

# Amkenah Marketing & Events

COMPANY  
PROFILE 2025



The background of the slide features a close-up of two hands, one from the top left and one from the bottom right, reaching towards each other. The hands are lit with a vibrant purple and blue light, creating a dramatic effect. In the center, where the hands are reaching, is a solid purple circle. The text 'TURN YOUR EVENT INTO.. EXPERIENCE' is written in white, bold, uppercase letters across the middle of the image, partially overlapping the hands and the central circle.

**TURN YOUR EVENT INTO.. EXPERIENCE**

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**\*Dazzle senses, spark minds, leave hearts full of wonder with unforgettable immersive magic**



# UNVEILING AMKENAH



From pulse-pounding sports to worlds spun within walls, AMKENAH etched memories in time, whispering a promise: **your potential, unleashed.**

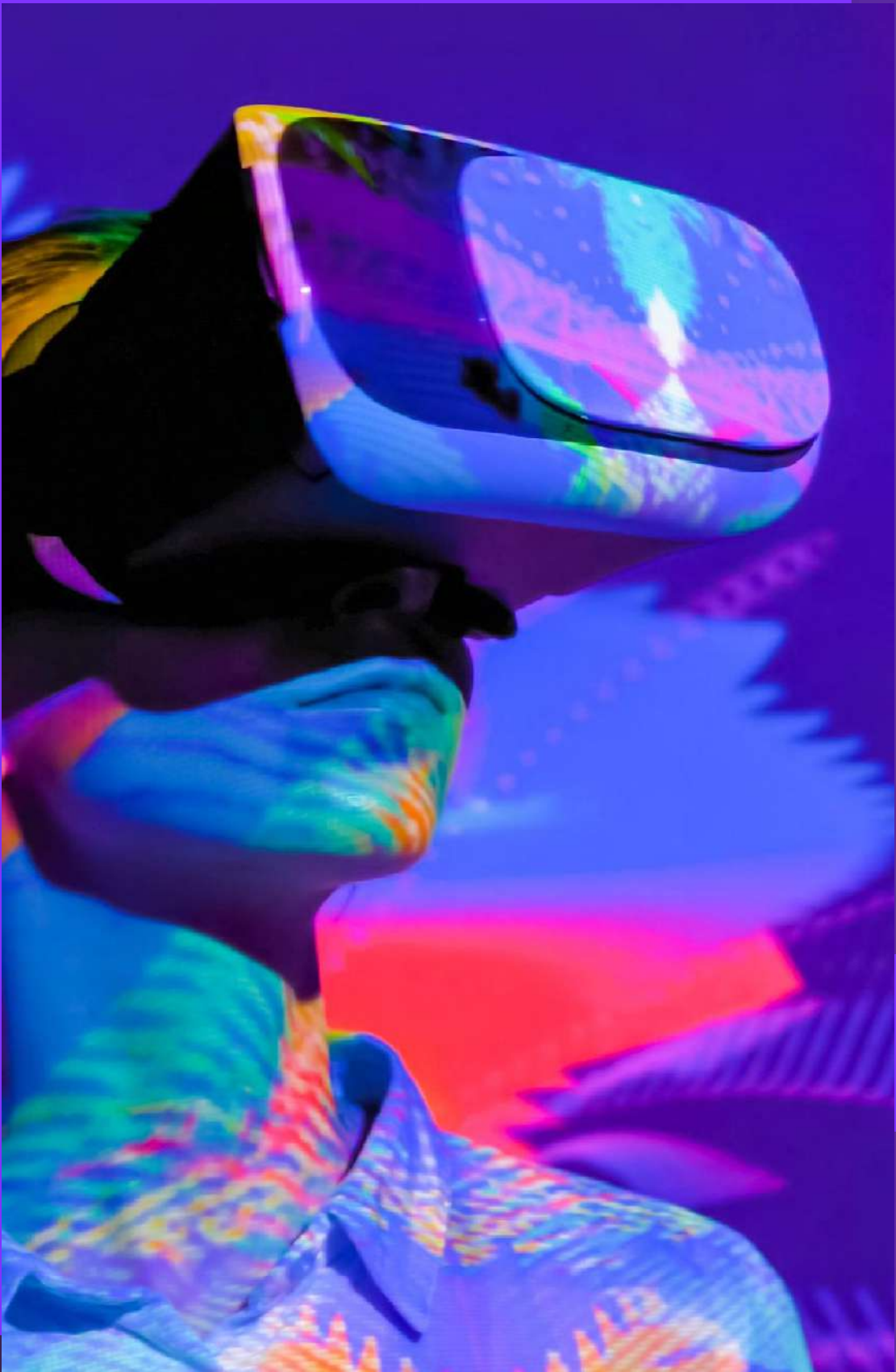


## OUR STORY & DNA

Riyadh, 2014. A whisper of possibility stirred in the desert winds. Not just events, but stories woven with Saudi soul and global threads. Stories that unlock the magic hidden within.

