



INTERNATIONAL
LIVE EVENTS ASSOCIATION

MIDDLE EAST CHAPTER

CHAPTER MEETING
6 MARCH
THE ADDRESS HOTEL
DUBAI MARINA





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PRESIDENTS WELCOME

#ILEAME BOARD 2019



Paul Berger
ILEA ME President



Khalid Alhammadi
ILEA ME Board Advisor



Ahmed Al Shehhi
ILEA ME Board Advisor



Melissa Tenkhi
VP Marketing & Communications



Emma Clark
VP Knowledge & Education



Adrian Bell
VP GCC Relations



Adrian Peet
VP Health and Safety



Peter Anderson
VP Expo Relations



Karishma Hundalani
VP Membership



Steve Armitage
VP of Finance





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NEW ROLES



Peter Anderson
Regional Sales Director - Dorchester Collection
VP Expo Relations



Adrian Bell
Co-founder and Executive Director - Action Impact
VP GCC Relations / Past ILEA ME President



CHAPTER MANAGER KHOLOUD ALI



LEGAL ADVISOR
MARK HILL
Charles Russell Speechlys LLP





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WELCOME NEW ILEA MEMBERS



ICE-WORLD^{international}



البعد الثالث للإستشارات
THIRD DIMENSION
EVENTS/CONSULTING





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CURRENT MEMBERSHIP

- 80 members today.
- Target 250 members by July 2020.





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ILEA ME MEMBERSHIP WELCOME PACK



YOUR EVENTS INDUSTRY TRADE ASSOCIATION





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NEW MEMBERSHIP CATEGORIES

- Effective on members on renewal.
- Effective on member joining today.
- Join before 31st March and get 3 months free membership.

CORPORATE MEMBERSHIP

AED 3,900
(ANNUALLY)

A company whose main business is the creation, support or execution of events.

INDIVIDUAL MEMBERSHIP

AED 2,000

Any individual who wants to personally join ILEA regardless of any connection with a company or an agency.





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PRESIDENTS KEY OBJECTIVES





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PRESIDENTS KEY OBJECTIVES

- **Emiratization.**
 - Emirati board members
 - Emiratization is key if we are to establish a stronger voice in this country and throughout the region.
 - The intention was never to be an expat organization.
 - We need additional Emirati members.





Ahmed Al Shehhi
Founder & CEO - Blink Experience
ILEA ME Board Advisor



Khalid Alhammadi
Vice President Events Services - Dubai World Trade Center
ILEA ME Board Advisor





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PRESIDENTS KEY OBJECTIVES

➤ Create a Hub for the Chapter.

- Physical base that ILEA ,our members and our future members can use and benefit from.
- Provide the association with stability will help to further cement our position in the marketplace, in addition to providing a useful space for training, education, meetings, general information sharing and networking.
- Demonstrate to the local government that we are a serious industry sector that has a role to play in the economy of this country, and that there is a benefit to working closely with us going forward.





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- New building – One Central.
- Stand alone office with our own front door.
- Same building as DTCM.





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PRESIDENTS KEY OBJECTIVES

➤ Improve Our Financial Health.

- Additional revenue is crucial to our survival.
- The more funds we generate, the more resources we have available to us to reinvest into training, education, events, health & safety, licensing, marketing & promotion.





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How to improve our financial health?

- Grow membership by 10 new members/month.
- H&S training courses.
- Introduction of CSEP.
- Large annual industry events.
- Small varied monthly events calendar.
- Sponsors.
- Expand the Chapter across the GCC.





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PRESIDENTS SHORT TERM OBJECTIVES

- My key short term objective is to provide tangible and quantifiable benefits to our members in the first 6 months of this term.





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EVENTS MARCH 2019





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- 8th – 9th Dragon boat race.
- 14th Presidents lunch.
- 18th Fire and Lifesaving code 2018
– What it means to us as an industry?





