



Corporate **Profile** and **Portfolio**



White and Black Events and PR Management is your gateway to exceptional event experiences and strategic PR success. With an unwavering commitment to creativity and results, we specialize in curating memorable events, shaping compelling narratives, and enhancing brand visibility.

Welcome to a world where your vision meets our expertise.



Event Management


Our services encompass every aspect of event planning, from Venue Coordination and Catering to Hostessing and Security. We provide stunning Decorations and advanced Sound & Light setups, including LED screens and projectors. Our Entertainment options range from Singers and Dance Shows to Music Instruments, ensuring a memorable experience for all attendees.

Public Relations & Media Services



We specialize in crafting impactful press releases and content, securing widespread media coverage across various channels. Our collaborations with influencers, bloggers, artists, and actors effectively enhance your brand's visibility and outreach.

Beyond our core offerings, we also excel in in-house **Media Production**, creating bespoke content for **Branding** and promotions. Our **Digital Marketing** strategies are designed to boost your online visibility and engagement. Additionally, we expertly manage your **Social Media** presence, ensuring consistent, impactful communication with your audience.



The **Projects Highlight**ed below offer a glimpse
into our expertise and unwavering commitment to
excellence. To get a closer look at each project, simply
click the button provided to watch a promotional
video.

Nagham Amer
Managing Director



GRAND OPENING



GRAND OPENING

Matrix Fitness Showroom

Elevated fitness at 'Matrix Fitness Showroom' launch. Our seamless event featured cutting-edge equipment, dynamic decor, and engaging invitations, marking a new era of wellness.

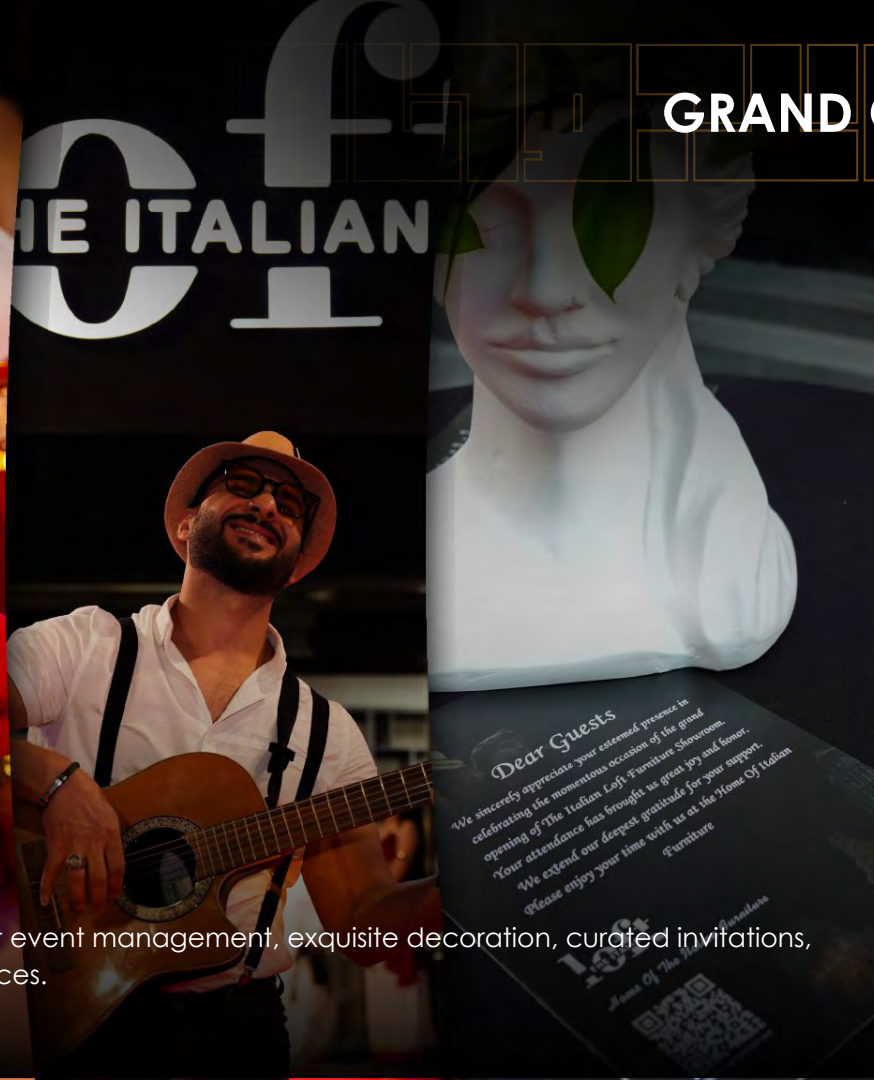




Ageless - Medical Center

Successfully orchestrated the grand opening of "Ageless" medical center, seamlessly providing comprehensive event management, precise event setup, and expert production and media production services.





