FLY
Events & Entertainment



FLY EVENT MANAGEMENT

COMPANY PROFILE

Dubai,
United Arab Emirates

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info@flyeventmanagement.com

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+961 3 127300

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ABOUT FLY

A leading event management company in the Middle East, delivering seamless, high-impact experiences across large-scale and high-profile projects.

OUR DIVISIONS

EVENT MANAGEMENT

- Full-scale planning & execution
- Logistics & operations
- Production & project management
- Government & large-scale projects

ENTERTAINMENT SERVICES

- Talent sourcing & artist booking
- Show creation & concept development
- Performers, parades & live acts
- Audience experience & engagement



OUR REACH	Trusted across the region, with major projects delivered in: **UAE • Doha • Kuwait • Saudi Arabia • Lebanon • Oman • Libya**
OUR CLIENTS	Government entities, Large-scale festivals & international events, Global brands, High-End Hospitality Concepts.
OUR EDGE	Delivering events defined by: Precision • Creativity • Excellence • World-class execution

OUR EXPERIENCES

2025
Ya Hala Kuwait Shopping Festival - Kuwait

2024
Formula E Diriyah E-prix - KSA



2024
Benghazi International Stadium Opening Ceremony

2023 & 2022
Saudi Games - KSA

2023
World Combat Games - KSA

2023
Riyadh Season - KSA

2022
Fifa World Cup - Doha

2022
Summer Festival - Dubai

2022
Expo 2020 - Dubai

OUR SUCCESS STORIES

Ya Hala Kuwait Shopping Festival - Kuwait

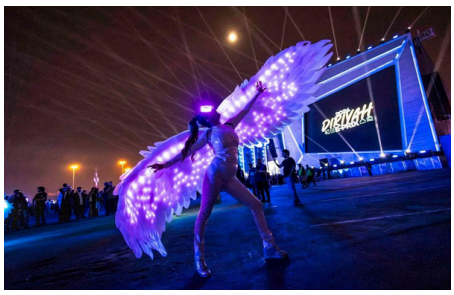
FLY delivered full concept development, marketing strategy, creative production, event planning, entertainment programming, and immersive festival design experience.






Formula E Diriyah E-prix - KSA

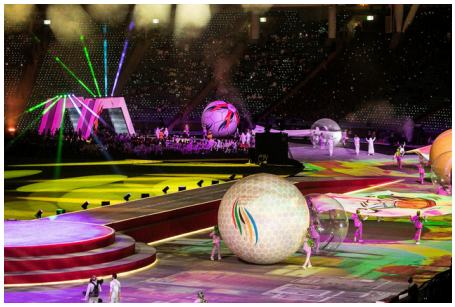
FLY delivered creative production for the E-Village, including fan zones, street activations, staging, lighting, security systems, and show programming.





Saudi Games - KSA

FLY handled venue and fanzone production, including staging, AVL, security integration, ceremonies, broadcast coordination, and full event & entertainment planning.





OUR SUCCESS STORIES

World Combat Games - KSA

FLY handled full A–Z fan zone operations, including the food street, staging, daily entertainment, entrance décor, walkway design, and closing ceremony production.







Riyadh Season - KSA

FLY managed full concert operations across Boulevards and Wonder Garden, including staging, AVL, artist coordination, crowd management, and full shows production.






Fifa World Cup - Doha

FLY handled full fan zone operations around stadiums, including large-scale screens, themed designs, crowd experiences, and complete end-to-end event programming.





OUR SUCCESS STORIES

Summer Festival - Dubai

FLY delivered citywide activations across streets and malls, including marketing strategy, creative production, staging, and diverse entertainment programming.







Expo 2020 - Dubai

FLY delivered the Expo 2020 Dubai Festival Garden from A to Z. Including full production, AVL, staging, live entertainment, crowd management & complete on-ground operations.



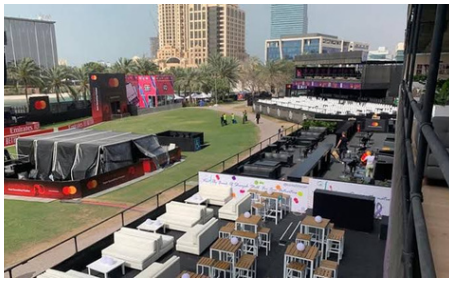




Dubai Mundial Commercial Fan Zones

FLY delivered full production and operations, including staging, lighting, screens, food courts, crowd management, and complete fan experience in partnership with McGettigan's.







