





**Splendid**   
MICE Events Middle East

# “20 Years of Splendid Events in Arabian Lands





“ I am proud of Splendid MICE Events team of experts who carried out consequent successes through many activities not only in the Middle East as well as everywhere in the globe. Their achievements are contribution to many success stories of the company. The client bases of Splendid Group are consistent with us through many years of partnership and cooperation. This is the team that I am always proud of and this is the team that I deserved”.

**Osama Wahby**  
Managing Director  
of Splendid Group

## OUR STORY

Splendid MICE Events is a company based in the Egypt, United Arab Emirates and Saudi Arabia, that combines the Arabian culture and experience of its founder with the understanding of destinations in a unique way to organize and execute real events in the Arabian Lands.

For more than 20 years in the Middle East Splendid driven by a passion to provide services that surpass the expectations by having exclusive solutions meanwhile best value for money through a professional team we are considered one stop shop for events with four different languages.

**20** **YEARS**  
of Events Experience in North Africa

**15** **YEARS**  
of Events in  
United Arab Emirates  
& the GCC

**7** **YEARS**  
of Events in Saudi Arabia





## OUR MISSION

Splendid MICE Events is a family-owned, professionally managed, and financially sound business with long life and proven reliability, and its management is well known and respected in the events industry. With attention to the changes in World Tourism and by understanding our mission as service providers, we are expanding our service to other destinations making Egypt, UAE and KSA the new Hub's for new countries. Focused on the primary mission of providing a high quality service with the best value for money.

With us, in Splendid, we always believe that we have more innovation to offer and a lot of room to achieve in this industry. We are developing new approach in the event and management segment as well us in the tourism industry. We are capable of delivering excellent services to our client.



# OUR VISION

For the next 5 years to be one of the World Events Operators recognized for the quality and professionalism of its services. Our main goal is for our customers to return home with the certainty that they have experienced incredible destinations with a unique and personalized service.

# OUR VALUES

- Performance
- Ownership
- Excellence
- Integrity
- Development
- Efficiency
- Innovation
- Passion
- Sustainability



## GROUPS & MICE

Meetings - Incentive - Conventions - Events & Exhibition. Splendid MICE is proud to be a pioneer in organizing Incentive and Large Events groups by perfecting themselves in this art over time. With a qualified team specializing in corporate events - consistently offering world-class events around the world. Our mission is to offer our clients the best services with efficient money management and offers in the market. We are present in Egypt, United Arab Emirates and KSA which allows us an extended reach and sincere dedication to achieve our mission. As a professional destination management (DMC) company, our vision is to constantly deliver creative and innovative events. We have local accreditation in the UAE for scientific programs of the Abu Dhabi Health Authority, Dubai Health Authority and Ministry of Health in the United Arab Emirates.





## **WE CARRY OUR QUALITY ANYWHERE WE GO IN THE WORLD**

Splendid MICE Events team does not compromise quality. That is why we are keen to meet your requirements anywhere in the world and maintain our quality and cost effectiveness, hence, your trust.





## WHAT WE DO

**Media Production  
& Live Broadcast**

**Audio Visuals**

**International Media  
Specialists Management**

**Virtual Events  
Management**

**Brand Strategy**

**PR & Sponsorship  
Management**

**Training  
& Educational Events**

**Corporate & Health  
Events Management**

**Concepts & Design**  
(CONCEPT TO COMPLETION)

**Destination  
Management**

**Brand Management**

**Branding & Printings**

**Drone Light Show**

**Team Building  
Activities**



## MICE RELATED SERVICES

### **Concepts & Design** (CONCEPT TO COMPLETION)

- Theme Creation
- Graphic Design
- Venue Decorations
- Web Development
- Mobile Application Development
- All Kind Printings
- Stages & Backdrop Production
- Booth Design & Production
- Branded Giveaways

### **Audio**

- Live Translation
- Audio Recording
- Conference Sound Systems
- Concerts & Gala Dinners Sound Systems
- DJ
- Sound System Rental

### **Visuals**

- LED Screens
- Projection
- Laser Show
- Laser Mapping
- Photography
- Videography
- Video Editing
- Live Entertainment
- Light Systems
- Rigging – Trusses
- Voting System

### **TECHNOLOGY & INNOVATION**

The world has become a smaller place because of the technological advancement we have reached. Our technical teams around the globe constantly seek out the latest technologies and event production solutions to stimulate and engage the guests. We aspire to push the technological boundaries of live events through constantly researching up-to-date technologies, interactive one to one "touch solutions" and main production features. During a live event, our production tools create strategic communications and strong contact with the target which results in maximum value. One of our specialties is synchronizing as many Speakers & equipment at the same time harmonically as well as offering technical solutions to any issue sourced locally to ensure the optimum use of budget.

## MICE RELATED SERVICES

### MICE Groups & Leisure

- Meet and greet services
- Transportations
- Touristic programs
- Excursions and tours
- Program Management
- Logistics Management
- Supplies Management
- Catering and Special meal solutions
- Car rent

### Attendees Management

- Flight Tickets
- Attendees Data
- Invitation Distribution
- Online Registration
- Accommodation Arrangement
- Meeting Arrangement
- Additional Sessions Management
- Speaker Communication
- Transportation Management
- Arrival & Departure Arrangement
- Local Residence Arrangement
- Visa Handling & Issuance
- Airport Meet & Assist
- Excursions and Tours
- Off-site Dinners

### Venue Management

- Meeting Room Setup
- Audio Visual
- Branding & Printings
- Menus
- Breakout Rooms
- Agenda
- Venue Booking and Setup
- Gala Dinners



# TEAM BUILDING ACTIVITIES





# Our Offices

## UAE Office

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**THANK  
YOU**