



## Event Marketing 360°: The Art of Engagement, The WOW Effect, and Future Technologies



**SUJOY CHORIAN**

Creative Technologist, Futurist,  
Serial Entrepreneur, CEO Optionllive



**PATRICK NARRACOTT**

FOUNDER OF "THE PARTYPLATFORM"



**GAURI CHADHA**

CO-FOUNDER & CREATIVE DIRECTOR  
OF "THE BIG NIGHT EVENTS"



**KATERYNA KHRISTI**

FOUNDER OF INTERNATIONAL  
EVENT AGENCY "OBRANICrew"

Featuring exclusive interviews  
with the architects  
of cutting-edge event design,  
audience psychology,  
and automated success.



**DENIS PANCHENKO**

FOUNDER AND CREATIVE DESIGNER  
OF CELEBRATION STATION UAE



**MIKHAIL OVCHINNIKOV**

Partner of Video Production Studio502,  
Director and Filmmaker.



**NIKITA MENSHOV**

ACTOR, EMCEE,  
FRONTMAN OF DRAMAQUEEN SCHOOL



**ANNA MANAF-ZADE**

Founder of "AMZ photographs production"







Discover  
with  
Atra



r Oman!

avel

+971 (50) 468-07-87 a@atravel.pro



05

## From the editor

A few words about this magazine from the publisher and editor - Sergei Larin

08

## The Future of events, AI, and Extended Reality

Sujoy Cherian on how AI and XR are reshaping engagement, live events today now, and transforming the industry

14

## Unlocking the WOW Effect Through Storytelling

Gauri Chadha on how storytelling shapes emotion, creativity, and the WOW effect in today's luxury events

18

## Automating Your Events Business

Patrick Narracott on using CRM, AI chatbots, and automation to simplify operations and scale event businesses

22

## Selling Results, Not Just Events

Kateryna Khristi on redefining event sales through client research, wow-driven proposals, outcome-focused strategy

26

## Balancing the budget and Beautiful

Denis Panchenko on how strategic budgeting, smart production, and emotional impact shape unforgettable decor

30

## Turning Moments into Assets

Mikhail Ovchinnikov on how documentary storytelling transforms event moments into powerful brand assets

34

## Mastering Audience Psychology

Nikita Menshov on why shared moments, psychology, and improv unlock deeper audience connection

38

## Why Lighting Is the Ultimate

Anna Manaf-Zade on how professional lighting transforms décor, photography, and the entire event experience

### EVENTMAG.ME

PUBLISHER & EDITOR Sergei Larin

GRAPHIC DESIGNER Sergei Larin

### WE ARE OPEN TO COLLABORATION WITH CONTRIBUTORS IN THE FOLLOWING AREAS:

CREATIVE

WEDDING

M.I.C.E.

DÉCOR

AV

CATERING

**CONTRIBUTING EDITORS,**

**WE ARE LOOKING FOR YOU!**

### CONTRIBUTING PHOTOGRAPHERS

Leo Skriabin

Yaroslava Kotova

Maxim Mitrofanov

Natalia Starikova

### COVER PHOTO

EventMania Festival

September 9 2025 Dubai UAE.

Photo by Leo Skriabin

### For advertising info:

[contact@eventmag.me](mailto:contact@eventmag.me)

+971(52)983-30-54

### We're social! FOLLOW US

[@eventmag.me](https://www.instagram.com/eventmag.me)

<https://www.linkedin.com/company/eventmag-me/>

<https://www.youtube.com/@eventmagne>

<https://eventmag.me/>

© 2025. EVENTMAG.ME plan to published four times annually by EVENTMAG.ME.

All rights reserved. No part of this publication may be reproduced in whole or part in any manner without written permission of the publisher.



# FROM THE EDITOR

Dear colleagues,

You are reading the first issue of EventMag.me — a magazine created by professionals, for professionals in the event industry.

Our vision remains clear: to build a publication that provides expert knowledge, sparks meaningful discussion, and serves as a practical hub for event creators working in Dubai and across the GCC. As the regional industry grows, so does the need for reliable, applicable, and experience-driven insights — and this is the foundation upon which EventMag.me is being built.

In this launch issue, we begin with what we believe is most valuable right now: practical interviews with the speakers of EventMania Festival and key information about the companies participating in the event. These conversations offer hands-on tools, real cases, and perspectives from those shaping today's MENA event landscape. This content reflects our commitment to usefulness above all.