Loft The Italian - Italian Furniture

Elevated the unveiling of "Loft The Italian" with adept event management, exquisite decoration, curated invitations, and top-tier production and media production services.



KHAWANIJ

CITY WALK

GRAND OPENING

Meat Moot - Smoked Meat Restaurant

Crafted unforgettable experiences for "Meat Moot" across its three branches (City Walk, Khawanij, Abu Dhabi), featuring seamless event management, dynamic live concert shows, captivating decoration, exclusive invitations, and exceptional production and media production services.



ABU DHABI

Mansory - Luxury Vehicle Modification Firm

We Congrats "Mansory" His Dubai Branch Grand opening by us through meticulous event management, sophisticated decoration, and unparalleled production and media production services, showcasing the epitome of luxury vehicle modification.



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EVENTS & PR MANAGEMENT

GRAND OPENING



Aroos Damascus - Syrian Restaurant

Transformed the ambiance at "Aroos Damascus" Sheikh Zayed Road Branch with expertly handled event management, tasteful decoration, thoughtfully crafted invitations, and seamless production and media production services, celebrating the essence of Syrian cuisine.





Café Haroun - Café & Restaurant in Dubai

Spearheaded the grand opening of "Cafe Haroun" in Dubai with precision in event management, elegant decoration, captivating invitations, engaging entertainment and seamless production and media production services, creating an unforgettable experience.

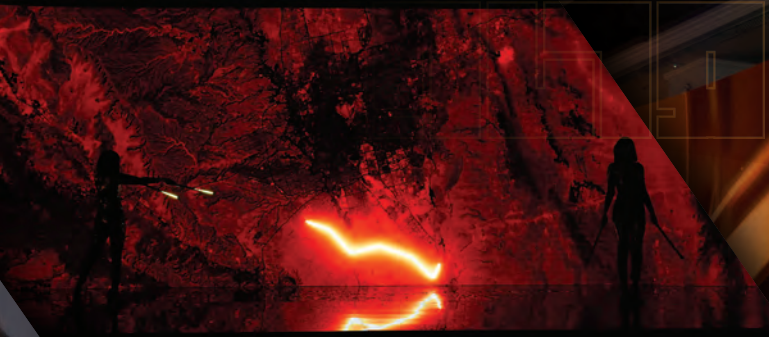
WHITE & BLACK
EVENTS & PR MANAGEMENT

GRAND OPENING

Mahfel - Café & Restaurant

Envisioned the spectacular grand opening of "Mahfel" where we managed the event accurately, VIP invitations, dynamic entertainment, and flawless production and media production services.





Elyzee Hospital – Grand Opening

Organized the grand opening of Elyzee Hospital from start to finish at The Ritz Carlton, Abu Dhabi. The event featured top Arab celebrities, a stunning stage setup, and exceptional entertainment, making it a memorable occasion.



Al Amiri Jewellery

Orchestrated the grand opening of Al Amiri Jewellery Shop at Sharjah Gold Souq with impeccable event management, elegant décor, VIP invitations, and premium media coverage, ensuring a dazzling and unforgettable launch.





Roof by Stouff Beirut

Orchestrated the grand opening of Al Amiri Jewellery Shop at Sharjah Gold Souq with impeccable event management, elegant décor, VIP invitations, and premium media coverage, ensuring a dazzling and unforgettable launch.



