

EVENTS PORTFOLIO



FRAMEWORKS

www.fwdxb.com



ABOUT FRAMEWORKS

Creative, Production & Event Agency

FrameWorks is an award-winning creative, production, event management, and AI marketing agency based in Dubai.

Since 2015, we have been the trusted partner for renowned brands and companies, delivering exceptional experiences across multiple touchpoints.

Discover how we can collaborate to elevate your business performance and achieve your strategic goals.

Our Expertise & Proven Track Record

FrameWorks has established itself as a leader in corporate media production and comprehensive event management, serving prestigious brands across diverse industries.

Our comprehensive service portfolio demonstrates our commitment to excellence :
Team Structure – A highly skilled multidisciplinary team comprising:

- Award-winning creative directors
- Expert videographers and cinematographers
- Professional editors and motion graphics artists
- Experienced event producers and coordinators
- Technical specialists and project managers
- AI marketing strategists

Awards & Recognition – FrameWorks has received multiple prestigious global awards, including:

- Best Business Leader Award by MENAA Awards 2018
- Global Excellence Promax BDA in New York 2015

Recognition for innovative event production and creative excellence



OUR TEAM



Mohanad Al Khairy
Founder / Managing Director

Jury Board Of PromaxBDA Excellence Awards
Award Winning Business Leader of the year 2018



Ram Nath
Head of Events

Designing Immersive Experiences for
Global Audiences



Helmi Ahmad
Creative Director

Stage & Live Shows Director & Show
Caller



Layal Watfeh
Composer / Events Sound Designer

Winner of 11 international awards

MAIN SERVICES



Events Production

Our event production services encompass everything from creative planning to execution. We handle technical needs, logistics, and ensure smooth event flow for corporate conferences, product launches, and entertainment shows. With expertise in audio-visual systems and real-time adaptability, we deliver memorable experiences that engage audiences and enhance brand impact.

Media Production

We deliver premium media production and streaming solutions using cutting-edge technology and award-winning creative expertise. From cinematic commercials to corporate films, our high-end cameras, professional editing suites, and live streaming capabilities ensure exceptional quality. We transform concepts into compelling visual narratives that engage audiences across all platforms, delivering measurable impact for your brand.

Drone Filming & Shows

We elevate storytelling with spectacular aerial cinematography and synchronized drone shows. Our professional drone fleet captures breathtaking footage from unique perspectives, while our choreographed drone light shows create mesmerizing displays for events. From cinematic aerial shots to large-scale drone formations, we deliver innovative visual experiences that captivate audiences and showcase your brand from new heights.





Mohanad Al Khairy

Founder / Managing Director

Jury Board Of PromaxBDA Excellence Awards
Award Winning Business Leader of the year 2018

Mohanad Al Khairy is a globally recognized creative leader and Managing Director at FrameWorks, bringing over 22 years of expertise to the media and production industry.

His distinguished career includes award-winning work with MBC Group and Al Arabiya News, where he created groundbreaking content including the acclaimed US election 2016 coverage utilizing cutting-edge technology such as Vizrt and Spider Cam & RealTime Graphics.

His creative excellence has been recognized with numerous international awards, including the 2015 Promax BDA Global Excellence Award, 2018 MENA Awards, and recognition as the 2018 MENA Best Business Leader.

Beyond his production achievements, Mohanad serves as a respected industry judge for prestigious competitions including Dubai Lynx, Promax-BDA, and Promax India Awards, where he helps set creative standards and recognizes emerging talent.

As an inspiring speaker, author, and business leader, Mohanad combines technical mastery across the advanced media production tools with strategic vision and collaborative leadership.

His bilingual expertise in English and Arabic, coupled with his deep understanding of global media landscapes, positions him as a thought leader driving innovation in creative media production.



Ram Nath

Head of Events

Designing Immersive Experiences for Global Audiences

A dynamic leader in events and experiential marketing with a proven track record of delivering world-class experiences across the broadcast, music, and entertainment industries. With a Master's degree in Media Management from Middlesex University and over a decade of hands-on experience, I bring both strategic oversight and creative precision to every project.