As the magazine develops, EventMag.me will grow into a hybrid-format publication enriched with videos, checklists, deep-dive materials, and real-world case studies available on our website and future video channel. This approach will allow every reader to explore topics in greater depth and apply insights directly to their work.

Our broader mission also remains unchanged: to contribute to Dubai's reputation as a global hub for event tourism and to support the professional community with clarity, guidance, and shared experience.

Thank you for joining us at the very beginning of this journey. This magazine is for all of us — and for the industry we continue to build together.

**Warm regards,**  
Sergei Larin





# EventMania Festival Innovation and In for the Event Indu

**DUBAI.** September 9, 2025. The EventMania festival, which took place in Dubai on September 9, brought together over 400 event industry professionals. The event served as a unique platform for networking, sharing experiences, and discovering new formats. Our festival is first and foremost about people. They are the heart of EventMania. Professionals meet on both sides of the table: event organizers and contractors, each of whom is creating the future of the industry. The festival became a platform where these creative minds and ambitious entrepreneurs could find each other, exchange ideas, and conclude new partnerships.

## New Networking Opportunities

EventMania guests were able to personally connect with service providers who presented their solutions in an interactive format. The festival featured 20 exhibition booths, where it was possible to get acquainted with companies offering services from equipment rental and team building to gourmet catering and VR projects. Participants could create their own fragrance or consult with specialists on creating business platforms. The hall decor was once again handled by Celebration Station,





# Val 2025: Inspiration Industry

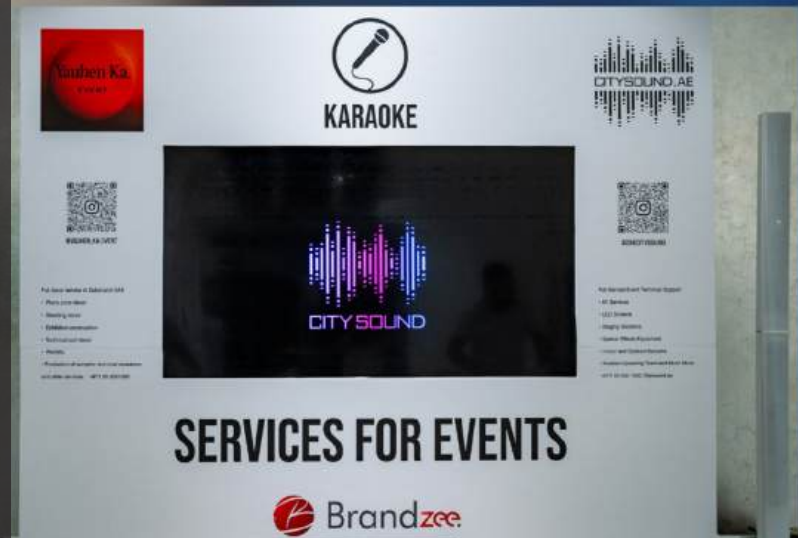
which presented vibrant accents in the form of balloons and umbrellas with floral arrangements in a fountain.

Special interest was sparked by EventMaze — a speed-networking format, where 35 participants presented their services to 200 potential clients in three minutes. The host of this dynamic session was Dmitry Paderin.

## Interactive Entertainment and Professional Insights

Unique entertainment zones were organized at the festival that simultaneously performed practical tasks:

- **Podcast Studio:** Participants could record interviews and receive finished branded video material.
- **Photo Zones:** Original photo zones with flowers and a big heart allowed guests to take high-quality photos and videos.
- **Entertainment:** Guests could receive consultations from an astrologer and a palm reader, participate in a tufting masterclass, and even sing their favorite song at a karaoke station.





# Future of Events, AI, and Extended Reality



Sujoy Cherian - Creative Technologist,  
Futurist, Resource Speaker,  
Group CEO Option1live

## Notebook LLM

Based on TED style talks at EventMania

**EventMag (EM):** *Mr. Cherian, with your three decades of experience in the tech space, you've seen firsthand how technology and entertainment are converging. What is the fundamental shift you are currently observing in the industry?*

**Sujoy Cherian (SC):** I'm seeing a significant blending of technology and entertainment, particularly with the integration of AI. This passion has driven me to focus on how we understand our audience today, which is a major component in deciding what content goes into events and ensuring a high level of engagement. We are moving from the physical era into the age of the digital, which necessitates blending the physical world with the digital world.