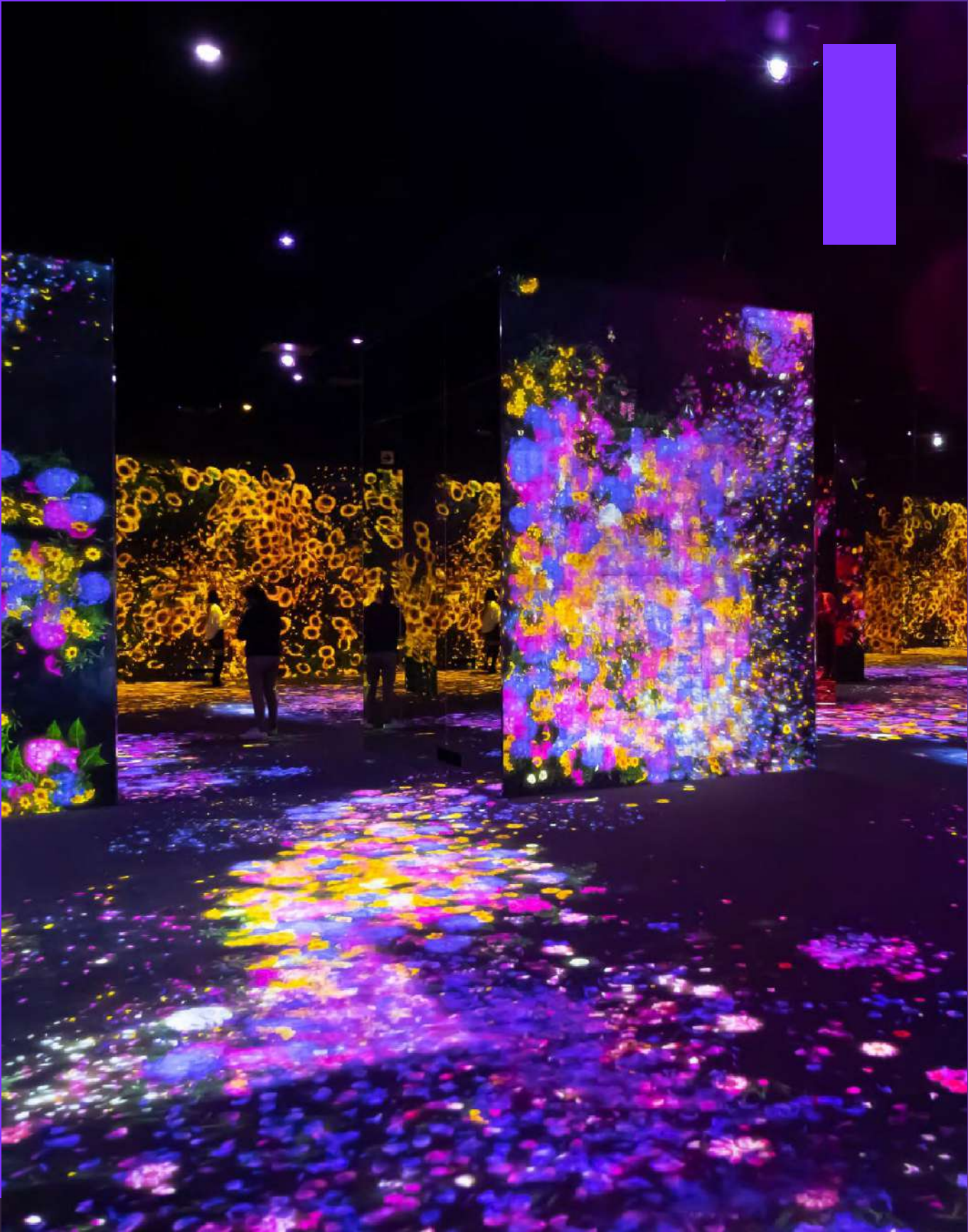
This was AMKENAH's dream, a vibrant tapestry of experiences born from a relentless pursuit of the extraordinary. More than a company, we became a movement, rippling across the Kingdom and beyond. From pulse-pounding sports to worlds spun within walls, AMKENAH etched memories in time, whispering a promise: your potential, unleashed.

# EVENTS SPARK CONNECTIONS



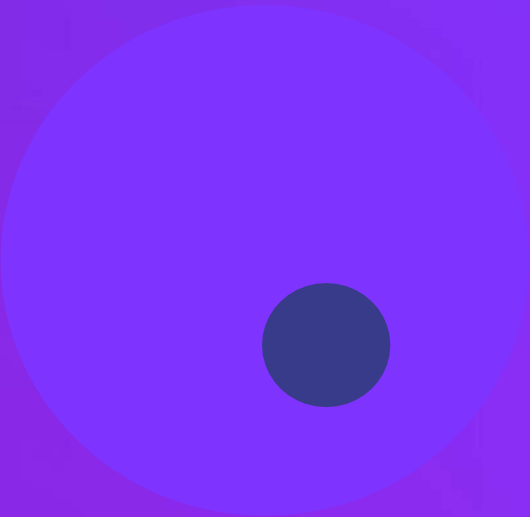
# THE ESSENCE OF US

Forget predictable, embrace epic! we hand-design adventures for your heart. From online intrigue to on-ground magic, we sculpt moments that touch every sense, creating a HOLISTIC MASTERPIECE.



# OUR PILLARS

Innovation ignites, experience enthalls, design defines, communication connects: Our pillars of excellence, crafting unforgettable journeys.



**Innovation**

**Experience**

**Design**

**Communication**

# BLOOM YOUR EVENT'S SOUL

AMKENAH encourages a dynamic and innovative spirit, we are constantly embracing fresh ideas and cutting-edge technologies while staying agile and forward-thinkers in a rapidly evolving market.



Get ready to be wowed, inspired,  
and transformed ..



# UNLOCKING POTENTIAL & CRAFTING IMPACT

## Our Vision for Event Scene

Forget fleeting trends, join the experience revolution. At AMKENAH, we sculpt end-to-end journeys that bridge CX, UX, and event magic.

