



EVENT MANAGEMENT PORTFOLIO

Crafting Unforgettable Experiences



OUR DNA

We are storytellers through experiences. At WHITE AND BLACK, we specialize in curating memorable events — from elegant grand openings and fashion shows to high-energy concerts and immersive brand launches.

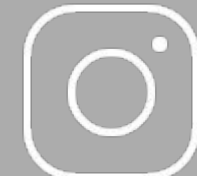
With meticulous planning, creative direction, and a flair for the extraordinary, we manage every detail from concept to execution. Whether you're hosting a corporate function or a large-scale public event, we bring together logistics, design, entertainment, and guest experience seamlessly.

Our team thrives on transforming spaces and ideas into powerful moments that leave a lasting impression — because every event deserves to be iconic.



NAGHAM AMER

Events & PR Specialist



“ Your partner in strategic PR and creator collaborations. ”



**03** MEDIA PRODUCTION**02** INFLUENCER MARKETING & PR**01** EVENT MANAGEMENT

COMPANY SERVICES

01. EVENT MANAGEMENT

Comprehensive event planning from A to Z — including concept development, venue coordination, entertainment booking, technical setup, and full-day logistics. We craft seamless, unforgettable experiences tailored to every occasion.

02. INFLUENCER MARKETING & PR

From building influencer strategies to handling contracts, negotiations, and logistics — we connect your brand with top creators to generate meaningful impact and lasting impressions. Our PR services ensure your brand is seen, heard, and celebrated.

03. MEDIA PRODUCTION

With our in-house production team, we deliver custom content that captivates. From cinematic videos to powerful graphics, we elevate your brand's story across all platforms through strategic, visually compelling storytelling.



EVENT CATEGORIES

An Index of Our Previous Works – Click to Explore

- **01. GRAND OPENINGS**
Launch events with full planning, branding, and media exposure.
- **02. PRODUCT LAUNCHES**
Memorable unveilings with engaging content, influencer campaigns, and live showcases.
- **03. FASHION SHOWS**
Runway production, backstage coordination, and guest experience management.
- **04. CONCERTS & SONG LAUNCHINGS**
Live music events with full technical support, artist coordination, and PR.
- **05. WORKSHOPS & GRADUATIONS**
Educational events and academic ceremonies tailored with elegance and flow.
- **06. FESTIVALS & CEREMONIES**
Cultural, social, or corporate festivals brought to life with thematic experiences.
- **07. EXHIBITIONS**
Booth design, visitor flow, and exhibitor coordination for standout showcases.
- **08. CELEBRATIONS & MORE**
Private or public celebrations crafted with a creative and personal touch.
- **09. INFLUENCER MARKETING & PR**
From influencer strategy and collaboration to full-scale public relations & media campaigns.



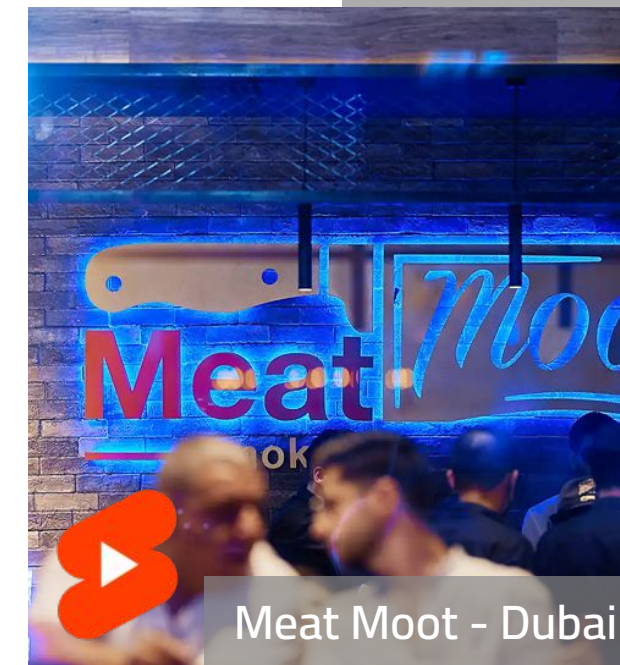
GRAND OPENINGS

We create grand openings that leave powerful, lasting impressions. From strategic planning and custom branding to media coverage, entertainment, and guest engagement, we manage every element to ensure your launch is impactful, memorable, and sets the perfect tone for your brand's journey and long-term success.