GRAND OPENING



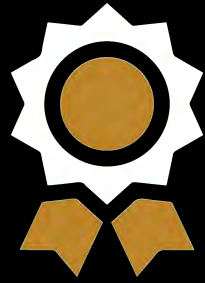


AD Hub Sports Complex

AD Hub Sports Complex

Grand opening of AD HUB Sport Complex in Abu Dhabi, under the patronage of H.H Sheikh Mohammed bin Sultan bin Hamdan Al Nahyan, and honor of guests Maged elmasry And Saad lamjarred , which we organized and tried to make





FESTIVALS & CEREMONIES



— 10TH Edition —
Sustainability

CAEL Awards 10th Edition - Sustainability

Crafted a dazzling "CAEL Awards" festival, seamlessly managing events, decor, invitations, entertainment, live concerts, and production. Infused with sustainability, our commitment to eco-friendly practices elevated the celebration, honoring Excellence & Leadership with flair and responsibility.

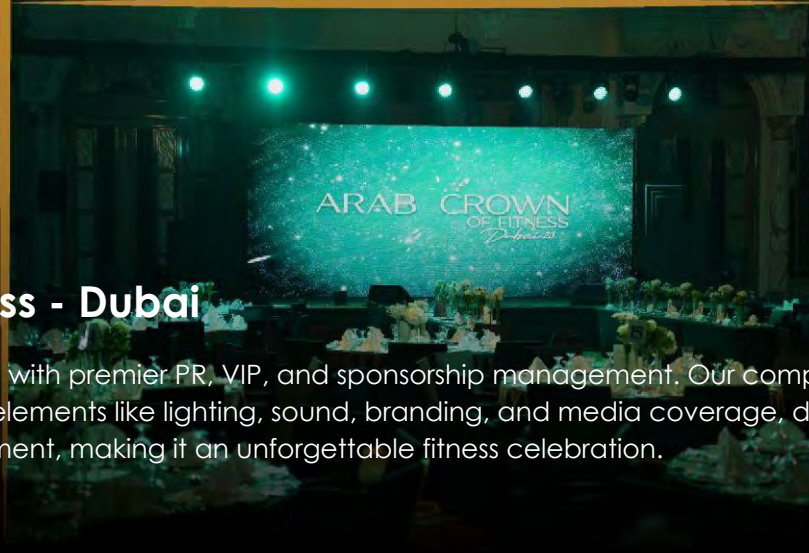




CAEL Awards 11th Edition - AI & Sustainability

Elevated the 11th CAEL Awards "AI & Sustainability" with exclusive PR, VIP invitations, red carpet, and sponsorship outreach. Our precision in managing these key elements added a touch of glamour





FESTIVALS & CEREMONIES



Arab Crown Of Fitness - Dubai

Elevated 'Arab Crown Of Fitness' with premier PR, VIP, and sponsorship management. Our comprehensive event production, including dynamic elements like lighting, sound, branding, and media coverage, delivered a seamless blend of prestige and entertainment, making it an unforgettable fitness celebration.

The Best Awards Ceremony 2021 - By Washwasha

Elevated "The Best Awards Ceremony 2021" by Washwasha, honoring artistic contributions, through adept event management, extensive media coverage, and strategic invitations & public relations, creating a memorable celebration of creative excellence.





Top Humanity Leaders Awards – International Award Ceremony

Skillfully managed the prestigious "Top Humanity Leaders Awards" with seamless event coordination, exquisite decorations, curated invitations, and top-tier production and media services, celebrating global leaders in an unforgettable ceremony.





Sharjah International Film Festival

Expertly managed the Green Carpet, celebrity coordination, and guest management for the Sharjah International - Film Festival. Our seamless execution ensured a smooth experience for all attendees, enhancing the festival's prestige and visibility.





Saada Initiative 2024

Exceptional moments from the Saada Event, where distinguished personalities gathered under the patronage of Sheikh Mohammed bin Maktoum bin Jumaa Al Maktoum. A day filled with inspiration and collaboration.