**JOURNEY WITH  
PURPOSE**



## BEHIND THE NAME..

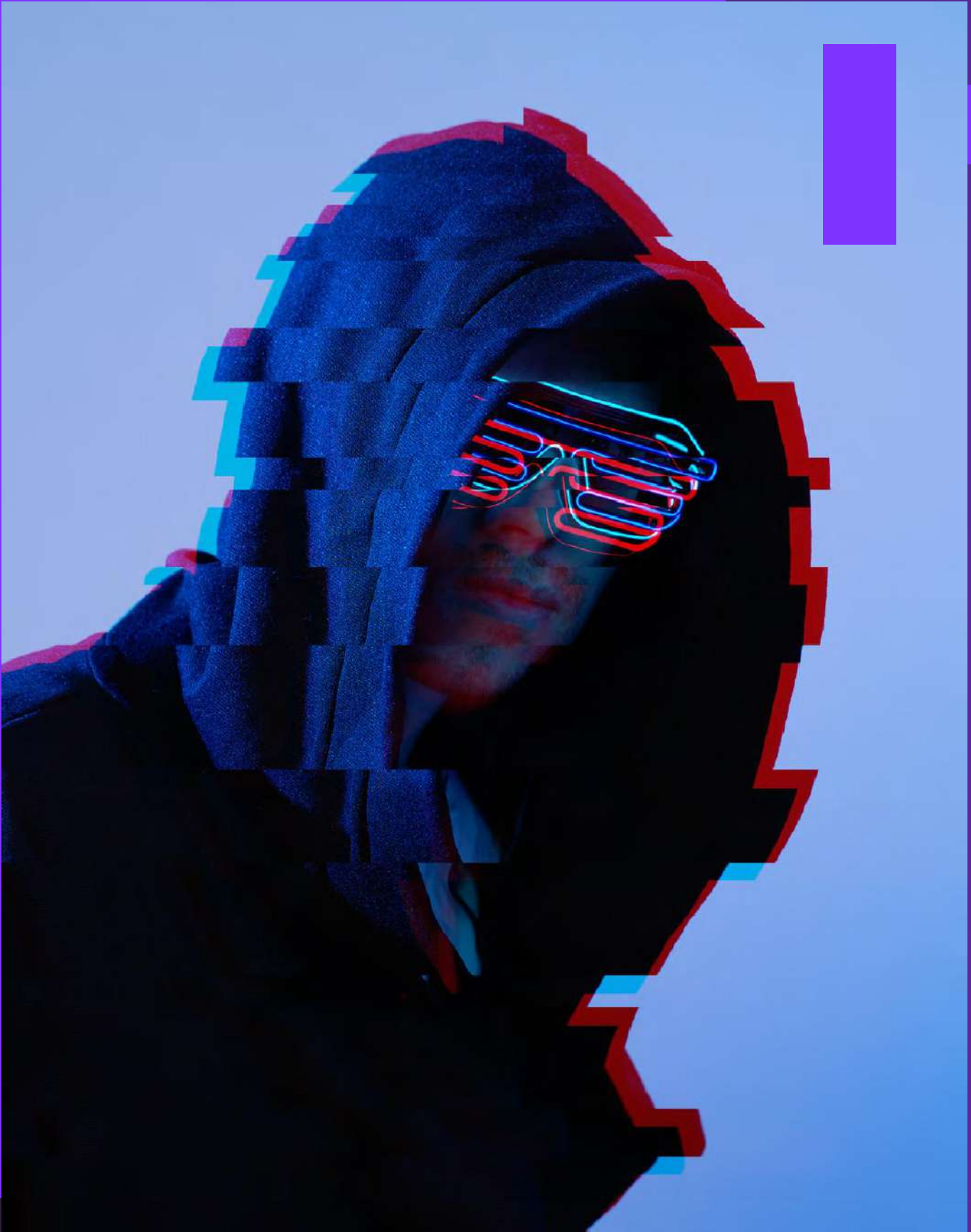
“AMKENAH” in Arabic translates to “AREAS,” but for us, it signifies something far greater. It’s the boundless canvas where we partner with you to paint your future success. We help you reach every space, platform, and audience that matters, ensuring your brand, solutions, and impact reach their full potential.

### Unlocking Hidden Potential

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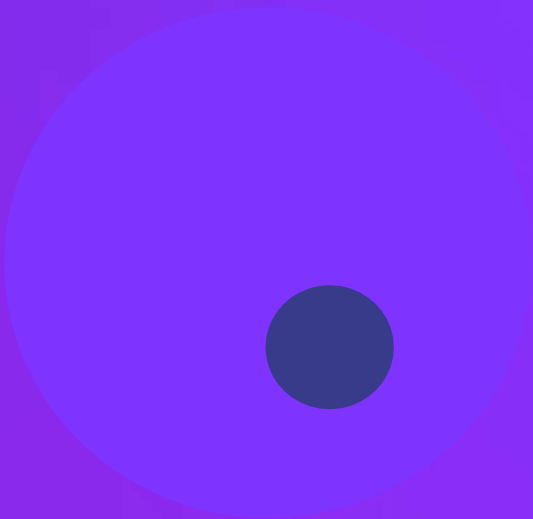
# FIND YOUR EVENT'S FINGERPRINT





# AMKENAH ISN'T JUST BRAINS, IT'S A SOUL...

Each member adds a unique thread, shaping not just our identity, but the success stories of our partners. In our culture, every voice adds color, shaping not just our success, but yours. Join us, and let's co-create your epic journey, one unforgettable moment at a time.





**EXPERIENCE BEYOND  
SENSES**



# FORGET SCREENS, FORGET STAGES

## Experience the Pulse of AMKENAH's Immersive Revolution

AR illusions bend minds, VR journeys teleport souls, and holographic whispers tell captivating stories.

We blend tech artistry with international shows, crafting bespoke experiences that dance with every sense. The "wow" isn't a bonus, it's our symphony.