Click the YouTube icon to watch the full video 



Aroos Damascus Restaurant



Meat Moot - Dubai



The Italian Loft



Meat Moot - Abu Dhabi



Ageless Medical Center



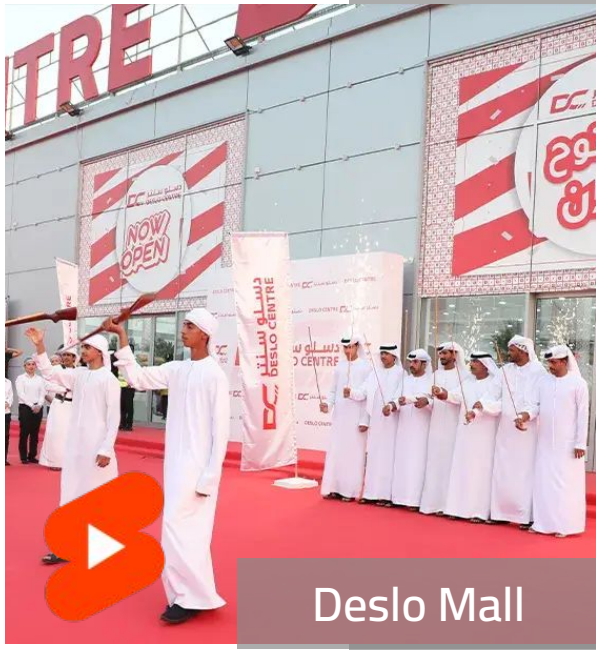
Matrix Fitness ME



Roof by Stouff Beirut



Elyzee Hospital



Deslo Mall



BEAUTY3 Salon



Mansory Luxury Vehicles



Al Amiri Jewellery



AD Hub Sports Complex



Mahfel Café & Restaurant



doTERRA UAE

PRODUCT LAUNCHES

We bring your product to life through unforgettable launch experiences that make an impact. From creative concept development and compelling content creation to influencer collaborations, live activations, and media outreach — every detail is carefully curated to maximize exposure, spark conversations, and create lasting brand momentum.



Jenny Esber Lenses



Nazih Group



Diana Haddad's Perfume



Beauty & PMU Intl.



Raiz Brazil

FASHION SHOWS

We produce fashion shows that blend creativity, precision, and impact. From runway direction and backstage coordination to guest management, media coverage, and tailored PR, we craft stylish, seamless experiences that elevate your brand. Whether it's a bold seasonal reveal or a designer debut, we ensure every moment commands attention and leaves a lasting impression.