OUR SUCCESS STORIES

Tennis Championship - Qatar 2019 & Dubai 2024

FLY handled full outdoor operations, including large screens, AVL, staging, lighting, security systems, crowd flow, fan engagement, and daily entertainment programming.







KEY TEAM MEMBERS



JOY
ARTISTS MANAGER



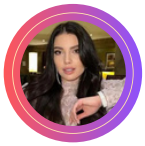
DIMITRI
CREATIVE DIRECTOR



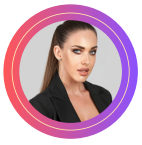
MARIO
CHIEF MANAGER



KABALAN
GENERAL MANAGER



NATHALIA
PRODUCTION DESIGNER



RINA
PROCUREMENT MANAGER



TONI
SALES MANAGER



VALENTINA
ARTIST COORDINATOR



THEODOR
DIGITAL MANAGER



JOHNNY
OPERATIONS MANAGER



ANTONIO
FOUNDER/DIRECTOR



VANESSA
PROJECT MANAGER



MAJD
LOGISTICS MANAGER



JOHN
FINANCIAL MANAGER



LYDIA
MARKETING MANAGER

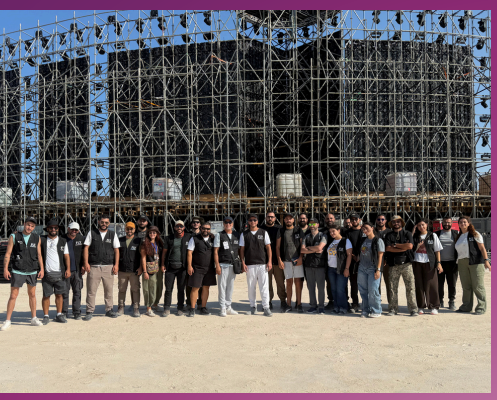


ANIA
PR MANAGER



ANTHONY
PRODUCTION MANAGER











OUR EXPERTISE

EVENT MANAGEMENT

Planning and delivering large-scale mega events from concept to completion.

MEGA EVENT EXECUTION

Managing high-capacity,
multi-day public and sports events.

FANZONE OPERATIONS

Designing and constructing fan zones from concept to full operation.

ON-GROUND OPERATIONS

Coordinating teams, logistics, and real-time event delivery.

LIVE ENTERTAINMENT

Producing and managing shows, performances, and ceremonies.

PROJECT MILESTONES

A structured, end-to-end approach ensuring seamless delivery at every stage.