Ram led and show-called high-impact events for major networks and international clients, seamlessly orchestrating every element from ideation to live execution. My expertise spans across event curation, creative direction, stage and show calling, technical operations, artist relations, streaming & broadcasting, 3D experiential design, and large-scale venue management.

Whether it's a VVIP gala, a televised production, or a public activation, Ram specialize in crafting immersive environments that captivate audiences, elevate brands, and exceed expectations.

What sets me apart is a unique blend of artistic sensitivity and operational strength—rooted in a lifelong passion for visual storytelling, oil painting, and spatial design. From 2D concept development to 3D stage design, Ram build experiences that are not only memorable but meaningful.



Helmi Ahmad

Creative Director

Stage & Live Shows Director & Show Caller

Helmiz is a seasoned stage and live shows director with 15 years in broadcast event production, known for creating memorable experiences. His extensive portfolio includes over 100 on-air projects, such as:

- Head of MBC Group corporate events (10 years)
- Show director and producer for MBC live concerts (10 years)
- Show caller for Souk Okaz
- Director for King Salman soccer cup closing (3 years)
- Director for international concerts (Yanni, Nelly, John Legend, etc.)
- Producer and director for UAE National Day concerts (4 years)
- Promoter for Amr Diab concerts in Dubai (3 years)
- Head of broadcast for Riyadh Season Opening 2.0
- Director for DIAFA Awards and Red Sea International Film Festival
- Director for Al Maktoum Royal Wedding
- Show caller for Formula 1 Jeddah 2022 opening and closing ceremonies.



Layal Watfeh

Composer / Events Sound Designer

Winner of 11 international awards

Layal launched her career as a music composer at the age of 21, after working in several music production studios, including the biggest network in the Middle East, MBC.

In 2009 she opened her own studio in pursuit of her ultimate dream of composing for TV and Film. She started focusing on composing music for several different mediums including advertisements, TV series, documentaries, short films and feature films, across the Middle East, U.S.A, Canada, and U.K.

Besides being one of the biggest composers in the Middle East, she is also a very experienced voice over artist.

Layal was one of 300 handpicked talents from around the world to attend the Berlinale 2014 in Berlin, Germany.

In 2016 she signed a contract with Score A Score in Los Angeles, U.S.A. as one of their composers. As well as “Velvet Green Music”, in 2018.

Layal is the winner of 11 international awards, her latest being from the Global Music Awards 2018 in the US, and Hollywood Music In Media 2018.



Kamiran Kanjo

Show Caller

Kamiran Kanjo is a distinguished Drama Director and Event Management specialist with a robust background in theatre and a proven track record of executing large-scale international events.

As a sought-after show caller and event coordinator, he brings a sophisticated blend of creative vision and meticulous organizational expertise to every project.

Kamiran has managed some of the Middle East's most prestigious events, including COP28 Dubai Expo, the World Utilities Congress in the presence of UAE leadership, luxury brand launches for Audemars Piguet and BMW, and major corporate conferences for organizations like DEWA and EMPOWER. His expertise spans corporate conferences, government events, cultural celebrations, and high-profile entertainment experiences.

Driven by a passion for innovation in both arts and media, Kamiran consistently delivers exceptional, high-caliber experiences that exceed client expectations. His technical proficiency in event flow management, speaker coordination, and audiovisual synchronization has made him the preferred choice for recurring high-stakes events across the UAE and beyond.



OUR DESIGNS



IPS 2025 Dubai Land Department

Supply and installation of exhibition stand (23m x 15m x 4m height), inclusive of paint finish and flooring as per design, 4x touchscreen displays (55 inch), LED screen display with media server, spot and tracking lights, cladding, furniture rental as per availability upon rental dates, all necessary cabling, complete installation and dismantling.



OUR DESIGNS



IPS 2024 Dubai Land Department

Supply and installation of exhibition stand (23m x 15m x 4m height), inclusive of paint finish and flooring as per design, 4x touchscreen displays (55 inch), LED screen display with media server, spot and tracking lights, cladding, furniture rental as per availability upon rental dates, all necessary cabling, complete installation and dismantling.