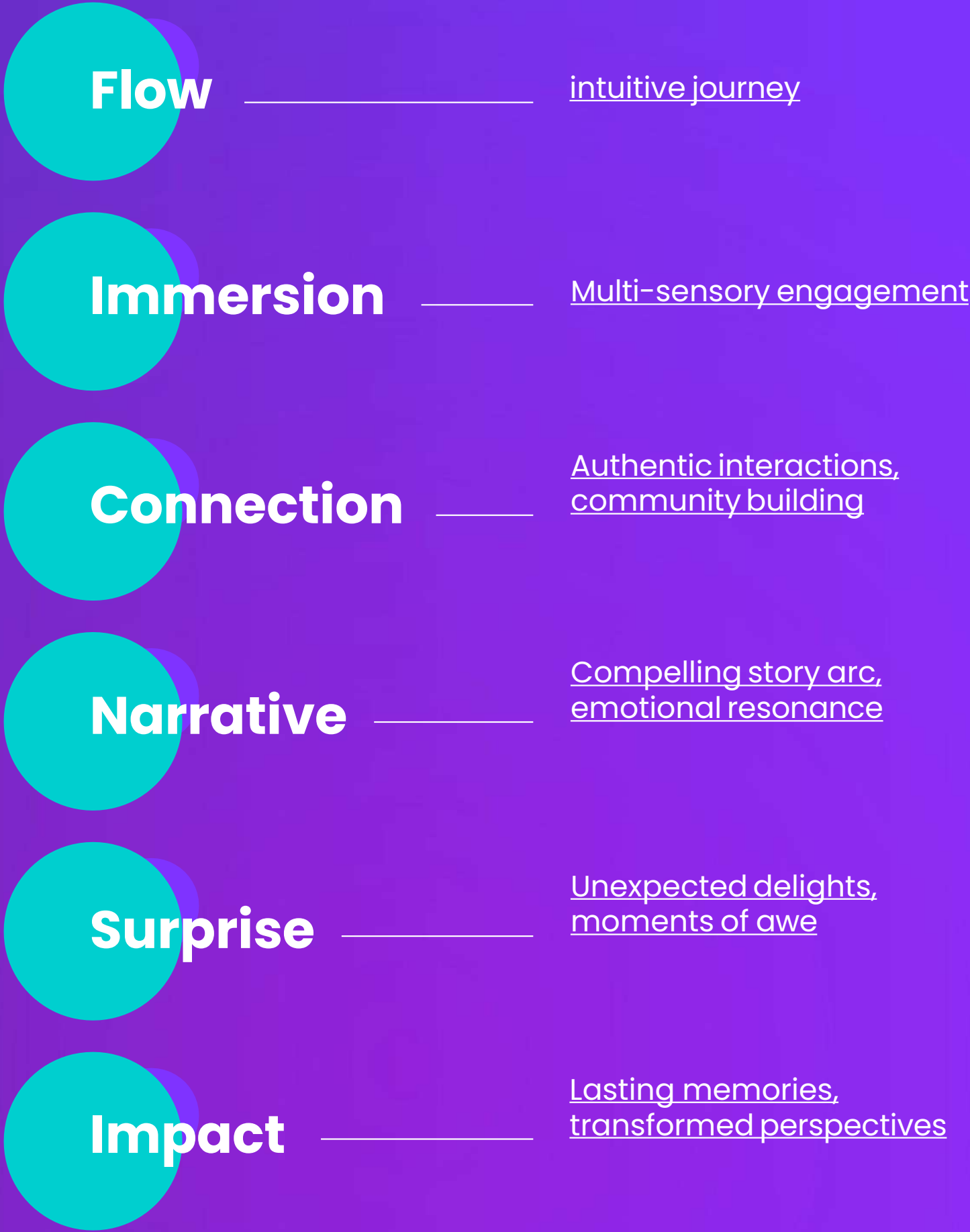
Join us, and watch your event transform, pixel by pulse-pounding moment.

# UNLEASH THE ENTREPRENEURIAL EVENT

# EVENT EXPERIENCE

# UNLEASH YOUR EVENT EPIC WITH AMKENAH'S EVENT EXPERIENCE SOLUTION

- Curate Your Journey:** Ditch the itinerary, navigate custom-built activations and themed zones at your own tempo. Become the protagonist of your event experience.
- Emotional Resonance:** Forget one-size-fits-all, we tap into attendee data and brand DNA to design bespoke moments that leave lasting impressions. It's emotional engagement, elevated.
- Interactive Canvas:** Every touchpoint, every immersive activation, is a brushstroke on your personalized event masterpiece. We elevate engagement with a canvas of interactive wonderlands.
- Memory Architects:** From subtle nudges to mind-blowing spectacles, we co-create experiences that linger long after the closing curtain. We're memory architects, not just event orchestrators.
- Beyond Stages, Beyond Screens:** Break free from passive participation. Immerse yourself in emotion-fueled whirlpools where digital echoes whisper stories and virtual worlds come alive. This is AMKENAH's EVX: reimagined engagement.



# MIRROR & MAGNIFY YOUR VISION

# EVENT MANAGEMENT



### Strategic Event Planning & Design

#### Craft Unforgettable Experiences: Strategic Event Design

Imagine your event transformed with stunning 3D designs, engaging exhibitions, and captivating 2D visuals. We combine creative storytelling with strategic planning to craft unique experiences that leave a lasting impression. Think beyond the ordinary, ignite imaginations, and watch your event come alive!



### Seamless Execution & Operational Excellence

#### Master the Flow: Seamless Execution & Operational Excellence

From vision to reality, we ensure your event runs like a dream. Our meticulous planning and experienced team seamlessly handle production, printing, build-ups, logistics, and crowd management. Relax and focus on the big picture while we orchestrate a flawless experience, assuring the moment joy.



### Immersive Experience Creation & Management

#### Step Inside the Extraordinary: Immersive Experience Craft & Control

Imagine your event transcending the physical, transporting attendees to captivating new worlds. We design and manage immersive experiences that spark wonder and engagement, utilizing cutting-edge tech like AR, VR, 3D mapping, and dazzling lighting design. Custom content crafted to elevate emotions ensures your audience is fully present, leaving them transformed and inspired.



### Comprehensive Performance Analysis & Reporting

#### Beyond Applause: Unlocking Event Insights

Don't let your success story end with the final curtain call! Our Comprehensive Performance Analysis & Reporting goes beyond traditional metrics. We delve deeper, capturing valuable data and feedback to reveal hidden gems and areas for improvement. Imagine turning audience applause into actionable insights, optimizing future events for lasting impact.

# MARKETING SOLUTIONS



Marketing Communication

Effective Marketing Communication Strategies

Developing strategies to communicate with targets and enhance awareness of the brand and products or services being marketed. Various media can be used such as TV and radio ads, print ads, email marketing and social media.



Corporate Communication

Building relationships, promoting vision & partnerships

It is based on building relationships and trust with the target audience by highlighting the values and principles of the event and enhancing its identity. Corporate communication can include promoting the project vision and mission and establishing partnerships and collaborations with other entities.