Strategy & Concept

Define vision, goals & stakeholders
Plan full event execution

Location & Fanzones

Select cities, stadiums & fan zones
Design layouts and crowd flow

Logistics & Workforce

Setup stage, sound, lighting & transport
Hire, train & deploy teams

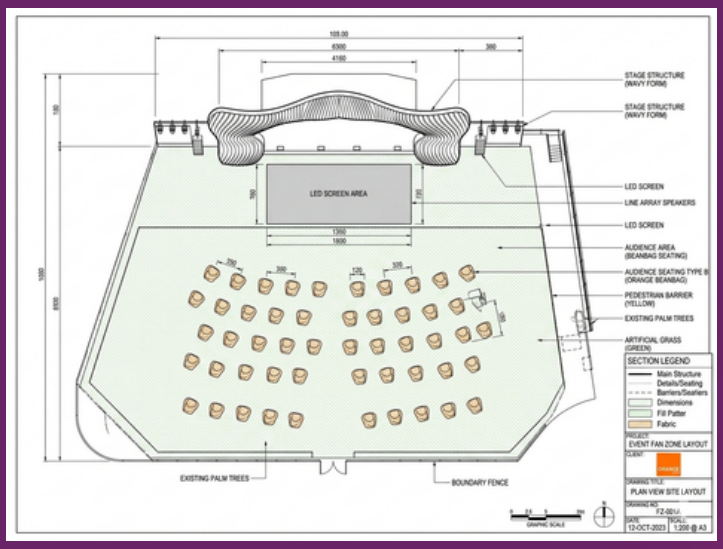
Marketing & Entertainment

Launch campaigns & social activations
Deliver shows, ceremonies & fan engagement

Monitoring & Legacy

Track operations & improve in real-time
Close, report & leave lasting impact

FROM PLANNING → TO EXECUTION





EVENT MANAGEMENT

FROM EMPTY SITE TO LIVE EVENT

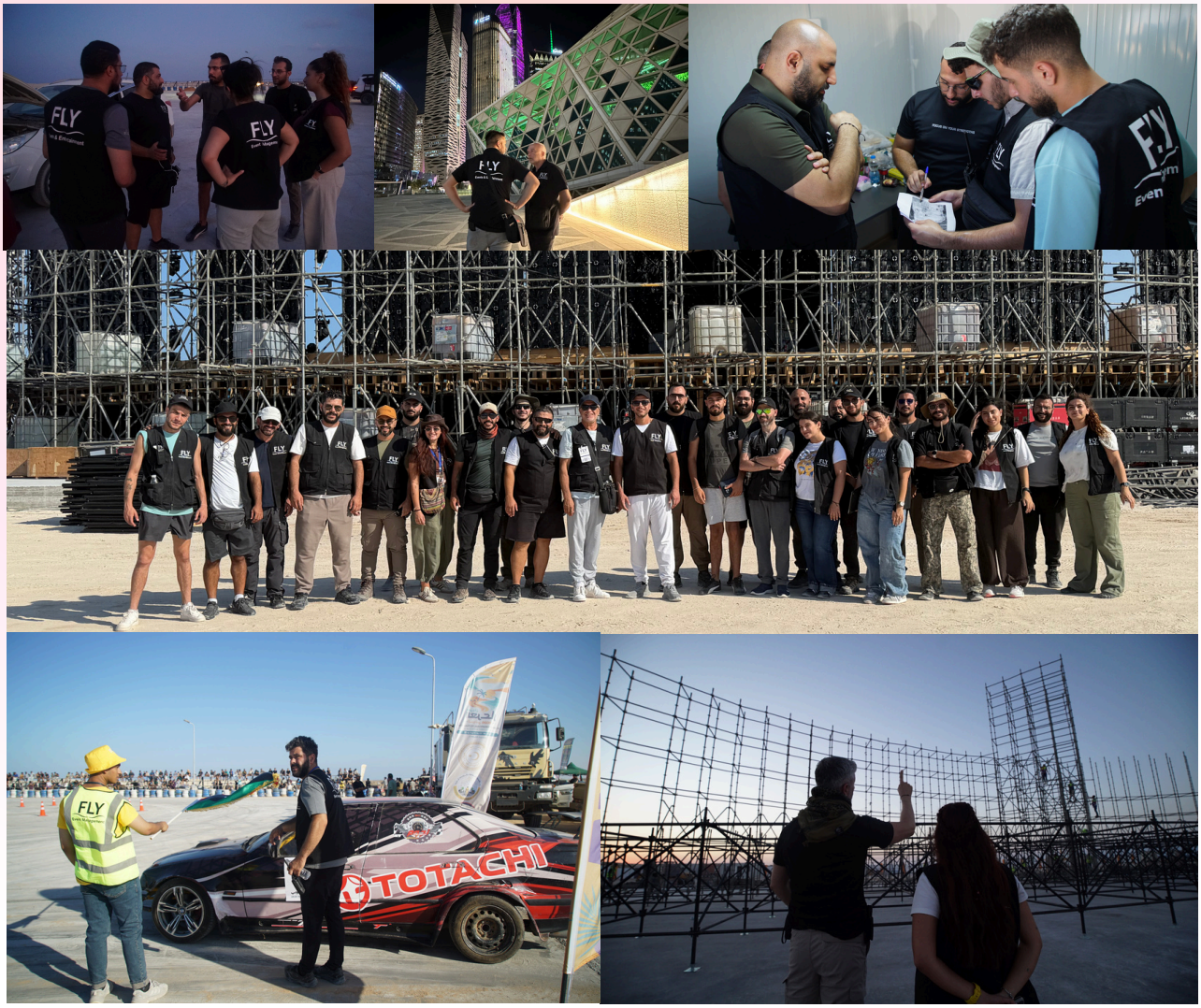
From an empty site to a fully operational event, FLY manages the complete journey.
We plan, build and operate large-scale fanzones, bringing together infrastructure, production, sports areas, audience zones and live operations under one management team.

