

**RED** **FILO**®

The Professional Event Management Company

**COMPANY PROFILE**



# ABOUT US

**RedFilo** is a creative Event Management agency renowned for devising and producing award-winning, high impact concepts of exceptional quality. We blend professionalism, creativity and ground-breaking innovation to ensure that we deliver powerful and unforgettable experiences. Over the past 10 years, **RedFilo** has grown exponentially in scale, now holding over 20 global awards and 6 office locations worldwide. This success is accounted to the passion and dedication of all the unique personalities and expertise within our client-focused team. Our event architects and designers work alongside production and account managers to envision and create the precise event you want. Our originality and quality speaks volumes.

From the moment of inception for a unique idea, plan or perspective, **RedFilo** is your strategic partner. Our full-service company allows us to approach each project with a comprehensive understanding of your goals and objectives, and our diversity sets us apart from other companies. Through our methodology, creative thinking and content development: different thinking, different results. This unique formula allows us to plan events that are both creative and dynamic, using effective solutions that are targeted at meeting your aims, meaning we always deliver show-stopper events that will bring you and your company the final applause.



# REDFILO<sup>®</sup>

The Professional Event Management Company

## OUR VISION

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To be the region's preferred event management agency, providing the most innovative solutions to design and create experiences of exceptional quality, combining strategy and efficiency to catalyze the development of the industry and surpassing our clients' expectations to bring every event from a **Vision to a Reality**.

## OUR MISSION

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We believe in elevating the standards of events, by ensuring superior quality and professionalism, to engage the audience and their senses. As Events Architects, we are driven by our values and continual commitment to achieving excellence and surpassing the aims and objectives of our clients.

You are at the heart of everything we do.



# PACH ANG

## CEO & FOUNDER REDFILO GROUP

### Singapore Military Commando turned Event Industry icon

Pach Ang has already led RedFilo Group to becoming the **Best Employer of The Year** and himself noted as **Industry Icon of The Year** with an outstanding performance listed as one of the industry's top 10 movers and shakers by Sound & Stage magazine, which described him as 'an unparalleled commander, mentor, and business leader'.

Not only does Pach succeed in winning major tenders from high level clients, Pach continuously strives to bring in world class entertainment, such as ONE championship, Illusio-Magic on Ice and creating his own IP events such as the NEORUN – The Place to GLO, a global award winning event.

The agency has been recognised and awarded in the Middle East Event Awards for over ten years, in addition to many other international and regional awards, as well as attaining the coveted IFEA Grand Pinnacle awards, for his original event concept The Neorun, The Festival at Masdar City and the Light up the Future Guinness World Record breaking event.

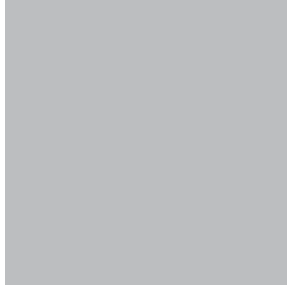
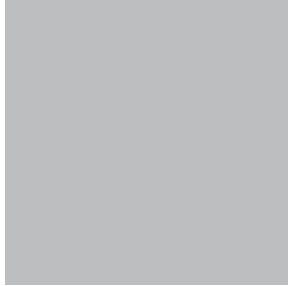
Pach has represented several prestigious organisations as a member, including, the International Live Events Association - Middle East chapter and the Advisor to Singapore Business Council UAE. Having spent over 30 years as a Commando Special Forces in the Singapore Military, he is able to look beyond the event perspective and lead his team to greater innovative achievements.

# THE TEAM

What sets RedFilo apart from other event management companies in the industry is its distinctive internal culture that rewards collaboration, encourages leadership and strives to deliver unique experiences that are superior to those offered by its competitors. How RedFilo interacts with each other and serves its clients is equally as important as the project they deliver.

RedFilo is a true melting pot of talent, with a team comprised of over 12 different nationalities speaking 15 different languages we truly embody the meaning of diversity. Our skilled group of professionals have managed a multitude of large scale creative projects throughout the MENA region.