FESTIVALS & CEREMONIES



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EVENTS & PR MANAGEMENT

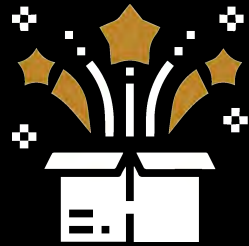
FESTIVALS & CEREMONIES



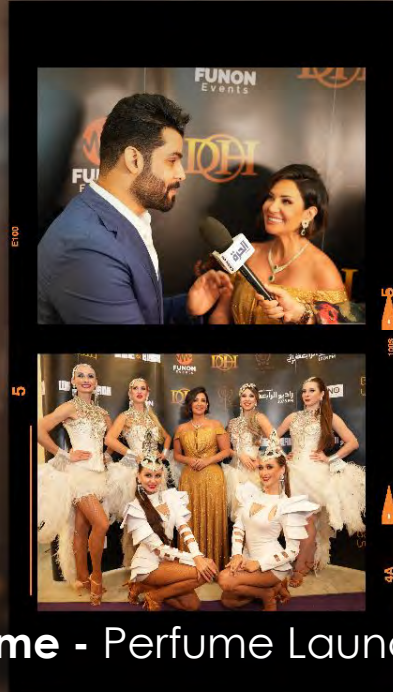
EVA Festival 2025

EVA Festival 2025 was a spectacular celebration of women's empowerment, creativity, and success, held at the luxurious Palazzo Versace Dubai on February 23, 2025.





Product Launching



Diana Haddad's Perfume - Perfume Launching

the dazzling perfume launch for renowned singer Diana Haddad. seamlessly managing the event, providing captivating entertainment, extensive media coverage, strategic invitations, meticulous production, expert media production, and effective public relations, ensuring a memorable and successful unveiling.

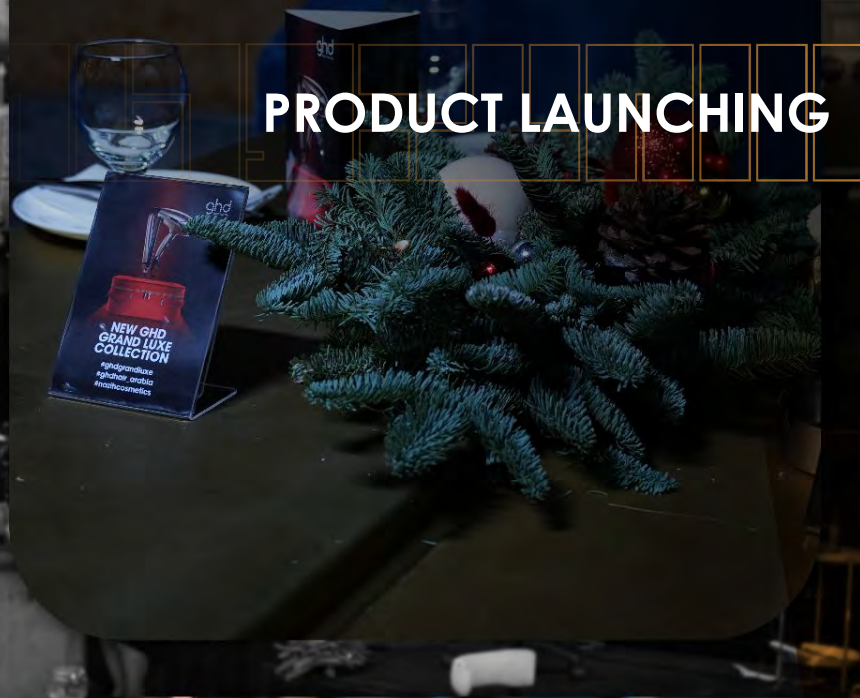




Nazih Group's New Product

Orchestrated the impactful product launch for "Nazih Group" with seamless event management, captivating decoration, engaging entertainment, strategic invitations, meticulous production, expert media production, and effective public relations, creating a memorable and successful introduction to the market.

PRODUCT LAUNCHING



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EVENTS & PR MANAGEMENT

PRODUCT LAUNCHING

Raiz Brazil

Orchestrated the impactful product launch for "Nazih Group" with seamless event management, captivating decoration, engaging entertainment, strategic invitations, meticulous production, expert media production, and effective public relations, creating a memorable and successful introduction to the market.



Beauty & PMU Intl. - Congress Middle East

Executed the successful "Beauty & PMU Intl." Congress Middle East, seamlessly managing event logistics, strategic invitations, meticulous production, expert media production, and effective public relations, ensuring a dynamic and influential presence in the beauty industry.



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doTerra Dubai – Grand Opening

Successfully organized the grand opening and launch of doTerra in Dubai and the UAE. comprehensive event management included captivating decorations, engaging activities, and tailored invitations ensuring a memorable experience that showcased the brand's commitment to wellness and quality.