Designers & Us



Dubai Fashion Week



Riva and Choice @ DFW 2025

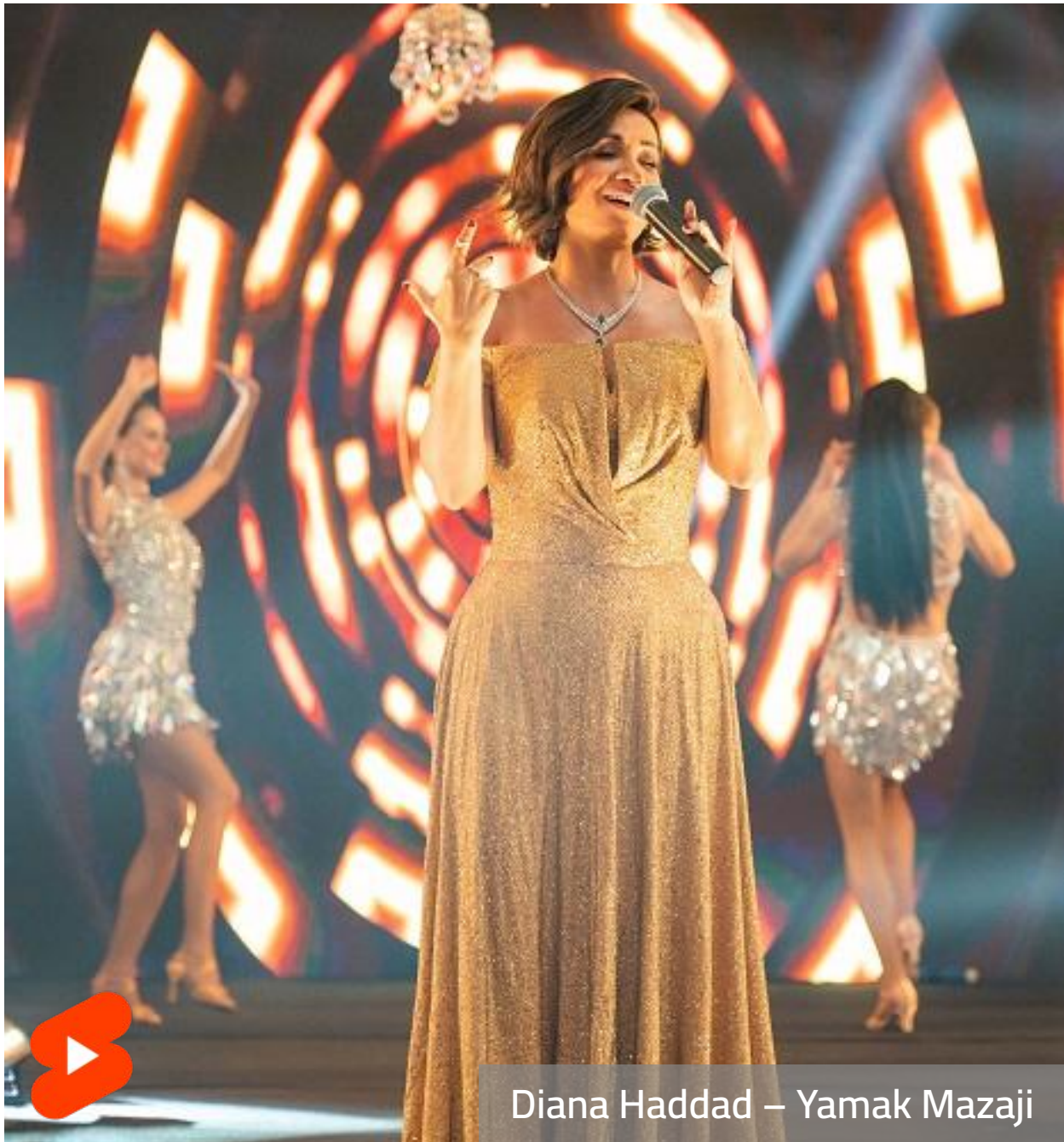


Lady Estrella



CONCERTS & SONG LAUNCHINGS

We produce unforgettable concerts and song launch events with full-service production — from stage design and artist coordination to media coverage and audience engagement. Whether it's an intimate release or a large-scale performance, we bring music to life on stage and across digital platforms.