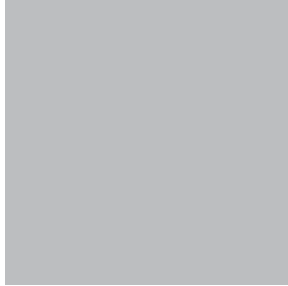





**30 LANGUAGES**  
Multi-Lingual Staff



**1 x WORLD RECORD**  
Light Up The Future




**7 MN**  
EURO Billings



**26 INDUSTRY GLOBAL AWARDS**  
26 Top Industry Awards



**6 GLOBAL OFFICE**  
ME & Asia




**INDEPENDENT AGENCY**




**11 YEARS**  
Average Client Retention Period




**IP PRODUCTIONS**  
Original IPs & International IPs




**100 % PARTNER OWNED**



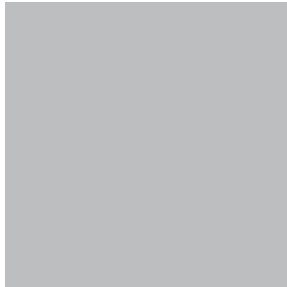

**11 YEARS**  
With Exclusively Organic Growth



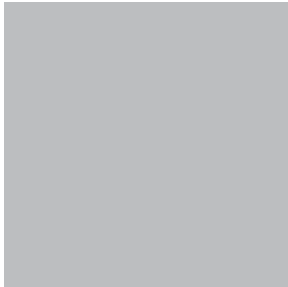

**FESTIVALS**  
City, Seasonal, Shopping, Sport Fitness, Music, EDM, Cultural




**96% RECOMMENDATION**  
Quote Of Our Customers




**35**  
Creative & Technical Professionals and Project Managers



# OUR NOTABLE CLIENTS



# OUR SPECIALITY



PRODUCT  
LAUNCHES



AWARD  
CEREMONIES



FAMILY  
THEME FESTIVALS



GALA  
DINNERS



INTERACTIVE  
EDUCATIONAL EVENTS



SPORTS  
EVENTS



DESTINATION  
MANAGEMENT



AUDIO VISUAL  
EQUIPMENT



OPENING  
CEREMONIES



STUNT  
DISPLAYS



CULTURAL  
FESTIVALS



TRADE EXHIBITION  
PRODUCTION



WORLD CLASS  
SHOWS



IMMERSIVE  
EXPERIENCES



DESIGN  
STUDIO



TALENT MANAGEMENT  
BOOKINGS



SPECIAL  
EVENTS



CONCERTS



MEETINGS AND  
CONFERENCES



MALL  
SHOWS



SKYDIVING AND  
JETSKI TRAINING



TRANSPORT  
MANAGEMENT



TEAM BUILDING  
EVENTS



PITCHING  
CONSULTANCY

An aerial night photograph of a large, illuminated fountain in a park. The fountain consists of numerous small, white, conical water jets arranged in a grid pattern. In the background, a large, ornate mosque with multiple domes and minarets is illuminated with blue and white lights. The sky is dark, and the surrounding city lights are visible in the distance.

# DESIGNING YOUR IMPRESSIONS



# SPECIAL EVENTS

To us all events are special, and are executed with passion every time. If you can dream it, we can create it.

- Military Displays
- Cultural Event
- Celebration and Anniversary
- Promotional activations
- Guinness World Records
- Stunt Displays
- Skydiving and jet ski training

And more!





CREATING YOUR **STYLE**



# FESTIVALS

Festivals are our forte, over the years we have developed the most innovative festival experiences for our clients. We are experts in creating thematic experiences that engage the audience, ignite their senses and create memorable experiences.

- Thematic concepts
- Educational activations and entertainment
- Workshops
- Seminars
- Traveling/Big Bus events
- Personalised Skill Games
- Family friendly environments
- Ticketing and visitor management
- Traffic Management



A military helicopter is hovering in the sky, with a thin cable extending from its underside. Below it, a large tank with a long barrel is positioned on a raised platform. In the background, a large ship is visible, and several flags are flying. The scene appears to be a military parade or a public display of military equipment. The text "COMMANDERING YOUR PROJECT" is overlaid on the image, with "PROJECT" in red.