PRODUCT LAUNCHING





Jenny Esber Lenses

Successfully launched "Jenny Esber Lenses" with expert event management, tailored invitations, striking decor and top-tier media production. The event highlighted the brand's elegance, attracting significant attention and media coverage.





Fashion Show



Lady Estrella - Fashion Designer

Directed the spectacular fashion show for "Lady Estrella," overseeing seamless event management, captivating entertainment, meticulous production, expert media production, and effective public relations, creating an unforgettable showcase of style and elegance.





Designers & Us - Hedi Saad Welcoming + Fashion Show

Set the stage for style at 'Designers & Us' with a chic event featuring Hedi Saad's welcoming touch and a captivating fashion show. Our expertise in event management ensured a seamless blend of hospitality and runway glamour, making it a standout experience for all attendees.





Dubai Fashion Week – Guest Management and Protocol

Expertly handled guest management and protocol for Dubai Fashion Week, ensuring a seamless experience for all attendees. Our meticulous planning and coordination facilitated smooth check-ins, personalized services, and adherence to the highest standards of hospitality, enhancing the overall event experience.



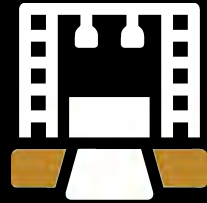


Wedding

Ibrahim & Hind Wedding

Crafted the perfect wedding celebration for Ibrahim Asaad & Hind, ensuring a full setup, enchanting entertainment, seamless production, expert media production, effective public relations, elegant invitations, and a captivating live singer show, culminating in a joyous and memorable union.





Live Concert

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MELHEM ZEIN

NASSIF ZEYTOUN

HAIFA WEHBE

MOHAMMED MUNIR

ASSI EL HALLANI

LIVE CONCERTS

Live Concerts - Media Production

Beat The Heat Festival - Melhem Zein - Nassif Zeyton - Haifa Wehbe - Mohammed Munir - Assi El Hallany & Many More





Birthday Party



Mira's Land

Turned Mira's home into the whimsical "Mira's Land" for her birthday, with a full setup, unique logo, and identity. Created a magical celebration with entertainment, production, media production, public relations, and lively kids' cartoon characters, making Mira's day truly enchanting.



BIRTHDAY PARTY





Rawan & Rayan's Birthday Party

Elevated Rawan & Rayan's Birthday Party with expert PR, exclusive invitations, a delightful cake-cutting ceremony, pink-themed decor, engaging entertainment, and delectable catering. Our seamless coordination ensured a memorable celebration filled with joy and personalized touches for the special occasion.





Naghm Amer's Birthday Party

Crafted an unforgettable birthday celebration for Nagham Amer, featuring a full setup, enchanting decorations, expert media production, effective public relations, stylish invitations, and lively live entertainment shows, ensuring a joyous and memorable experience for all.



BIRTHDAY PARTY





Graduation



Al Maarifa Intl. Private School - Graduation Ceremony 2023

Captured the essence of achievement at the "Al Maarifa Intl. Private School" 2023 Graduation Event through expert media production, immortalizing the proud moments of academic accomplishment.



Al Durrah International School

Class of
2023
Graduation Ceremony
حفل تخرج

Al Durrah International School - Graduation Ceremony 2023

Elevated the 2023 Graduation Ceremony of "Al Durrah International School" with seamless event management, a captivating full setup, and expert media production, ensuring a memorable celebration of academic achievement.





Exhibition



The Oriental Fragrance & Bakhoor Expo Dubai 2020

Successfully organized "The Oriental Fragrance & Bakhoor Expo Dubai 2020" at Coca Cola Arena, overseeing exhibition logistics, expert media production, a comprehensive full setup, effective public relations, and extensive media coverage, creating a dynamic showcase of aromatic experiences.

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EXHIBITION

Al Romaizan Gold & Jewellery – Watch & Jewellery Middle East Show 2024

Managed public relations, celebrity coordination, and media production for Al Romaizan Gold & Jewellery at the Watch & Jewellery Middle East Show 2024. Our expert services elevated the brand's presence, ensuring a successful and memorable event.