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EVENTS CALENDAR 2019





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CHAPTER MEETINGS/ NETWORKING

- Chapter meeting + Iftar 16th May.
- Chapter meeting. 18th Sep.
- Chapter meeting 4th Dec.





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AWARDS

- MESE 8-9th April.
 - ILEA ME Stand.
 - Educational sessions
- WOW ME 25th September.
 - ILEA-ME Excellence Award in Sustainable Practices At Events.





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SOCIALS

- Quiz night – 17th April
- ILEA Industry Festive Ball – 12th Dec.





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Emma Clark
Event Director - Action Impact
VP Knowledge & Education





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EDUCATIONAL SESSIONS

- CSEP – An introduction
- Must have apps & on-the-go resources session.
- CSEP What is required to take and pass the exam session.
- CSEP – Last minute planning on your exam.
- Fundamentals of event planning – Will Glendinning.





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Adrian Peet
Managing Partner - Gallowglass Middle East
VP Health and Safety





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HEALTH AND SAFETY SESSIONS

- Mock Trial – What happens when the unexpected happens.
- Event Health and Safety for Senior Managers
- Introduction to Risk Assessment – back to basics programme.
- IOSH managing safety course, 3 day programme.





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Mark Hill
Charles Russell Speechlys LLP
ILEA ME Legal advisor





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LEGAL SESSIONS

- Client contracting – do's and don'ts.
- IP – how to identify and protect what is important.
- HR matters.
- Debt recovery.
- Tendering and pitching.



A NEW

PLAYGROUND

IN UAE...



DUBAI SOUTH
EVENT & EXHIBITION CENTER



- GEOLOCALISATION & ECO SYSTEM OF E2 DUBAI SOUTH -

The E2 Dubai South is located next to the Al Maktoum Airport. It can be accessed from Sheikh Zayed Road (E11), Mohammed Bin Zayed Road (E311) and Emirates Road (E611).



Dubai Marina:
20 mins



Dubai International Airport:
50 mins



World Expo 2020:
20 mins



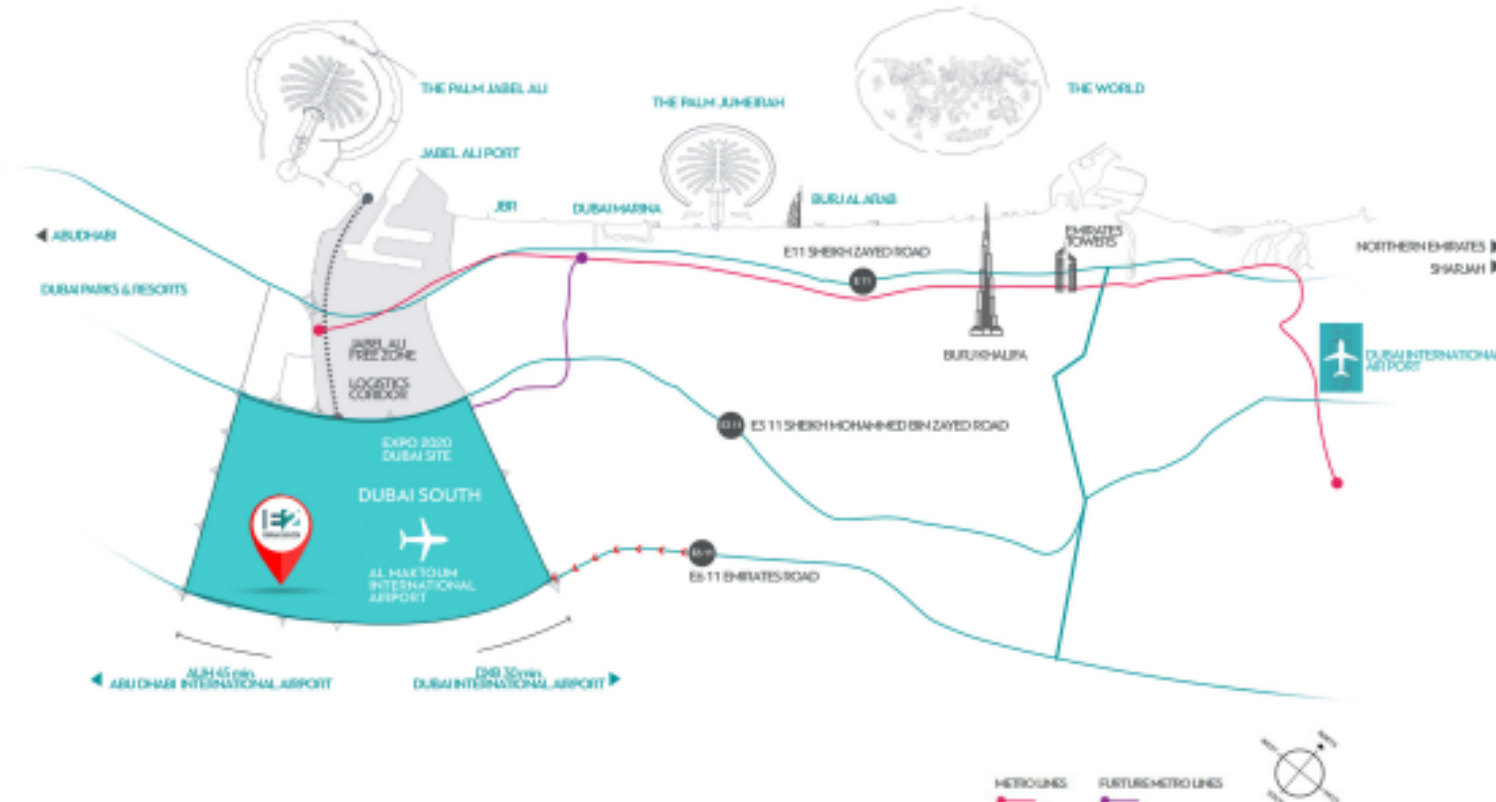
Abu Dhabi International Airport:
50 mins