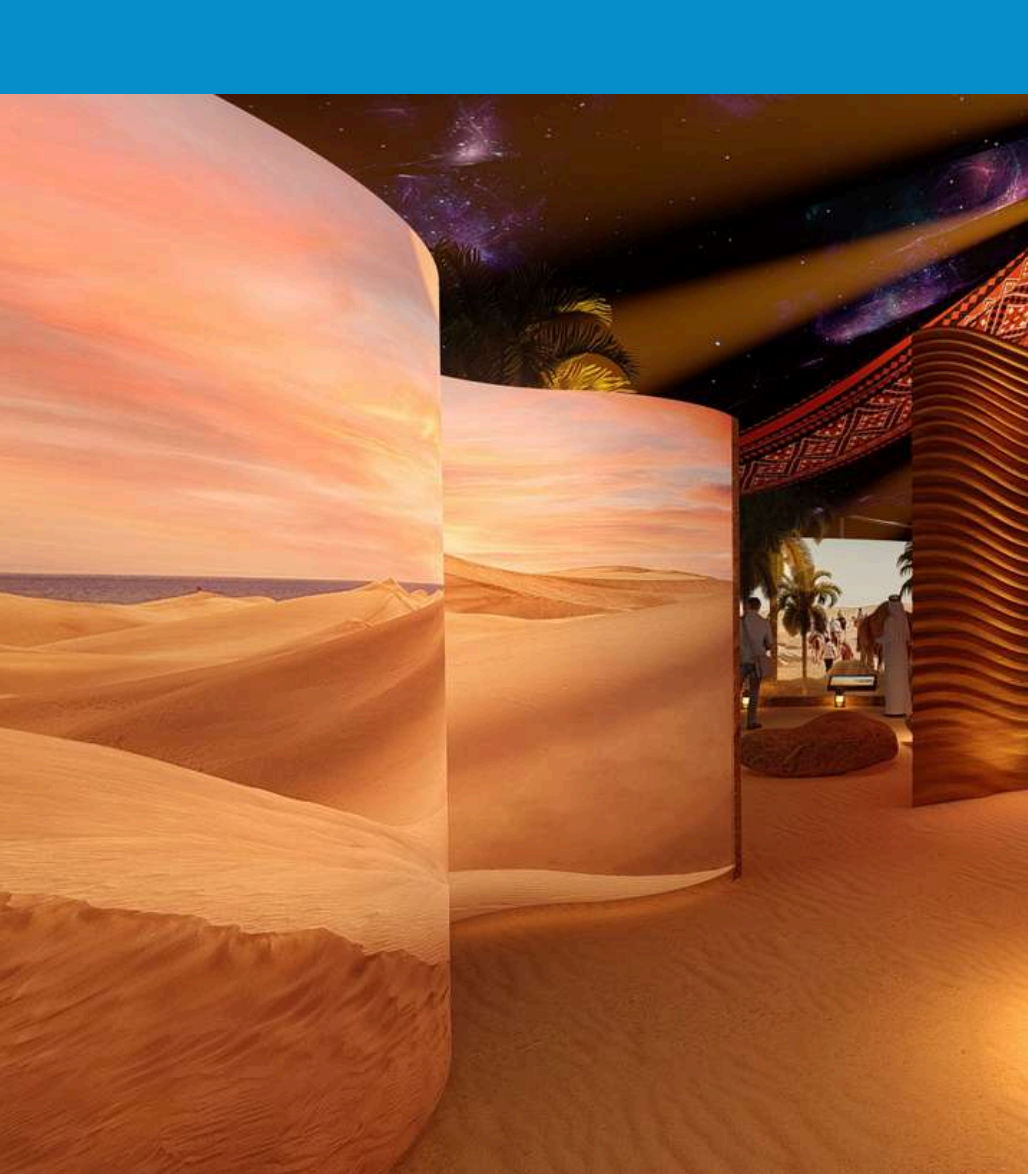
OUR DESIGNS



Symphony of the
Beginning