# COMMANDERING YOUR **PROJECT**

# OPENING CEREMONIES & PRODUCT LAUNCHES

We create tailor made activations to deliver your new product/service to the public in the most memorable way:

- Launch mechanism development
- Ribbon Cutting Ceremonies
- Branding
- VVIP Management
- Internal and external communications
- Press Coverage
- Photography and Videography





حفل تخرج معهد ماسدار دفعة 2017

MASDAR INSTITUTE COMMENCEMENT CLASS OF 2017

ENSURING YOUR **SUCCESS**



# GALA DINNERS & AWARD CEREMONIES

Whether it be honoring your employees, partners or consumers alike, awards ceremonies and gala dinners are a great way to share success with your audience. We offer a bespoke service to ensure each event is individual to you and your goals.

- Programming
- Stage design and management
- Seating plans and arrangement
- Host/Emcee
- Customised trophies/plaques
- Venue management
- Soft/hard invitation management
- Catering



A breakdancer in a white t-shirt and dark shorts is captured mid-air, performing a handstand on a dark, perforated metal structure. The dancer's legs are raised and bent, and their arms are extended. The background features a large crowd of people sitting on red and blue chairs, many of which have the 'swyp' logo. The event is set outdoors at dusk, with a city skyline and palm trees visible in the distance. The sky is a mix of pink and blue. The text 'REVOLUTIONISING YOUR EXPERIENCE' is overlaid in the center, with 'EXPERIENCE' in red and the rest in white.

# REVOLUTIONISING YOUR EXPERIENCE

swyp

#SoWhatsYourPlan

swyp

swyp

# EXHIBITIONS

Exhibitions provide face-to-face customer contact, which is the best way to build on relationships and form new ones with potential customers. We not only create customized booth designs, but formulate your strategy to ensure your message is delivered seamlessly to your audience.

- Custom booth design
- Attendee engagement strategies
- Professional booth staff
- Furniture fit out
- Production and logistic services
- Custom graphic printing and cutting
- Floor coverings





# SPORTS EVENTS

We have the skills, the background and the knowledge to successfully create high impact sporting spectacles, no event is too extreme for RedFilo.

- Extreme Sports and Displays
- Family Fitness
- Fundraisers
- Crowd Management
- Ticketing and marketing management
- Marshal and manpower
- Race management
- Crowd Management
- Traffic Management
- Risk Assessment
- Crisis Response
- Guest data capture and analysis