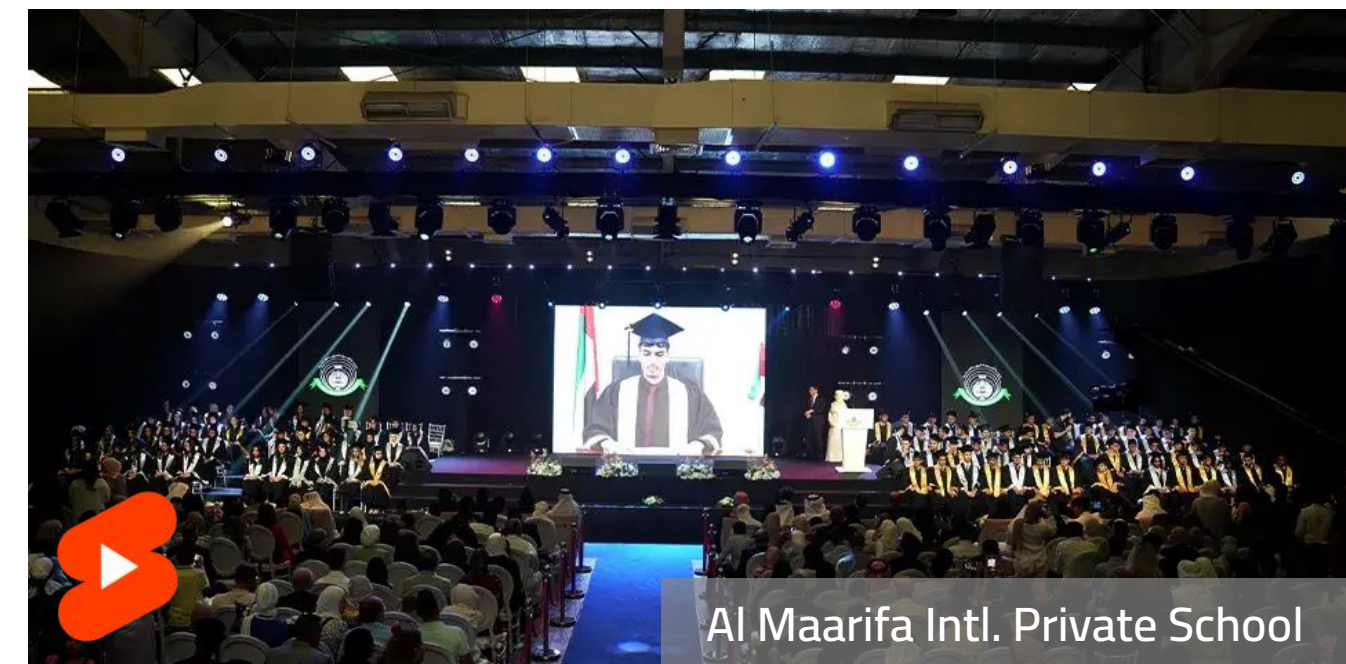


WORKSHOPS & GRADUATIONS

We organize workshops and graduation ceremonies with elegance, creativity, and precision — covering every detail from stage setup and customized branding to guest coordination, media coverage, and on-site logistics. Whether it's an academic celebration or a corporate achievement, we ensure each milestone is honored with style, meaning, and an unforgettable experience for all attendees.



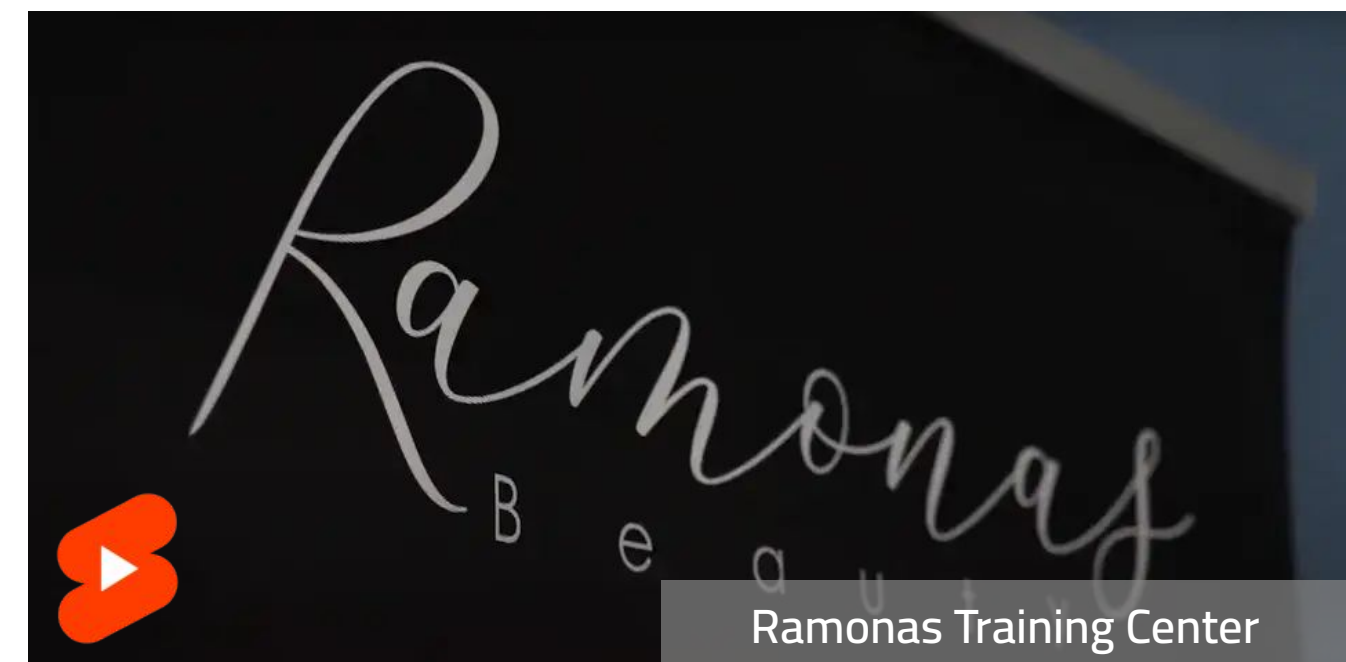
Al Durrah International School



Al Maarifa Intl. Private School



Dubai Children's City



Ramonas Training Center



Children's City - Winter Camp

FESTIVALS & CEREMONIES

We bring celebrations to life with unforgettable festivals and ceremonial events that reflect culture, creativity, and purpose. From large-scale public gatherings to exclusive themed ceremonies, our team handles every detail — from concept development and entertainment booking to guest experience and logistics — ensuring a seamless and spectacular occasion that leaves a lasting impact.