Al Maktoum Airport:
10 mins

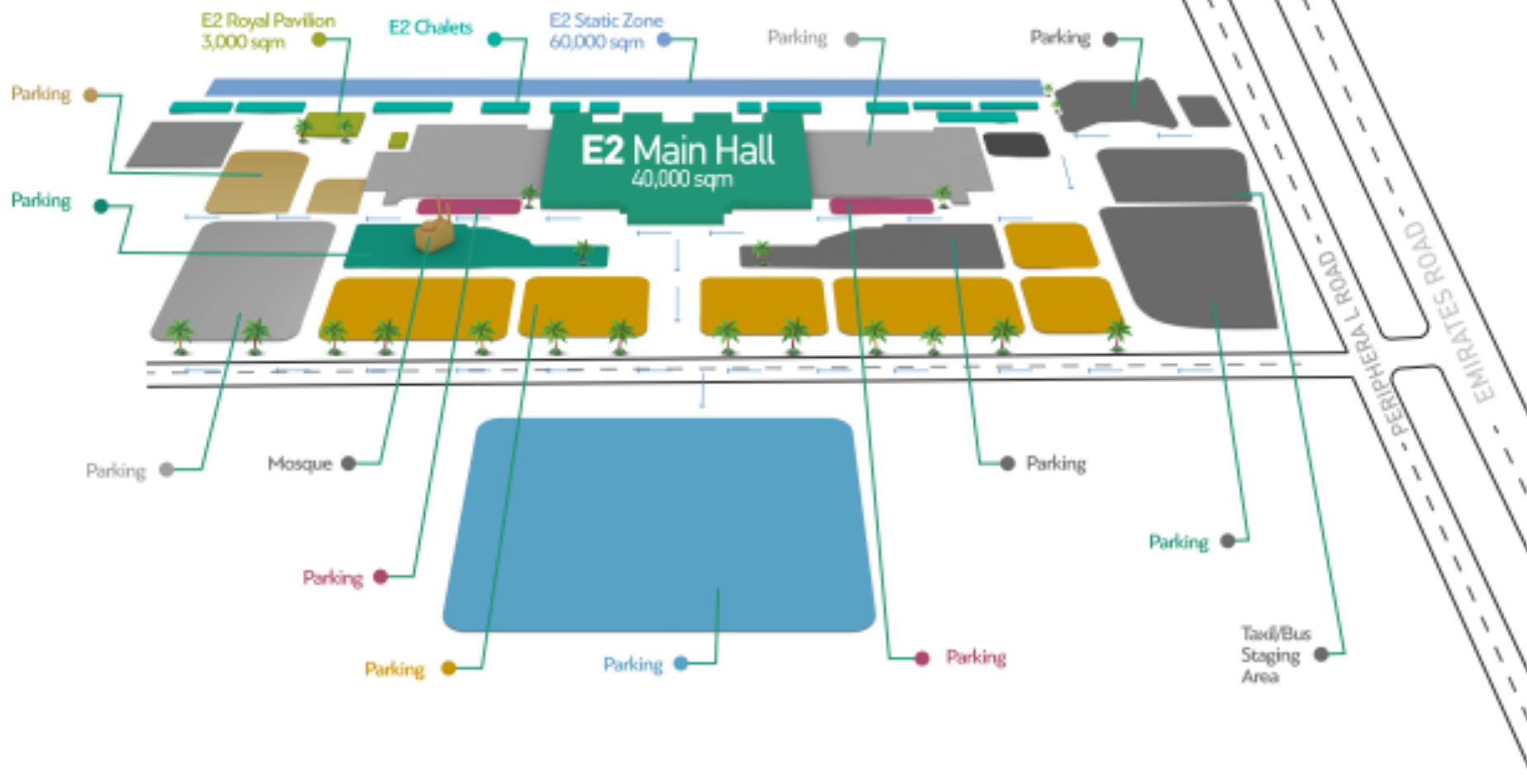


Downtown:
40 mins



- DUBAI SOUTH
- HOTELS
- EXPO2020

- THE PROPERTY -



.Exhibitions

.Concerts

.Festivals

.Graduations

.Conferences

.Weddings

.Awards

.World Record
Event

Type of Venue
Event & Exhibition Center
Best for
Exhibition & Trade Show | Corporate Events
& Meetings | Live Concerts | Weddings

Distance by Car:
Downtown: 40 mins
Dubai Marina 20 mins
Dubai International Airport: 50 mins
Abu Dhabi International Airport: 50 mins

Total Area
40,000 sqm E2 Main Hall | 3,000 sqm E2 Royal Pavilion
Facilities
AV | F&B | Housekeeping | 6550 parking spots | Power | Health & Safety
Additional
60,000 sqm E2 Outdoor Static Zone & 103 Chalets | 9 meeting rooms and 18 offices

Any event
**OUT
OF
THE
BOX**

5 MAJOR BENEFITS TO ORGANIZE AN EVENT AT E2 DUBAI SOUTH

1. MASSIVE SPACE

- Main Hall = 40,000sqm with almost pillars free (x6)
- Largest outdoor event space = 60,000sqm
- 6500 parking slots for FREE

2. EASY ACCESS :

- No Traffic
- Direct access to the halls

3. GREAT GEOLOCALISATION

- 45 minutes from Dubai
- 50 minutes from ABU DHABI

4. COMPLETE FLEXIBILITY

- Our calendar allow us to be 100% flexible in term of availability and days of set up

5. REASONABLE PRICES

- I invite you to TEST us by sending your upcoming RFP
- **50% OFF ON ALL SPACES** <https://e2-dubaisouth.ae/organisers/offers/>

NEXT STEPS

- The VR TOUR experience
- Your appointment for SITE VISIT



A NEW UNIQUE
VENUE IN DUBAI



THANK YOU AND SEE YOU SOON!



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Next Chapter meeting + Iftar 16th May.

Lets catch up in Shades, 4th floor.

Thank you.