Largest environmental  
sustainability les

# LIGHT UP THE FUTURE

UNDERSTANDING YOUR VISION

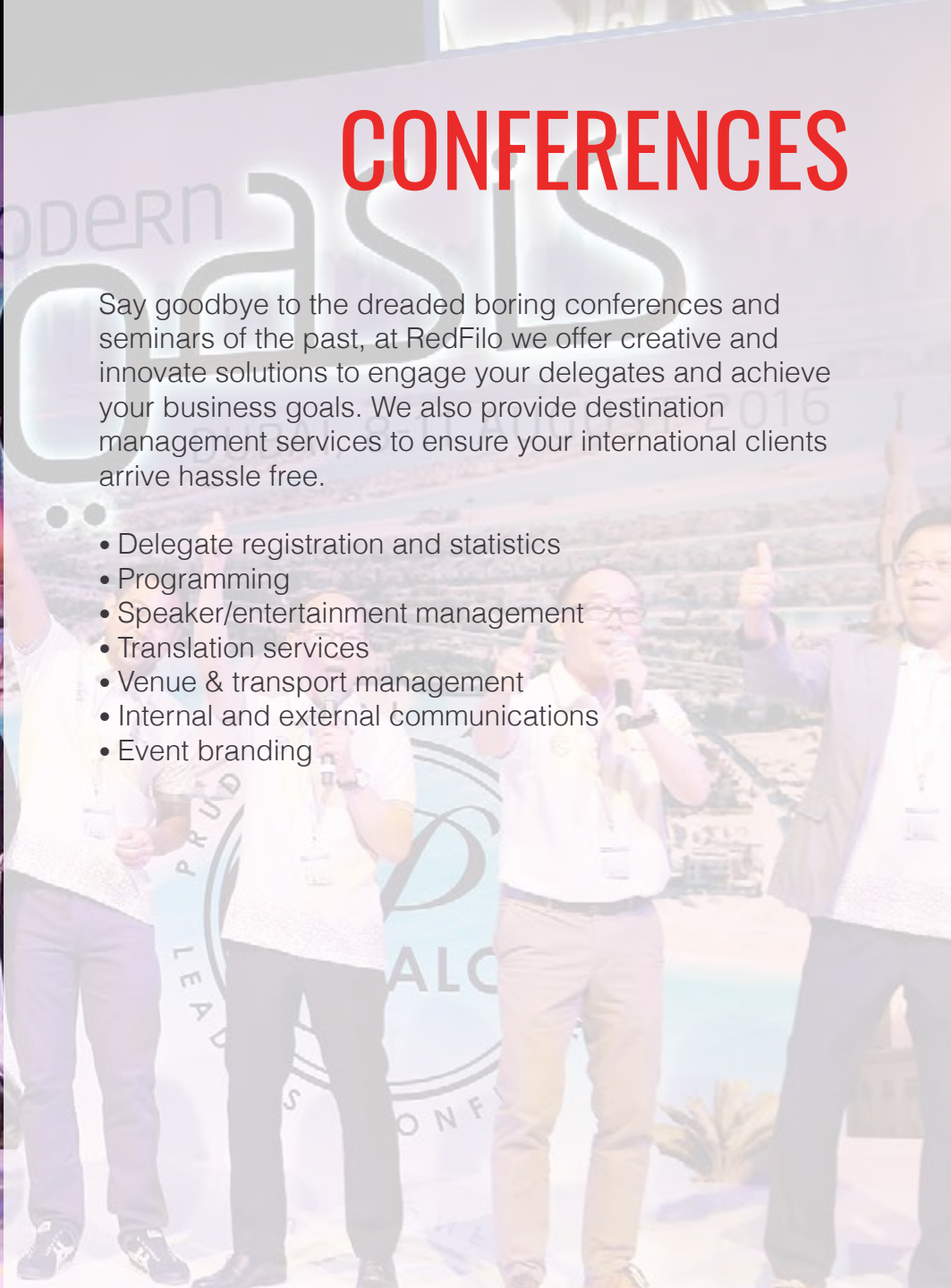




# CONFERENCES

Say goodbye to the dreaded boring conferences and seminars of the past, at RedFilo we offer creative and innovate solutions to engage your delegates and achieve your business goals. We also provide destination management services to ensure your international clients arrive hassle free.

- Delegate registration and statistics
- Programming
- Speaker/entertainment management
- Translation services
- Venue & transport management
- Internal and external communications
- Event branding



A person is skydiving against a clear blue sky. They are wearing a dark jumpsuit and a helmet. The parachute is white and has a large, stylized logo on it. The logo consists of the word 'RETT' in a bold, black, sans-serif font, with a red outline. Below 'RETT' is a large black circle with a white outline. The text 'DIFFERENTIATING YOUR BRAND' is overlaid on the image in a white, sans-serif font. The word 'BRAND' is in red. The skydiver is positioned in the lower right quadrant of the frame, and the parachute is in the upper left quadrant.

DIFFERENTIATING YOUR **BRAND**

# MALL ACTIVATIONS

Our previous in mall experience means we are able to develop strategic plans alongside your team which is sure to bring crowds to your mall. Whether it be captivating entertainment acts for public holidays such as Ramadan and Eid, or public engagement shop and win campaigns we are sure to create an experience your shoppers will never forget.

## **Entertainment**

- Local and International performers
- Roving Acts
- Show Host

## **Live Band and Music**

- Choreographed/themed Performance

## **Decor and Installations**

- Hanging Décor Installation
- Static Décor
- Branding

## **Activations and Workshops**

- Shop and win campaigns
- Arts and crafts workshops
- Photobooths
- Digital Installations





DEVELOPING YOUR STRATEGY



# VENUE MANAGEMENT

We believe authenticity is key to creating the perfect performance, so we strategically source our performers from across the globe to ensure your event entertainment is of world class quality.