Digital Marketing

Digital marketing leverages technology to reach target audiences

Using digital media and technology to market and communicate with the target audience. Such as email marketing, search engines, social media marketing, and digital content creation.



Internal Communication

Improve collaboration through information sharing

Building communication and interaction between employees within the organization. It aims to promote effective communication, exchange of information, and enhance cooperation and teamwork. Internal meetings, training, internal forums and digital platforms can be used to achieve effective internal communication.

# SPEAK MOMENTS, CAPTIVATE HEARTS

# AMKENAH PORTFOLIO



Preview Showreel





## Innovation To Impact Forum

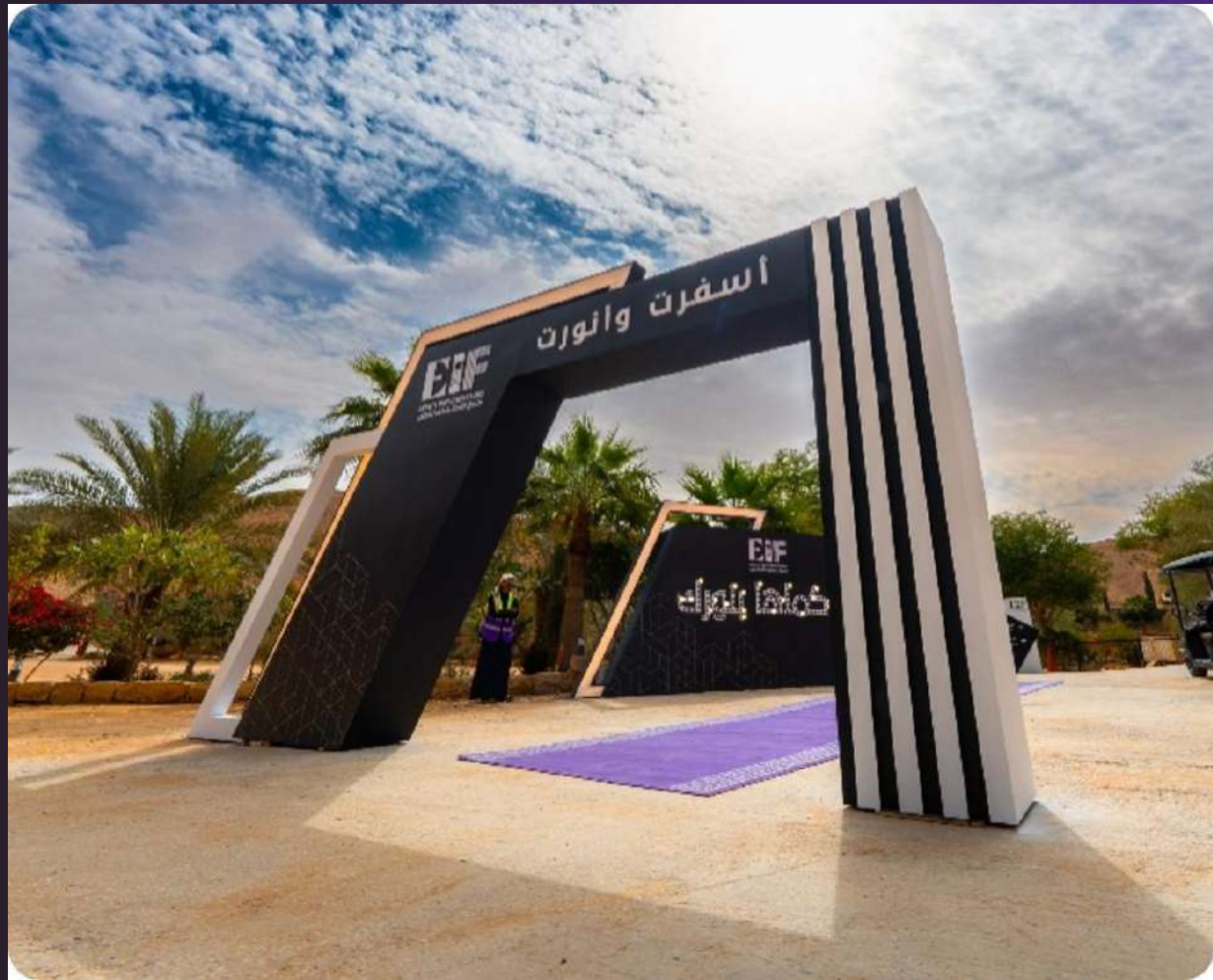
2018

"Innovation To Impact Forum Boston, United States of America, 2018 In the presence and græcious patronage of His Royal Highness Crown Prince Mohammed bin Salman, we have undertaken the management, planning, and execution of the 'Innovation Forum for Effective Influence.' Additionally, we have developed the media campaign strategy for the forum."

Planning

Execution

Managing



# Planning and Executing the Annual Gathering for Events Investment Fund

2025

We designed and executed the visual identity for the annual celebration, including all its requirements and creative designs, electronic invitations, hospitality services, and documentation through photos and videos. We also provided interactive team-building activities and engaging experiences to enhance communication and foster employee integration.



# Planning and Executing the Annual Gathering for ARDARA Company

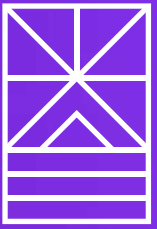
2025

We designed and executed the visual identity for the meeting, along with all the required creative elements, including electronic invitations. We also provided hospitality services and documentation, in addition to offering gifts and interactive activities aimed at team building and enhancing communication and employee loyalty among ARDARA staff.

- Planning
- Design
- Execution
- Operation
- Managing
- Documentation



السودة للتطوير  
Soudah Development



# Planning and Executing the Eid al-Adha Event for Al-Soudah Development

2025

We planned and executed the Eid al-Adha event for Al-Soudah Development with high-quality and integrated experiences, including various interactive activities aimed at internal communication and enhancing integration among its staff. We also worked on documenting the event and providing hospitality services.