2024 - Camel Year KSA



OUR DESIGNS



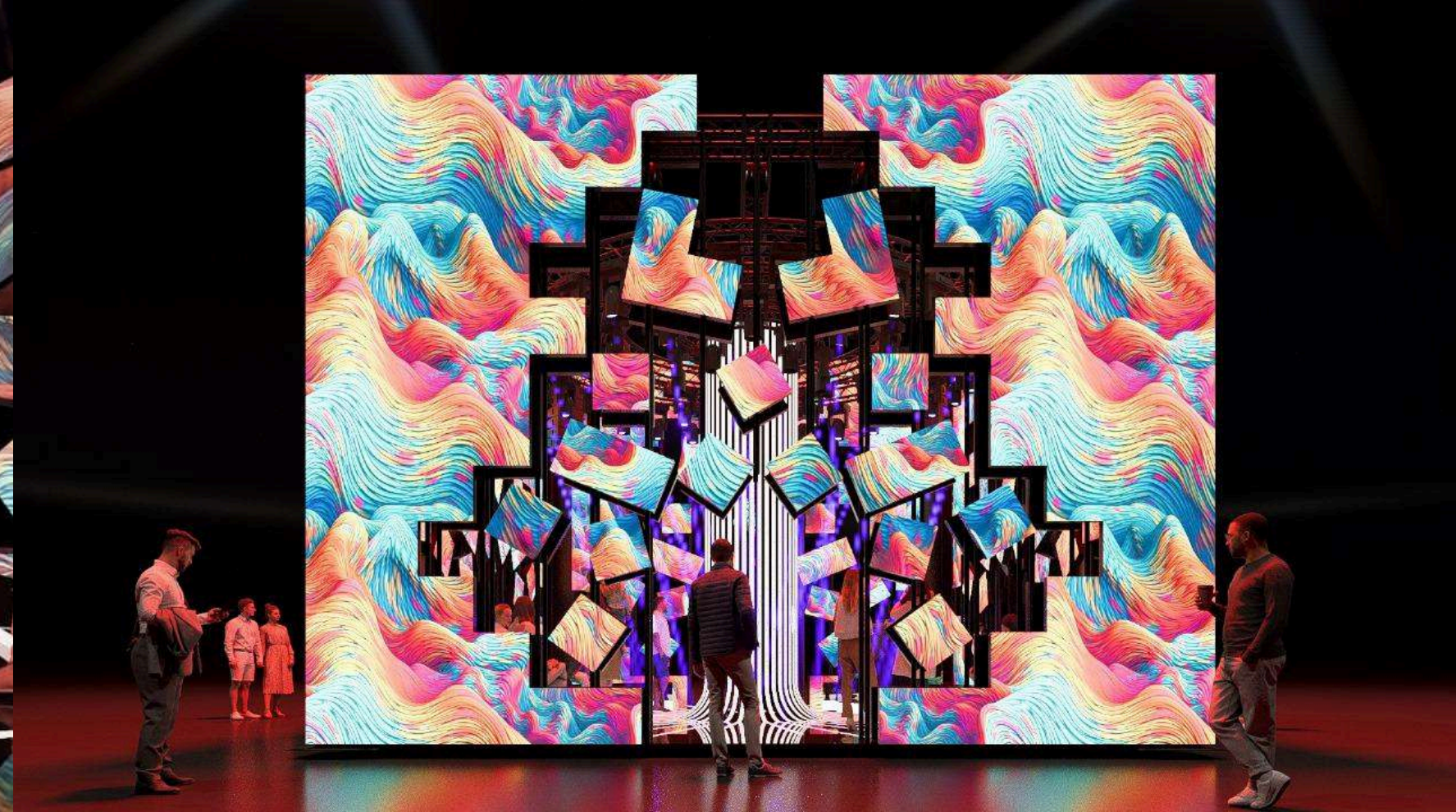