- Local and International Cultural Show
- Comedy Shows
- Stilt Walkers
- Mall Shows
- Children's Entertainers
- Roving Acts
- Illusionists
- Show Host
- Live Band and Music
- Choreography Performance

#### **World Class Shows we represent:**

- One Championship
- Illusio Magic on Ice
- NEORUN
- Wakazoo Performers

A man in a black mesh shirt stands in the center, surrounded by several women in blue outfits with feathered headpieces. They are in a blue-lit environment, possibly a stage or performance space. The text "SHARING YOUR PASSION" is overlaid on the image.

SHARING YOUR **PASSION**



# TALENT MANAGEMENT

We believe authenticity is key to creating the perfect performance, so we strategically source our performers from across the globe to ensure your event entertainment is of world class quality.

- Local and International Cultural Show
- Comedy Shows
- Stilt Walkers
- Mall Shows
- Children's Entertainers
- Roving Acts
- Illusionists
- Show Host
- Live Band and Music
- Choreography Performance

World Class Shows we represent:

- One Championship
- Illusio Magic on Ice
- NEORUN
- Wakazoo Performers



SURPASSING YOUR EXPECTATIONS



# AUDIO VISUAL LIGHTING

Our wide array of high level and rider friendly equipment with complete lighting and audio engineering provide the solution for any small to large scale events.

- Audio and Visual System
- Lighting System
- Presentation Equipment
- Projectors
- Staging
- LED Screens
- 3D Mapping Projections
- Pyrotechnics
- Lasers
- Rigging Equipment
- Truss System and Equipment

A person wearing a dark jacket is seen from the side, reaching up to hang a red tag on a tree of pink cherry blossoms. The scene is set at night, with a building and its lights visible in the background. The overall lighting is dim, with a strong red tint from the tags and blossoms. The text "SPREADING YOUR MESSAGE" is overlaid in the center of the image.

**SPREADING YOUR MESSAGE**

# DESIGN STUDIO

When designing in the RedFilo studio the team knows it has to be matchless in every way, the designers are steadfast in their progression toward the achievement of that peerless event.

- Bespoke 2D & 3D Design
- Event Layouts
- Event Branding
- Print and Publishing Design
- Social Media Content Creation



A group of approximately 20 skydivers in red, white, and blue suits are floating in a circular formation in the sky. They are positioned above a dense urban landscape with numerous buildings, roads, and green spaces. The skydivers are holding hands, creating a ring. The text "ACKNOWLEDGING YOUR AMBITION" is overlaid on the center of the image.

ACKNOWLEDGING YOUR AMBITION



# GLOBAL EXPO

As your strategic partner, we work closely with the pavilion management to assess and appraise the many aspects of pavilion management. Our Expo services include:

- Manpower Resources
- Food and Beverage
- Security Services
- Technical Solutions
- Photography and Videography
- World Class Entertainment
- Global Logistics
- Destination Management
- Integrated Facilities Management
- Innovative Brand & Marketing
- Premium Corporate Gifts & Souvenirs
- Organisational Solutions

A photograph of three people from behind, looking at a display of wind turbines. The person on the left is wearing a white thobe and ghutra, pointing towards the turbines. The person in the middle is wearing a blue thobe and a blue and red turban. The person on the right is wearing a white thobe and ghutra. The background features several white wind turbine models of varying sizes against a blue sky with a white ring. A sign on the right side of the display is partially visible.

# ENGAGING YOUR AUDIENCE

The image shows two hot air balloons floating in a clear blue sky. The balloon on the left is larger and features a pattern of blue, white, and red stripes. The balloon on the right is smaller and is a solid orange color. Below the balloons, a mountain range is visible, partially obscured by a layer of white clouds. The sun is low on the horizon, creating a warm, golden glow. The overall scene is peaceful and scenic.

# DESTINATION MANAGEMENT

Whether it be an incentive trip for your team, or the a-z transportation of hundreds of international delegates we provide a one shop service for all your destination management needs.

