORK WITH US?

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- We're in it to win it
- We'll always keep you in control
- We'll not stress you out
- We want to do it **again!**





# THANK YOU

Visit our website or use the email below to invite us for a meeting!



[www.mcxevents.com](http://www.mcxevents.com)



[viv@mcxevents.com](mailto:viv@mcxevents.com)



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ALL CONCEPTS, IDEAS, CREATIVE PRESENTATIONS, ARTWORK, DESIGNS, THEMES AND OTHER CUSTOM CONTENT IN THE CONTEXT OF THE PROPOSED PROJECT TO THE PARTY IT IS PROPOSED TO IS THE PROPERTY OF MCX EVENTS AND MAY NOT BE USED BY THE CLIENT IT IS PROPOSED TO OR ANY THIRD PARTY TILL A FORMAL CONTRACT IS SIGNED BETWEEN THE CLIENT OR THE THIRD PARTY AND MCX EVENTS. NON-COMPLIANCE WILL BE CONSIDERED A BREACH OF TRUST AND MAY GIVE RISE TO A LEGAL DEMAND FOR DAMAGES.