Top Humanity Leaders Awards



EVA Festival 2025



Sharjah International Film Festival 2024



Arab Crown Of Fitness



CAEL Awards 10th Edition



CAEL Awards 9th Edition



Saada Initiative 2024



Anab Movie Premiere



The Best Awards Ceremony



Saada Initiative 2023

EXHIBITIONS

We curate and manage exceptional exhibitions that showcase brands, ideas, and innovations with purpose and style. From booth design and setup to visitor engagement strategies, we ensure every element aligns with your goals. Whether it's a trade show, art display, or brand showcase, we create immersive environments that captivate and connect with your audience.



The Oriental Fragrance & Bakhoor



Al Romaizan Gold & Jewellery FEB 24



Al Romaizan Gold & Jewellery SEP 24

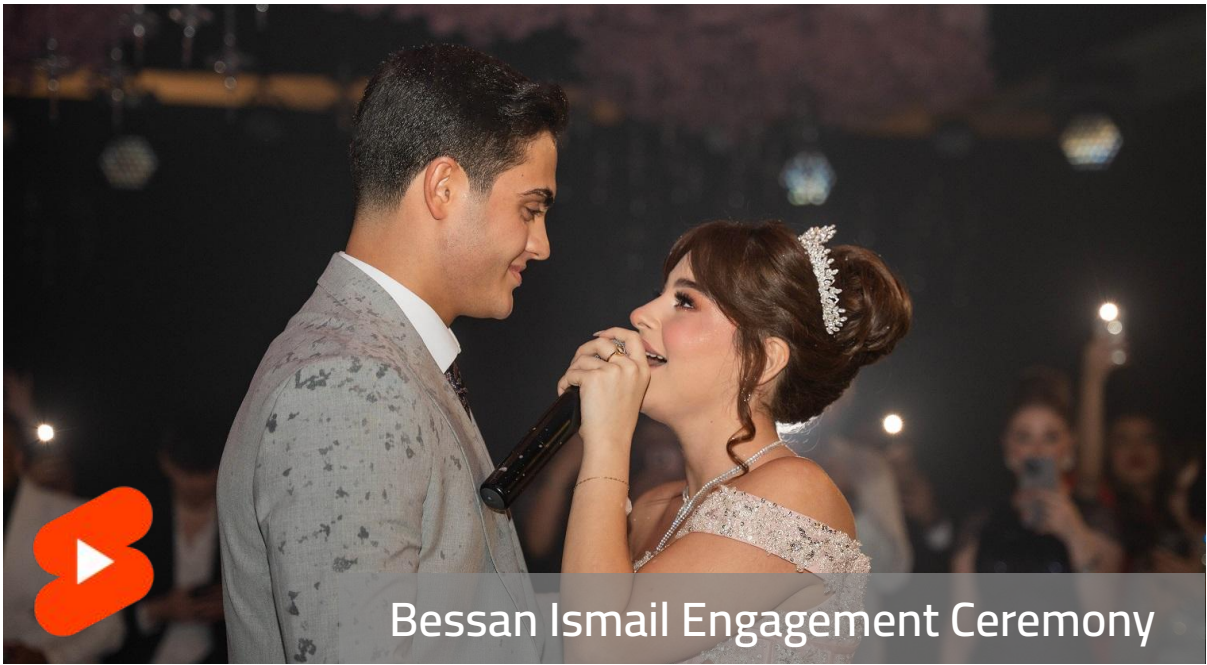


Mada - Islamic Art Festival

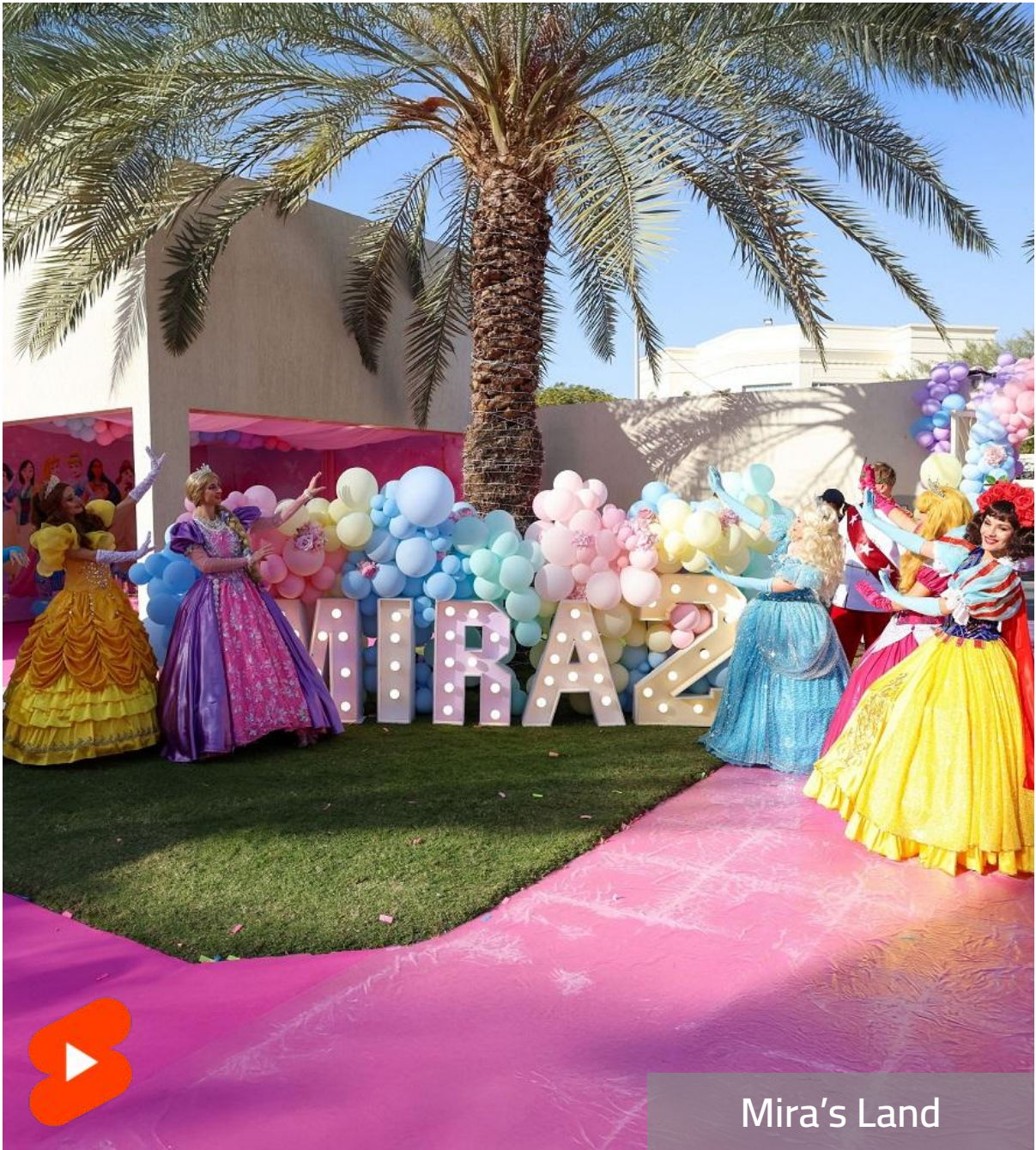


CELEBRATIONS & MORE

From intimate moments to grand milestones, we craft unforgettable experiences for every type of celebration — weddings, engagements, birthdays, and beyond. With a passion for perfection and a flair for detail, our team brings your vision to life through personalized themes, seamless coordination, and enchanting atmospheres that turn special days into cherished memories.