Song / Movie Launching

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Diana Haddad - Yamak Mazaji

Staged the grand launch of "Yamak Mazaji" by Diana Haddad at Palazzo Versace Hotel - Dubai, orchestrating flawless event management, expert media production, live song setup, meticulous production, effective public relations, and extensive media coverage for a spectacular introduction to the musical sensation.



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Hussam Madaneya - Tamaradi

Executed the successful launch of "Tamaradi" by Hussam Madaneya, orchestrating seamless event management, expert media production, live song setup, meticulous production, effective public relations, and widespread media coverage, ensuring a captivating introduction to the musical masterpiece.



SONG LAUNCHING





Aziz Abdo - Hway

Successfully orchestrated the launch of "Hway" by Aziz Abdo, managing seamless event coordination, expert media production, live song setup, meticulous production, effective public relations, and comprehensive media coverage, creating a memorable introduction to the captivating musical composition.



SONG LAUNCHING





Anab Movie Premiere – Reel Cinemas

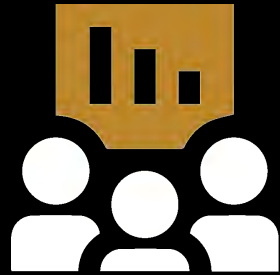
Skillfully managed the premiere of "Anab" at Reel Cinemas in Dubai Mall, featuring a glamorous red carpet event with celebrity appearances, expert event coordination, and engaging media coverage.

The occasion highlighted the film's themes, captivating the audience with a visually stunning setup and seamless production, ensuring an unforgettable experience for all attendees.

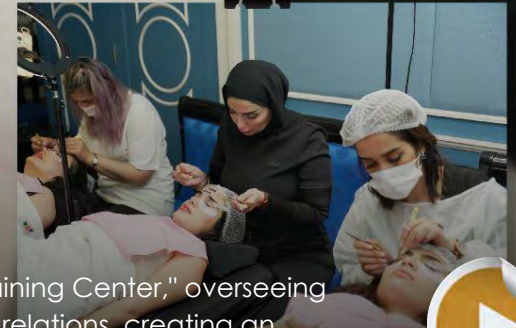
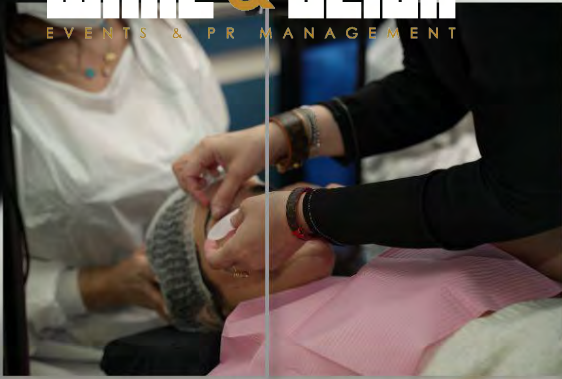


Movie Launching





Workshop



Ramonas Training Center - Workshop

Conducted a successful beauty training workshop at Palazzo Versace Hotel by "Ramonas Training Center," overseeing workshop management, expert media production, strategic invitations, and effective public relations, creating an enriching experience for participants.





Dubai Children's City – People of Determination Workshops

Facilitated a series of engaging workshops at Dubai Children's City aimed at empowering individuals of determination. Our event management ensured a supportive environment, featuring interactive activities, inclusive materials and expert facilitators to inspire and educate participants.





Dubai Children's City

At Children's City Dubai, children of determination participated in an inspiring event featuring a variety of hands-on workshops and engaging programs. The event aimed to create a nurturing space for children to discover their talents, learn new skills, and enjoy moments of joy and creativity.



WORKSHOP



عيد الاتحاد
UNION · DAY
52

Union Day Activities

Commercity - 52 Union Day Activities

Executed 52 UAE Union Day activities for 'Commercity' in Dubai, strictly adhering to the official UAE Union Day branding guidelines. Our meticulous planning ensured that each event, from PR initiatives to on-site coordination, reflects our commitment to creating memorable experiences in honor of this significant occasion.





Sporting Events

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Celebrate, You Celebrate

Binous Classic - Diverse Championship

Championed diversity at 'Binous Classic' with a dynamic championship event. Our expert management encompassed PR, invitations, and flawless execution, showcasing a diverse range of talents and skills. The event embraced inclusivity, making 'Binous Classic' a standout Championship of diversity in every aspect.