## **Planning**

- Full Destination Management and Programs
- Business and Visiting Visa Processing

## **Flight and Accommodation**

- Affordable and Comfortable Living Arrangement
- Hotel and Flight Booking

## **Transportation and Transfer**

- Airport VIP Services and Transfer
- VIP Shuttle Service
- Chartered Bus, Van, Car and Limousine

## **Incentives**

- Wellness Activities
- Team Building
- Desert Safari
- Hot Balloon Rides
- Helicopter Tour
- Dhow and Yacht Private Charter
- Full Day or Half Day City Tour Guide



# WRITING YOUR STORY



# INTELLECTUAL PROPERTIES

RedFilo constantly strive for innovative ideas to create exceptional immersive experiences for our clients and general public. With that in mind, RedFilo relentlessly develop new ideas of event concepts and create its own Intellectual Properties. Neorun – The Place To Glo, successfully launch in April 2014, is one of UAE's most talked about sports entertainment icon that has created waves ever since, even branching off into a spooky Halloween themed version "The Scariest Place to Glo" which takes place annually in October.

Not only developing IPs in the field of sporting entertainment, RedFilo is currently planning and conceptualizing IPs for Festivals, Carnivals, Exhibitions, Conferences and more.



# NOTABLE EXECUTED PROJECTS

- SUMMER IN ABU DHABI FESTIVAL (5 YEARS)
- IDEX OPENING CEREMONY (2 YEARS)
- ADSW MASDAR FESTIVAL (5 YEARS)
- QASR AL HOSN VENUE MANAGEMENT
- ADNOC ACTIVATIONS
- RUWAIS FESTIVAL
- DUBAI SUMMER SURPRISE (8 YEARS)
- DUBAI SHOPPING FESTIVAL (8 YEARS)
- CNIA JET SKI DISPLAY
- UAE 40TH NATIONAL DAY – 7 EMIRATES
- ETISALAT LAUNCH & ACTIVATIONS
- JOTUN PRODUCT LAUNCH
- COURTYARD BY MARRIOTT OPENING
- AL TAYER MOTORS FAMILY DAY
- DUBAI MALL ACTIVATIONS
- MAJID AL FUTTAIM ACTIVATIONS
- MALL OF EMIRATES ACTIVATIONS
- IBN BATTUTA MALL ACTIVATIONS
- ABU DHABI MALL ACTIVATIONS
- MARINA MALL ACTIVATIONS
- PRUDENTIAL CONFERENCE GALA DINNER
- ADNOC PEOPLES WEEK GALA DINNER AWARD
- ABU DHABI AIRPORT COMPANY ACTIVATIONS
- ABU DHABI INVESTMENT AUTHORITY NATIONAL DAY
- ICT NATION TOWERS ACTIVATIONS
- MASDAR INSTITUTE COMMEMORATION DAY
- MASDAR CITY ACTIVATIONS
- VIVA SUPPLIERS CONFERENCE ONPRO EXHIBITION
- AL WAHDA MALL ACTIVATIONS
- ABU DHABI PORT LAUNCH
- ABU DHABI SHIPBUILDING LAUNCH
- KHALIFA FUND 10<sup>TH</sup> ANNIVERSARY
- MASDAR ACTIVATIONS
- ABU DHABI SUSTAINABILITY WEEK FESTIVAL
- ZAYED FUTURE ENERGY PRIZE GUINNESS WORLD RECORD
- DUBAI STUDIO CITY EXHIBITION
- MOTHER OF THE NATION FESTIVAL

# INTERNATIONAL AWARDS

11

IFEA GRAND PINNACLE AWARDS

7

MIDDLE EAST EVENT AWARDS

3

WOW ASIA AWARD

18

TOP FINALIST INTERNATIONAL AWARDS

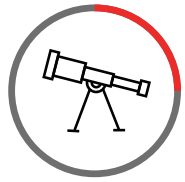
1

MIDDLE EAST BUSINESS EXCELLENCE AWARD

2

GLOBAL EVENTEX AWARDS

# OUR PROCESS



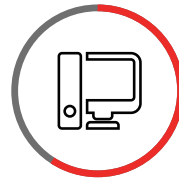
## DISCOVER

The first part of the event design process is to gain a solid understanding of the project background through analysis and research.