CONCEPT
SITE PLANNING

DESIGN
TECHNICAL & PRODUCTION

BUILD
SITE CONSTRUCTION

OPERATE
LIVE OPERATIONS



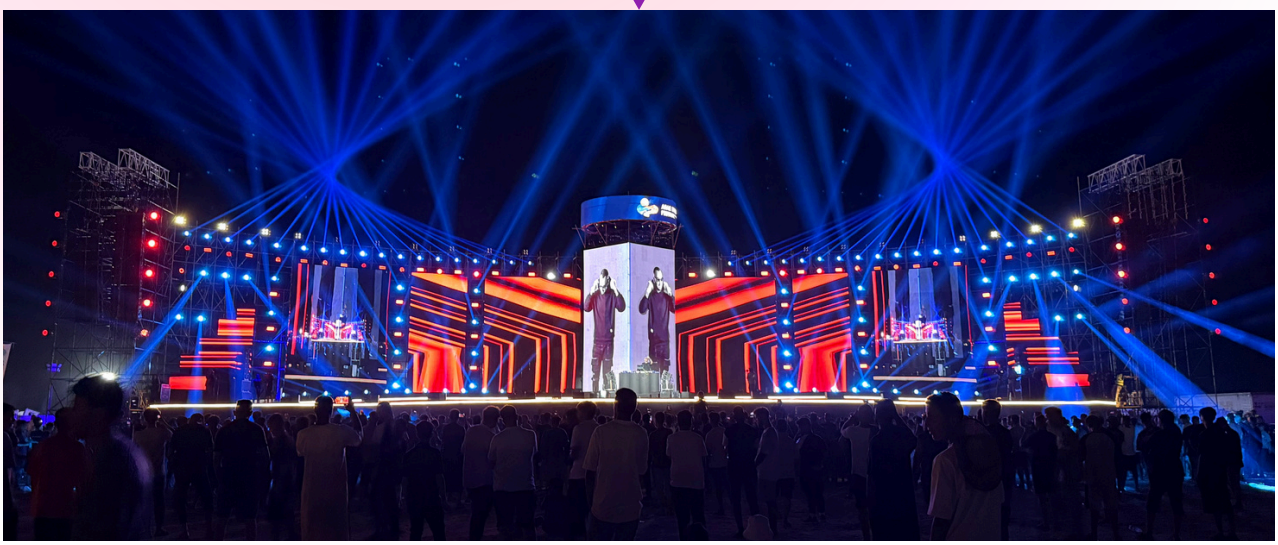
EVENT MANAGEMENT

STAGE CONSTRUCTION & PRODUCTION

FFrom structural build to show-ready delivery, FLY coordinates the complete stage production and technical setup.







STAGE STRUCTURE | LED SCREENS | SOUND | LIGHTING | BACKSTAGE & TECHNICAL AREAS

EVENT MANAGEMENT

BUILDING THE COMPLETE FANZONE

Beyond the main stage, we transform the full site into purpose-built zones designed for sport, entertainment and audience experience.