# Planning and Executing the Eid al-Adha Event for Events Investment Fund

2025

We designed and executed the visual identity for the celebration, including all its requirements and creative designs, electronic invitations, hospitality services, and documentation. We also provided interactive activities and gifts to enhance employee integration and communication, allowing staff to share the joy of Eid

- Planning
- Design
- Execution
- Operation
- Managing
- Documentation



Hawi

## Hawi Booth City Hub – Al-Kobar

2025

Designing, executing, and operating the "Hawi" booth, part of the Quality of Life initiatives, at the City Hub event held in Khobar. This included introducing the Hawi platform, offering interactive experiences for visitors, attracting new subscribers and interested individuals, and targeting new demographics.

Planning

Design

Execution

Operation

Managing



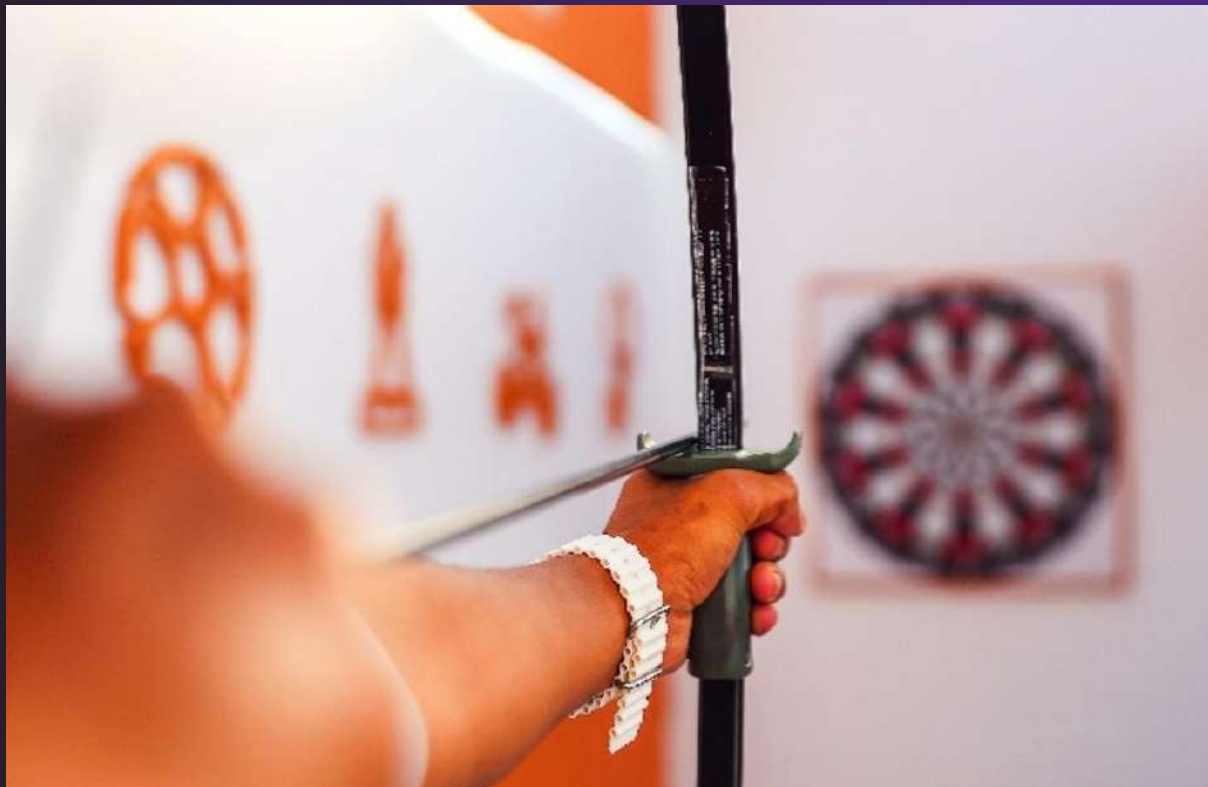
# هوي Hawi

## Hawi Booth Makhmak Cultural Championship – Boulevard Riyadh City

2025

As part of a rich interactive experience, our role was pivotal in comprehensive planning and execution, creatively showcasing hobbies. We managed the event, enhanced engagement with the visual identity, analyzed performance, and provided important recommendations.

- Planning
- Design
- Execution
- Operation
- Managing



# Hawi

## Hawi Booth City Hub – Hail

2025

Within a rich interactive experience, we played a pivotal role in the comprehensive planning and execution of the event. We showcased hobbies creatively, managed the event efficiently, and enhanced engagement with the visual identity. We also analyzed performance and provided developmental recommendations. The event featured several highlighted hobbies, such as:

- Drawing
- Chess
- Archery

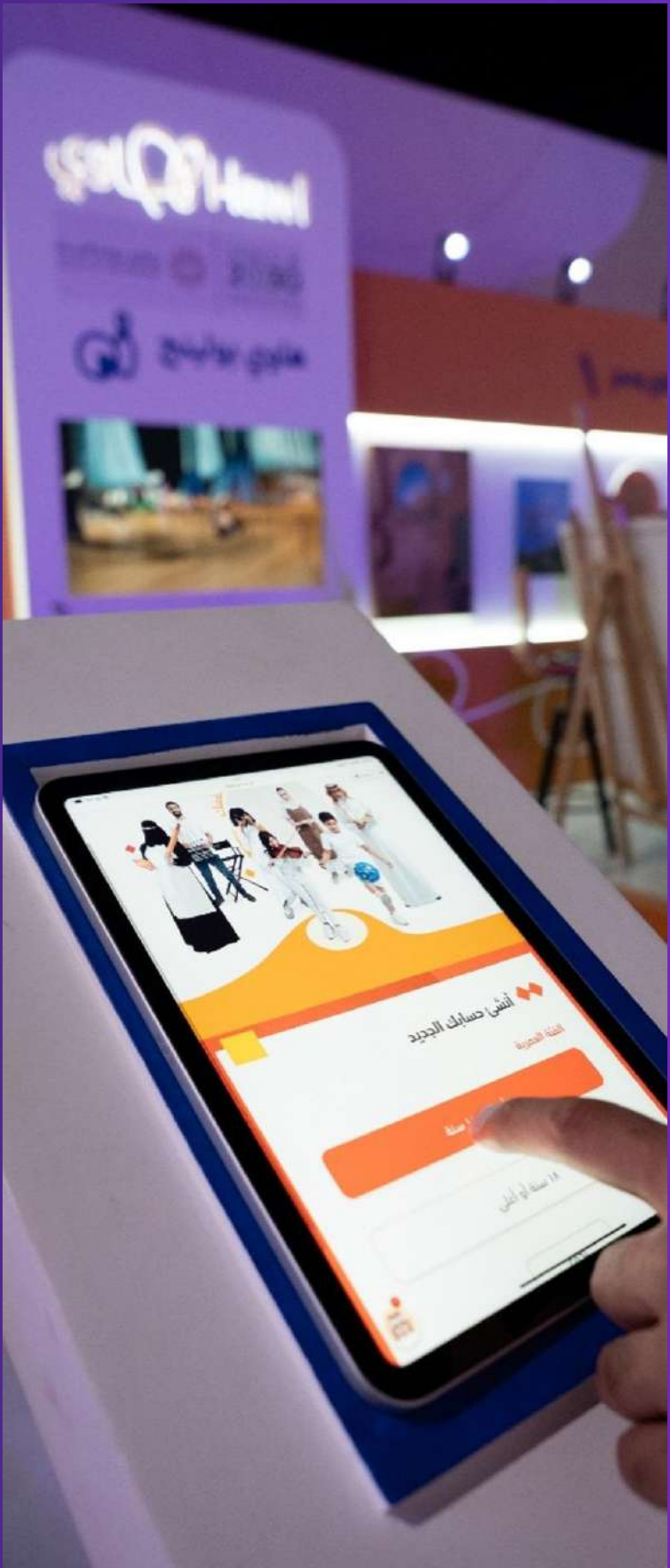
Planning

Design

Execution

Operation

Managing



# هافي Hawi

## Hawi Booth City Hub – Buraidah

2025

In a rich interactive experience, we played a pivotal role in integrated planning and execution, focusing on showcasing hobbies in an innovative manner that reflects creativity and renewal. Our role included effective event management, enhancing engagement with the visual identity, and analyzing performance to provide precise developmental recommendations.

The event featured a variety of hobbies that attracted significant interaction from visitors, including:

- Face painting for children and adults
- Bowling
- PlayStation gaming

Planning

Design

Execution

Operation

Managing



# هواوي Hawi

## Hawi Booth Activating Hobbies at the Ministry of Commerce

2025

In a rich interactive experience, we played a pivotal role in the integrated planning and execution of the event, focusing on showcasing hobbies in an innovative manner that reflects creativity and renewal. Our scope of work included efficient event management, enhancing engagement with the visual identity, as well as analyzing performance and providing well-considered developmental recommendations.

A distinguished set of hobbies was activated, which garnered wide interaction from employees, including:

- Sculpting
- Flography
- Playing Baloot
- Model making

This event contributed to fostering a spirit of interaction and creativity among the employees.

Planning

Design

Execution

Operation

Managing



وزارة البلديات والإسكان | وكالة الوزارة لتحفيز المعروض السكني والتطوير العقاري  
Ministry of Municipalities & Housing | Residential Supply Stimulus & Real Estate Development Deputyship



## Honoring Ceremony for Projects Awarded the Sustainable (Ajwad) Certificate – Cityscape

2024

We organized an honoring ceremony for projects awarded the Sustainable Ajwad Certificate in collaboration with the Ministry of Municipalities and Housing, attended by His Excellency the Minister, Mr. Majid Al-Huqail. The event, part of Cityscape 2024, celebrated contributions to quality of life and sustainability in Saudi communities. Our role included designing the visual identity, providing trophies and certificates, managing logistics and crowd control, and producing video documentation of the ceremony.

Planning

Design

Execution

Operation

Managing

Documentation



وكالة الوزارة لتحفيز المعروض السكني والتطوير العقاري  
Residential Supply Stimulus & Real Estate Development Deputyship

وزارة البلديات والإسكان  
Ministry of Municipalities & Housing



## Support and Empowerment Ceremony for Real Estate Developers

2024

Continuing the ministry's efforts to develop the real estate sector and investment opportunities, we organized the third Support and Empowerment Ceremony for real estate developers at Amkenah, in collaboration with the Ministry of Municipalities and Housing. The event was graciously attended and sponsored by His Excellency the Minister, Mr. Majid Al-Huqail, during the second edition of the Cityscape Global Exhibition. We designed the visual identity for the ceremony, provided trophies and certificates, and managed all logistical services and crowd management. Additionally, we documented, produced, and edited the event's video segments.

Planning

Design

Execution

Operation

Managing

Documentation



Richy

## Richy Winter collection launching ceremony

2024

We were delighted to design and execute the event for Ritchie Group, the most distinguished brand in the Saudi men's fabrics and fashion market, as they presented the finest wools in the world during Winter Ritchy 2025. Our work included documenting, producing, and editing the event's video segments.

Planning

Design

Execution

Operation

Managing

Documentation



## SAFCSP – LEAP

2024

The Saudi Federation for Cybersecurity, Programming and Drones Managing Saudi Federation for Cybersecurity, Programming, and Drones booth, prioritizing visitor experience and engagement.

Planning

Design

Execution

Operation

Managing

Documentation



Beem

## Beem App – LEAP

2024

Creating a BEEM application booth at LEEP 2024, showcasing its benefits, offering hospitality, and partnership opportunities.



NSG GEOSPATIAL  
SERVICES

## Taqnia ETS – World Defense Show

2024

Designing and executing the booth for Taqnia as well as planning and designing the visitor journey.