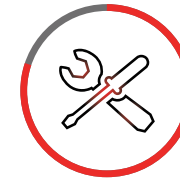
## STRATEGISE

The strategy phase is where we start to dovetail the work with the technical aspects of the project and prepare to take action.



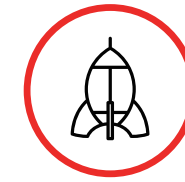
## DESIGN

With clear design objectives, we develop a proposal using the latest technologies to deliver innovative concepts surpassing your expectations.



## REFINE

Design refinements are made through rebuilding the event proposal based on the most unique performing elements, ensuring superior quality.



## DELIVER

With a blend of creativity, ground-breaking innovation and professionalism we will take your event from a vision to a reality.

# OUR METHODOLOGY

## DEVELOPING THE STRATEGY

Incisive and insightful audience and market research

Brand and/or event research and recall assessment

Integrated communication strategies for event audiences, partners and sponsors

Establishment of the event measurement metrics

## CONCEPT CREATION

Communicating the Event message “Learn, Engage and Experience” through:

- Event Concept
- Event Branding
- Event Design
- Event Communication Platform



## CREATING & DELIVERING THE EXPERIENCE

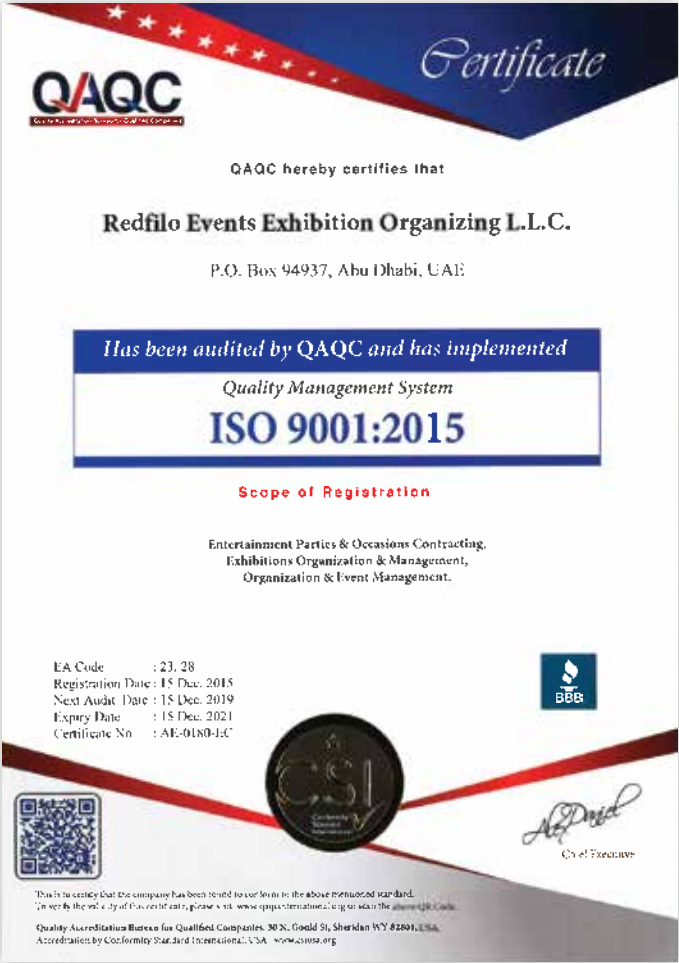
We provide a holistic approach, offering a complete suite services required to create an exceptional event experience for an audience

## MEASURING OUR OUTCOME

For Participants:  
Experience Surveys  
Content Surveys  
Event Measurements metrics

For Client:  
Post Event Review  
Post Event Report  
Analysis & Key Recommendations