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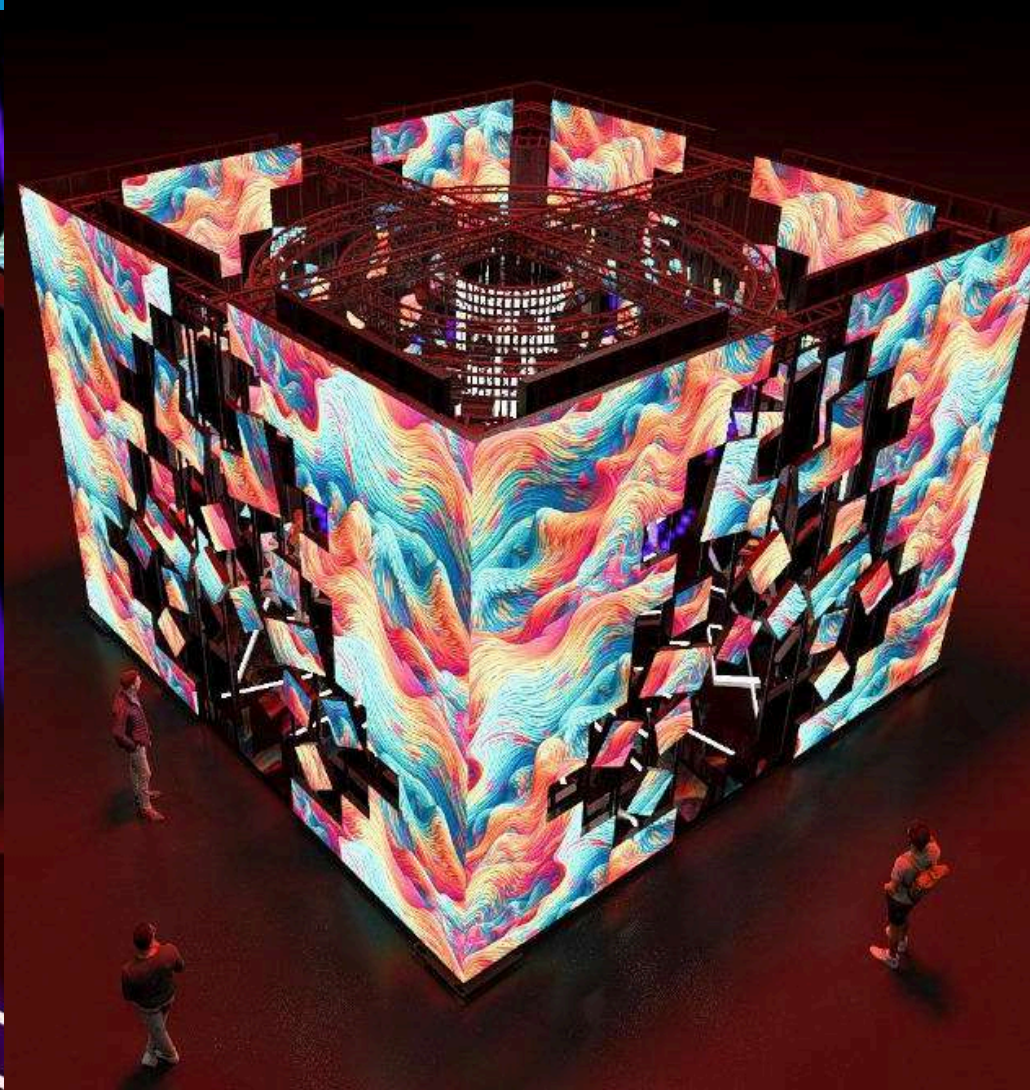
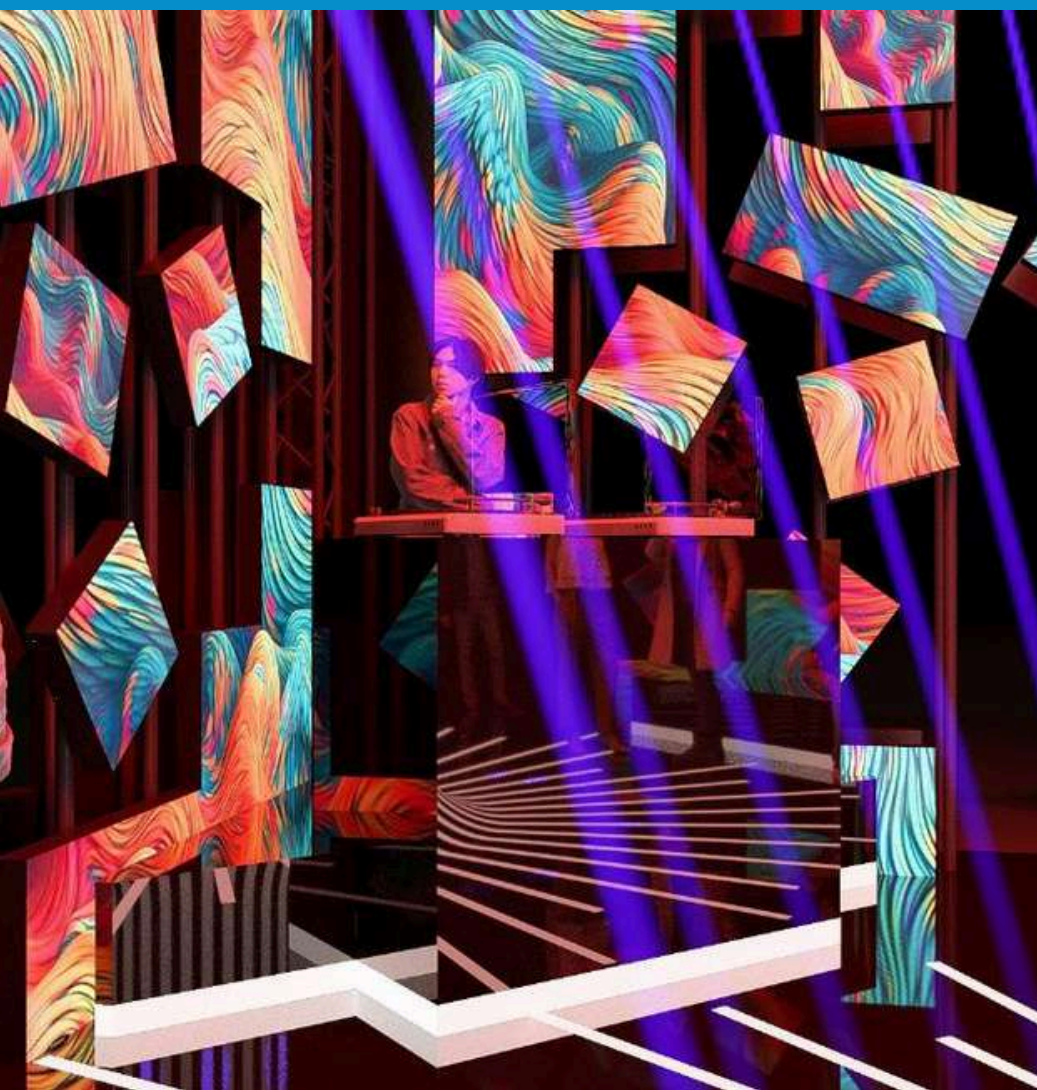
OUR
DESIGNS