Planning

Design

Execution

Operation

Managing

Documentation



# Planning And Executing Celebration Of Saudi National Day 94 For Events Investment Fund

2024

We designed and executed the visual identity for the celebration, including all its requirements and creative designs, electronic invitations, hospitality services, and documentation through photos and videos. We also provided interactive activities that evoke feelings of pride and belonging to the National Day and Saudi art, such as the Saudi Ardah, the presentation of national melodies, the "Express Your Love for the Nation" wall, and many other interactive activities.

Planning

Design

Execution

Operation

Managing

Documentation



# Planning and executing Eid Al-Fitr event for the Events Investment Fund

2024

We meticulously planned and executed Eid Al-Fitr event for the Events Investment Fund, ensuring a seamless and immersive experience. The event featured a wide range of interactive activities aimed at fostering internal communication, strengthening bonds, and connecting its members. Additionally, we documented the event to capture its essence and significance

- Planning
- Design
- Execution
- Operation
- Managing
- Documentation



وزارة البلديات والإسكان  
Ministry of Municipalities & Housing

وكالة الوزارة لتحفيز المعروض السكني والتطوير العقاري  
Residential Supply Stimulus & Real Estate Development Deputyship



## Honoring Contractors and Real Estate Developers at Cityscape

2023

Under the patronage of the Minister of Municipal and Rural Affairs and Housing, Mr. Majid Al-Huqail, we planned, executed, and managed the honoring ceremony for contractors and real estate developers who completed transformation and empowerment programs during Cityscape 2023. We also handled the production of gifts for the honorees, documentation and coverage of the event, and provided hospitality services for esteemed guests and attendees.

Planning

Design

Execution

Operation

Managing

Documentation



## The Inauguration Ceremony Of Al-Fursan Suburb

2023

With the gracious presence of His Royal Highness, the Prince of Riyadh, and the esteemed Minister of Municipal and Rural Affairs and Housing, we had the honor of planning, executing, and managing the inauguration ceremony of “Al-Fursan Suburb,” the largest residential suburb in the Kingdom and a flagship project of the National Housing Company. Additionally, we undertook the task of documenting and producing video highlights of the event, as well as providing hospitality services to the distinguished guests and attendees.

Planning

Design

Execution

Operation

Managing

Documentation



# Modern Construction's Engagement In The Future Real Estate Forum

2023

As part of the Future Real Estate Forum 2023, we undertook the design and execution of the "Modern Construction" pavilion, which served as the government partner for the forum.

Design

Execution



# The National Housing Company's Participation In The 2023 Future Real Estate Forum

2023

In Amkenah, We have crafted the exhibition booth for the "National Housing Company," the strategic partner of the 2023 Future Real Estate Forum.

Design

Execution



نيوم NEOM

# Neom Safety Summit

2022

We have worked on the planning and management of the NEOM Safety Summit 2022, starting from conceptualization and building the visual identity of the event, to construction, design, implementation, and operational processes. We have provided logistical services, coordinated with international and local speakers, managed crowd control and registration solutions, and documented and covered the summit's events through various media channels.

Planning

Design

Execution

Operation

Managing

Documentation



# Graduation Ceremony Of Wa'ed 2

2022

"Continuing the National Housing Company's Journey in Youth Rehabilitation and Training for Saudi Fresh Graduates, as part of the 'Wa'ed' Program's Second Edition, our role involved managing and planning the graduation ceremony for the trainees. We built a unique identity for the event that resonated with the target audience, in addition to providing gifts, graduation certificates, and all logistical services. Furthermore, we produced informative videos about the program, as well as documented and covered the ceremony's events."

Planning

Design

Execution

Operation

Managing

Documentation



وكالة الوزارة لتحفيز المعروض السكني والتطوير العقاري  
Residential Supply Stimulus & Real Estate Development Deputyship

وزارة البلديات والإسكان  
Ministry of Municipalities & Housing



## Engineer Of Tomorrow

2022

“Under the patronage of His Excellency, the Deputy Minister of Municipal and Rural Affairs and Housing, we undertook the management and planning of the ‘Engineer of Tomorrow’ event, alongside documenting the event’s proceedings and providing comprehensive hospitality services to the distinguished guests and attendees.”

Planning

Managing

Documentation



OPERATION OF 'JAHEZ' COMPANY'S PARTICIPATION IN JEDDAH  
SEASON 2022 THROUGH CROWD MANAGEMENT AND LOGISTICS SOLUTIONS.

2022

Managing

Operation

Documentation



## NHC Participation in GITEX Dubai 2021

2021

At Amkenah, we have designed and executed the booth for 'National Housing Company' to participate in GITEX Dubai 2021 exhibition."

Planning

Design

Execution

Operation

Managing

Documentation



وكالة الوزارة لتحفيز المعروض السكني والتطوير العقاري  
Residential Supply Stimulus & Real Estate Development Deputyship

وزارة البلديات والإسكان  
Ministry of Municipalities & Housing



## Organization Of Elyan Workshops

2022

“Management and Organization of a Field Visit to Elyan Modern Building Products Factory for the Staff of Princess Nourah University, Alongside Providing Comprehensive Hospitality Services for the Visitors.”

Planning

Operation

Documentation



**TOGETHER, CLIMB EVENT PEAKS**

# OUR PARTNERS IN REVOLUTION

Leaving Legacies, Hand in Hand. Impactful Partnerships for Lasting Memories



برنامج جودة الحياة



الاتحاد السعودي للأمن  
السيبراني والبرمجة والدرونز  
SAUDI FEDERATION FOR CYBERSECURITY,  
PROGRAMMING & DRONES



الهيئة العامة للمنافسة  
General Authority for Competition



المؤسسة العامة لتحلية المياه المالحة  
Saline Water Conversion Corporation



نيوم NEOM



Riyadh Chamber



مندوق الاستثمارات



مدينة الملك عبد الله لطباعة  
الذرية والمتجددة KACARE



المركز السعودي للاعتماد  
Saudi Accreditation Center



السودة للتطوير  
Soudah Development



# UNSEEN EVENT POSSIBILITIES WITH US

# Thank You!

Our team is always ready and pleased to  
**TURN YOUR EVENT INTO.. EXPERIENCES!**



## Contact Us

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