Bessan Ismail Engagement Ceremony



Mira's Land



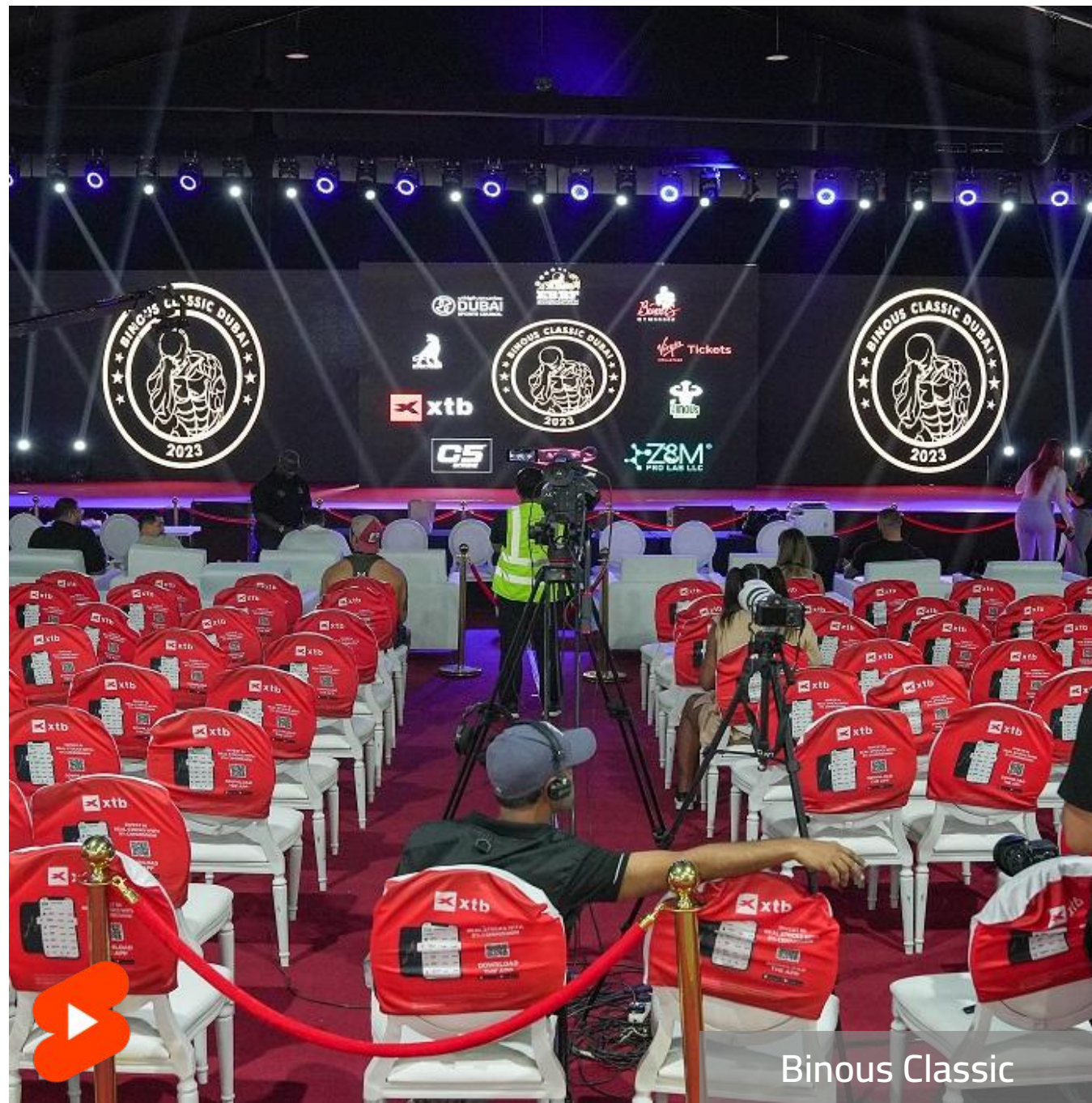
Rawan & Rayan's Birthday Party



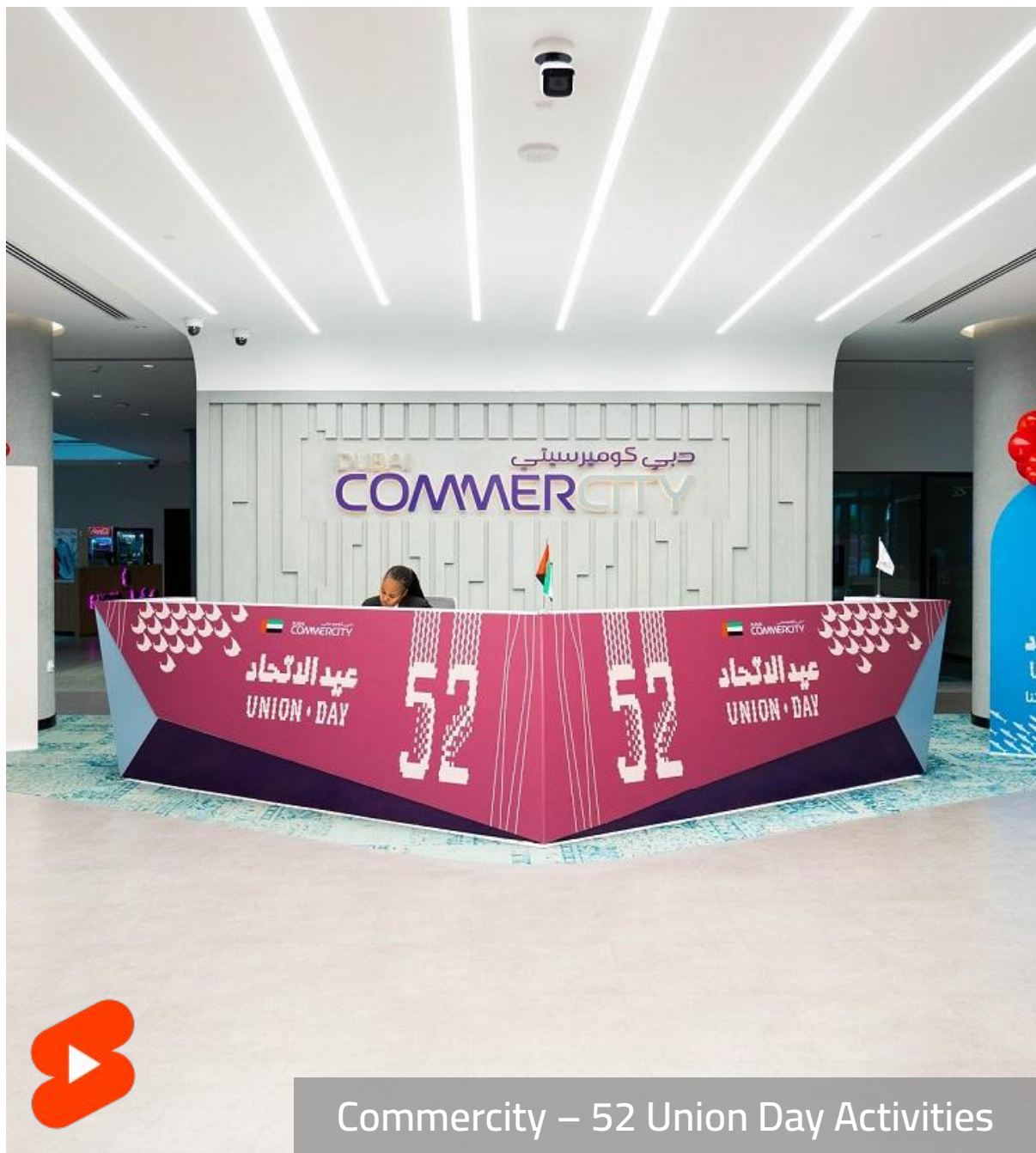
Ibrahim & Hind Wedding



Tarahum Charity – Ramadan Meer



Binous Classic



Commercity – 52 Union Day Activities



Nagham Amer's Birthday Party



INFLUENCER MARKETING & PR

WHAT INFLUENCE LOOKS LIKE

Here, we've handpicked some of our favorite PR and influencer moments — the kind that turned heads, sparked conversations, and delivered real results. From major collabs to viral hits, these videos show how we turn ideas into stories, connect the right voices with the right brands, and make every campaign count.











EVA FESTIVAL

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**. The event brought together inspiring women, industry leaders, and renowned personalities for exclusive panel discussions, fashion showcases, and prestigious awards recognizing outstanding achievements. With overwhelmingly positive feedback, the festival gained massive traction on social media, with thousands of shares, and was featured across leading magazines and media outlets. EVA Festival continues to shine as a premier platform dedicated to honoring and uplifting women across the Arab world.

Organized By: WHITE AND BLACK EVENTS & PR MANAGEMENT

Venue: Palazzo Versace Dubai

Annual Timing: February

Core Themes: Empowerment ▪ Creativity ▪ Achievement

Program Includes: Red Carpet Reception, Award Ceremony, Live Performances, Media & Influencer Coverage

Audience: 300+ Attendees | Public Figures ▪ Celebrities ▪ Media ▪ Brand Partners





From local startups to global icons —
these are the brands that choose to
grow with us.

LET'S CREATE UNFORGETTABLE EXPERIENCES

Ready to turn your vision into a show-stopping event?
Let's plan together.

- **Phone**
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- **Website**
- www.whiteandblack.ae



Stay in the Loop



THANK YOU



نغم
Nagham