**EM:** *That blending seems critical, especially when considering audience attention spans. How have the latest generations changed the dynamics of engagement?*

**SC:** The transformation is quite radical. Today's generation is digitally native; they would expect everything to be digital, from physical phones to physical call sheets at events. However, this new digital landscape brings a big drop in attention span. Today, we face a scenario where approximately 100% of the audience has been lost in 20 minutes, resulting in an engagement ratio of about 20%. If we are designing content or entertainment, we must make sure we engage the audience on a whole new level if we want a high retention of attention. Until the early 2000s, content communication relied primarily on audio and visual inputs, much like cinemas; you sat and watched because there was no distraction. That has completely changed.



**EM:** So, how do event designers and content curators address this engagement challenge? What new approach is needed?

**SC:** We need to jump into an age of interactivity to engage a “third sense”. Engaging this third sense is when you start to secure the attention of your audience and achieve a higher retention rate. This means moving beyond standard audio-visual consumption to incorporate audiovisual plus haptic feedbacks plus sound with the effects of wind or etc., adding different layers of interactivity. This engagement prevents the audience from communicating with their personal devices and getting distracted, leading to a higher retention of knowledge.

**EM:** You often reference Extended Reality (XR). How does XR facilitate this necessary blending of worlds?

**SC:** Extended Reality is the overarching term that encompasses all of this—it is about extending reality between our physical world and our digital worlds. This includes terminologies like VR, MR, and the Metaverse. The blending happens using technology that gamifies the experience, and gamifying entertainment is going to be the game changer for our industry. For example, we are seeing hardware evolve to overcome previous barriers like dizziness in VR. The roto chair, for instance, allows engagement in a VR space without the user feeling dizzy or losing balance, keeping them grounded but moving with their motion. We also see technologies like six degrees of freedom (six DOF), such as racing simula-



(six DOF), such as racing simulators, bringing gamified, fly-through experiences to the entertainment industry.

**EM:** Looking ahead, what role does Artificial Intelligence play in making events more predictive and personalized?

**SC:** AI introduces the age of the predictive and eventually autonomous event. The adoption rate of AI platforms has been incredibly rapid; for comparison, it took Netflix approximately nine years to reach 10 million users, whereas OpenAI’s ChatGPT reached that subscription level in just three days. The entertainment industry must take advantage of AI to capitalize on engagement and make experiences more personalized. AI fundamentally changes how we stage our performances and content, moving from traditional

methodology into the next phase: AI and mixed media. Beyond that, AI agents can be used to create a whole ecosystem.

**EM:** To summarize, what is your key takeaway for the future of the events and entertainment industry?

**SC:** Moving forward, the engagement technology is going to completely blur lines between the physical world and the digital world. We need to start integrating AI, ride that wave as it arrives, and evolve with new technology in the market. Ultimately, we must achieve a synergy between technology, entertainment, and content creation.



**SCAN NOW!**

To see TED style talks by Sujoy Cheria at EventMania Festival



## DREAMLASER

### Multimedia Power for Extraordinary Events

For 20 years, Dreamlaser has been creating large-scale multimedia shows and installations that redefine event experiences. We specialize in laser shows, 3D projection mapping, immersive content production, and art-tech installations that transform spaces into unforgettable visual worlds.

With full in-house creative and technical teams, we handle every stage - from concept to showtime - ensuring seamless integration, speed, and precision.

Our portfolio includes collaborations with Riyadh Season, Ithra Theatre, Qatar ministries, and numerous private and governmental events across the GCC. WE also design complex interactive installations and brand activations that engage audiences and create perfect photo moments. Dubai | Riyadh | Worldwide [www.dreamlaser.com](http://www.dreamlaser.com)



## SoundDXB

SoundDXB is the UAE's leading provider of conference interpreters, simultaneous translation equipment, and tour guide systems. Founded in 2010 by Evgeny Sinelschikov — UN-rostered interpreter and member of AIIC — the company delivers world-class

linguistic support for events of any scale.

SoundDXB supplies Bosch simultaneous interpretation systems, professional translation booths, UN-qualified interpreters in multiple languages, and advanced long-range tour guide and whispering devices.