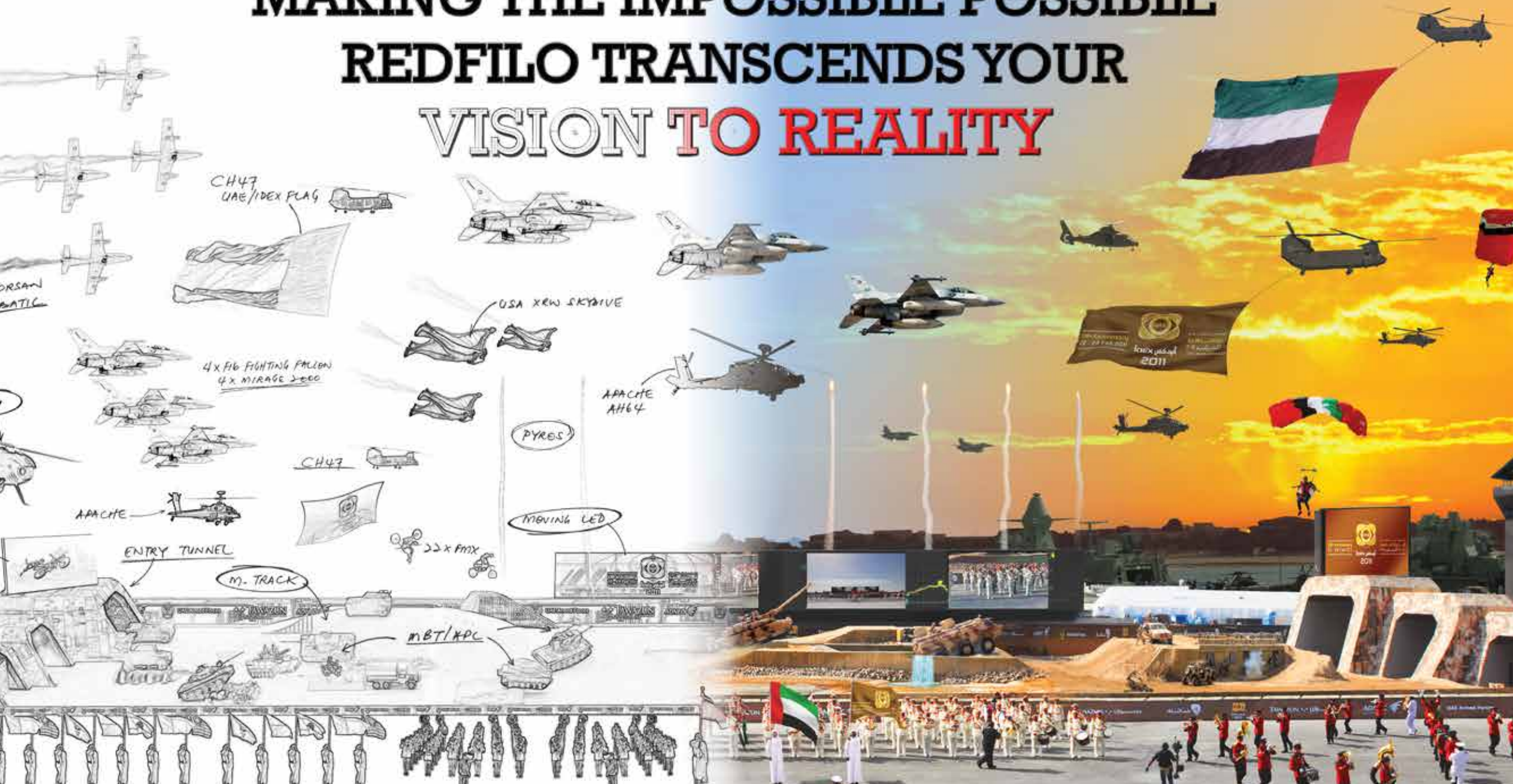
# OUR CERTIFICATIONS



# MAKING THE IMPOSSIBLE POSSIBLE

## REDFILO TRANSCENDS YOUR

### VISION TO REALITY







**REDFILO**<sup>®</sup>

The Professional Event Management Company

ABU DHABI – BEIRUT – DUBAI – KUALA LUMPUR - RIYADH – SINGAPORE

800 **REDFILO** – 800 **7333456**