Union Day





Public Relations

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LAVERNE
BEAUTY

PUBLIC RELATIONS



LAVERNE BEAUTY

Through this partnership, these influencers explore and showcase Laverne Beauty's premium products sharing their experiences, beauty insights, and expert tips. The collaboration took place in Saudi Arabia bringing together some of the most influential voices in the beauty industry to highlight the brand's innovation and quality.





Sharjah International Film Festival (SIFF)

For the Sharjah International Film Festival (SIFF), the responsibilities included managing guest relations, celebrity coordination, and the prestigious Green Carpet experience. This involved ensuring a seamless experience for VIP guests, handling high-profile attendee logistics, and coordinating media interactions. The focus was on providing exceptional hospitality, organizing red carpet moments, and facilitating smooth engagements between celebrities.





Al Romaizan Gold & Jewellery – Watch & Jewellery Middle East Show 2024

For Al Romaizan Gold & Jewellery at The Watch & Jewellery Middle East Show, influencer collaborations, media interactions, and VIP guest management were arranged to elevate brand visibility. The event highlighted the brand's exquisite collections, attracting high-profile attendees and strong media coverage.



Al Romaizan Gold & Jewellery – Watch & Jewellery Middle East Show 2023

For Al Romaizan Gold & Jewellery at The Watch & Jewellery Middle East Show, influencer collaborations, media interactions, and VIP guest management were arranged to elevate brand visibility. The event highlighted the brand's exquisite collections, attracting high-profile attendees and strong media coverage.





Dubai Fashion Week-2024

Expertly managed the Green Carpet, celebrity coordination, and guest management for the Sharjah International - Film Festival. Our seamless execution ensured a smooth experience for all attendees, enhancing the festival's prestige and visibility.





Elzyah Hospital


Expertly managed the Red Carpet, celebrity coordination, and guest management for the Elyzee Hospital Grand Opening. Our seamless execution ensured a smooth experience for all attendees, enhancing the event's prestige and visibility.



AD HUB

Expertly managed the Red Carpet, celebrity coordination, and guest management for AD Hub Sports Complex. Our seamless execution ensured a smooth experience for all attendees, enhancing the event's prestige and visibility.





Dubai Fashion Week-2025

Expertly managed the Red Carpet, celebrity coordination, and guest management for Dubai Fashion Week. Our seamless execution ensured a smooth experience for all attendees, enhancing the event's prestige and visibility.



CAEL Festival

Expertly managed the Red Carpet, celebrity coordination, and guest management for the 10th edition of CAEL Festival. Our seamless execution ensured a smooth experience for all attendees, enhancing the festival's prestige and visibility.





Meat Moot Restaurant – Abu Dhabi

Expertly managed the Red Carpet, celebrity coordination, and guest management for the Meat Moot Restaurant Opening in Abu Dhabi. Our seamless execution ensured a smooth experience for all attendees, enhancing the event's prestige and visibility.





Meat Moot Restaurant – Al Khawaneej

Expertly managed the Red Carpet, celebrity coordination, and guest management for the Meat Moot Restaurant Opening in Al Khawaneej. Our seamless execution ensured a smooth experience for all attendees, enhancing the event's prestige and visibility.





Charity Events



Charity Events

Tarahum Charity Foundation

Tarahum Charity, in collaboration with WHITE AND BLACK, organized a Ramadan Meer packing event in Ras Al Khaimah, Hatta, and Al Fujairah. Volunteers assembled and distributed essential food packages to families in need, embodying the spirit of giving and community support during Ramadan.



OUR CLIENTS



Government of Sharjah
Department of Culture



دبي كوميرسيتي
DUBAI
COMMERCTTY



مهرجان الشارقة السينمائي
الدولي
SHARJAH
INTERNATIONAL FILM FESTIVAL
FOR CHILDREN AND YOUTH
للأطفال والشباب



ARAB CROWN
OF FITNESS
Saoud



MANSORY

DUBAI
FASHION
WEEK

الرميضان
AL ROMAIZAN



CHOICE

RIVA

MATRIX
FITNESS



dōTERRA



Ageless
Health & Aesthetics



WHITE & BLACK

EVENTS & P R M A N A G E M E N T

Thank You

We're Looking Forward To **Work With You!**

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