DRIFT ZONE



RALLY COURT



FOOTBALL & VOLLEYBALL



SPORTS EVENTS











FESTIVALS











SPORTS EVENTS

Formula E





Saudi Games





World Combat Games





SPORTS EVENTS

ARAR Festival 2026





Benghazi Official Stadium Opening Ceremony





FIFA World Cup





FESTIVALS

Ya Hala - Kuwait Shopping Festival



Riyadh Season



FESTIVALS

Dubai Summer Surprises





Expo 2020 Dubai





FLY
Events & Entertainment

ENTERTAINMENT

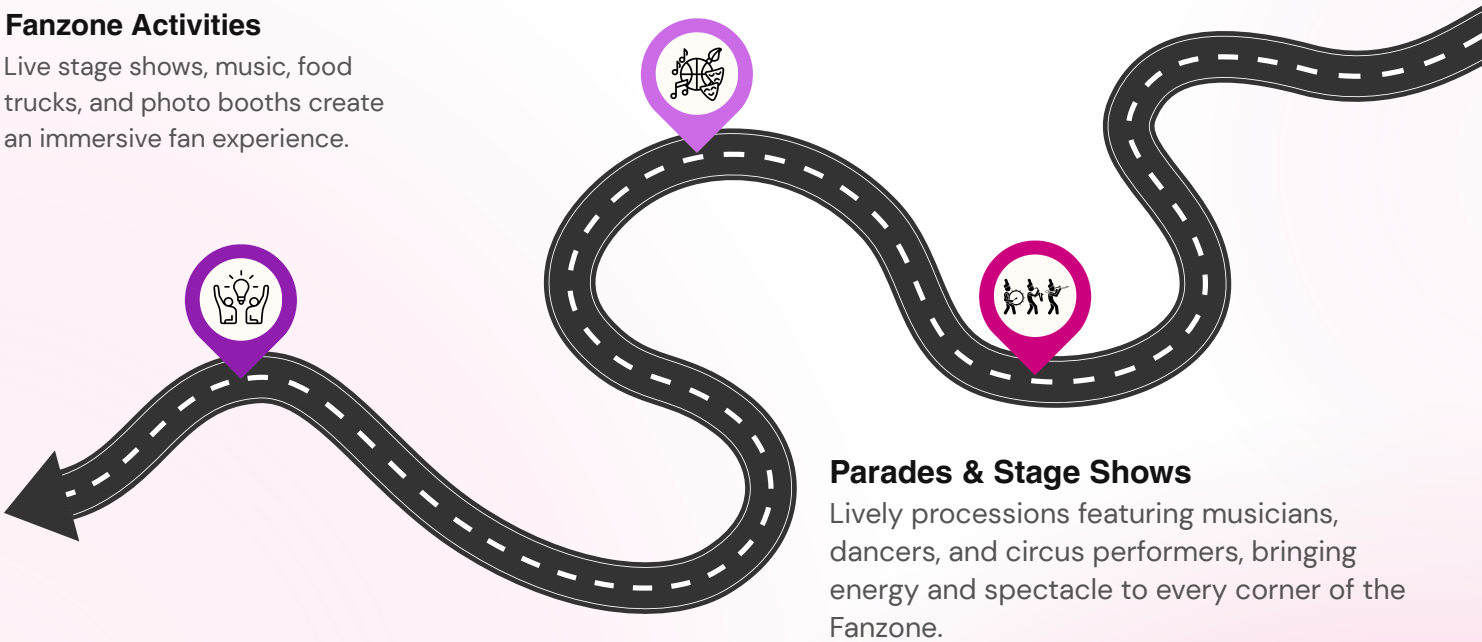
At FLY Events & Entertainment, we believe that entertainment is more than just a performance; it's the pulse of any event.
From initial concept to curtain call, we create unforgettable spectacles that ignite imaginations and captivate every guest.

Interactive Activations

Event-themed games, skill challenges, and activities keep fans engaged both on-site and digitally.

Fanzone Activities

Live stage shows, music, food trucks, and photo booths create an immersive fan experience.



Parades & Stage Shows

Lively processions featuring musicians, dancers, and circus performers, bringing energy and spectacle to every corner of the Fanzone.

FANZONE ACTIVITIES

Fly presents a huge variety of live stage shows, lively music, food trucks, and photo booths create an immersive fan experience.



















INTERACTIVE ACTIVATIONS

Our team crafts themed games, challenges, and activities keep fans continuously engaged, merging on-site excitement with digital experiences.













PARADES & STAGE SHOWS

FLY specializes in talented musicians, dancers, and inspiring circus performers, creating heart-pounding experiences designed to blow every mind!













PARADES & STAGE SHOWS

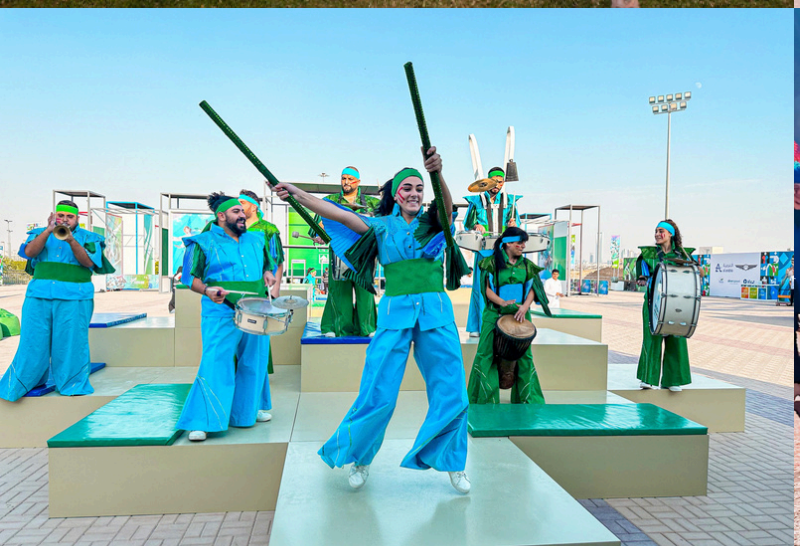
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PARADES & STAGE SHOWS

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