Mbc Fomex Stand 2024



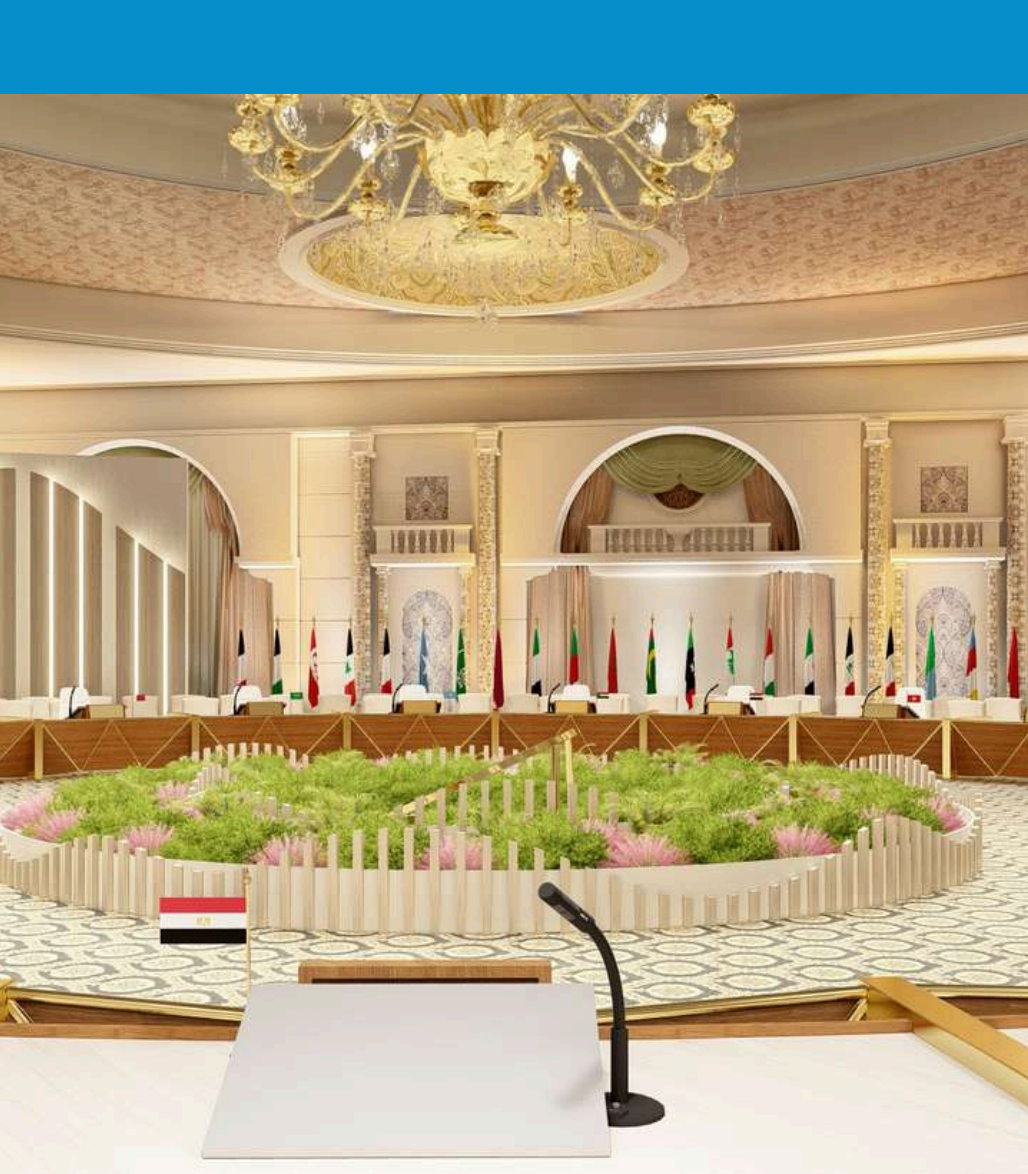
OUR DESIGNS



MBC academy finale
2024



**OUR
DESIGNS**



**ARAB SUMMIT
RIYADH 2024**



REFERENCE LINKS



Showreel A

[▶ WATCH NOW](#)

Showreel B

[▶ WATCH NOW](#)

ImmersiveExperience
/Hatshepsut

[▶ WATCH NOW](#)

MBC Riyadh

[▶ WATCH NOW](#)

REFERENCE LINKS



TikTok Riyadh



Al Arabiya 20th
anniversary



MBC Riyadh Launch



Al Arabiya 20th Anniversary



Our Clients

العربية
alarabiya

الحدث

الشرق
AsharqNews

GALADARI
كلداري

The Fred Hollows
Foundation

المستشفى الأمريكي
AMERICAN HOSPITAL

حكومة أبوظبي
GOVERNMENT OF ABU DHABI



دائرة الأراضي والأموال
Land Department



حكومة رأس الخيمة
Government of Ras Al Khaimah

مكتبة
محمد بن راشد
Mohammed Bin Rashid Library



تعليم
مؤسسة الإمارات للتعليم المدرسي
EMIRATES SCHOOLS ESTABLISHMENT

Our Clients

IFFCO  إفكو



 NOOR





Our Clients



CONCLUSION



FrameWorks is dedicated to utilizing its media expertise in collaboration with partners to deliver an exceptional brand experience and achieve growth objectives. By embracing a creative and innovative approach, we strive to develop a compelling brand experience that deeply resonates with audience.

THANK YOU

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