Our portfolio includes major global events such as the World Government Summit (2017–2025), ADIPEC (2016–2025), Gitex and Gulfood (2020–2025), UN COP28 Plenary, Expo 2020 pavilions, UN FAO Food Summit, WHO Digital Health Summit, UN-HABITAT World Urban Forum, Special Olympics Abu Dhabi, World Energy Congress, and many others.

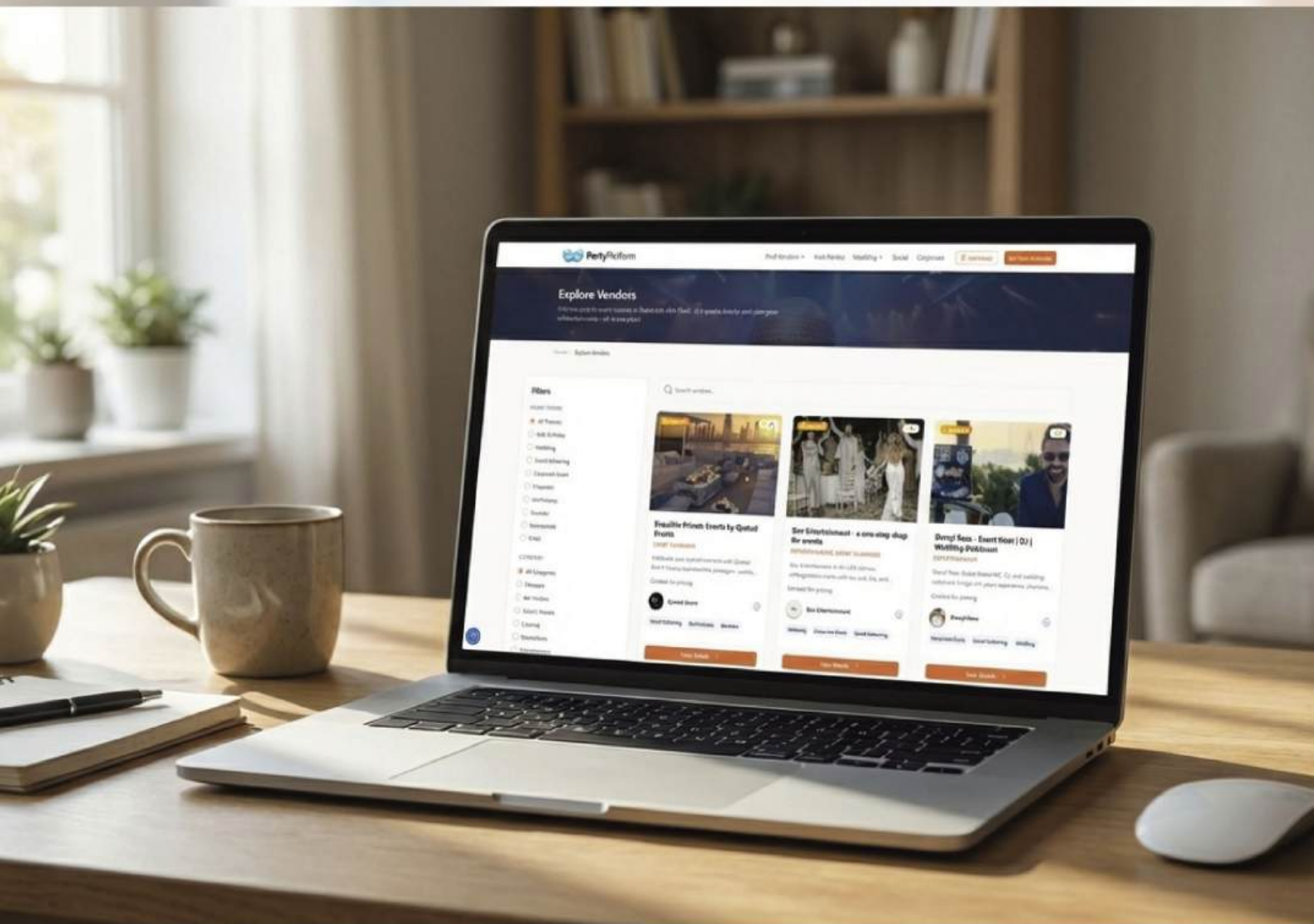
SoundDXB works exclusively with top-tier interpreters and offers exceptional quality and value across the UAE and beyond. +971 (50) 356-74-25

<http://www.soundxb.com>





# Join The UAE's Fast Growing Party Planner's Marketplace



Birthdays | Weddings | Corporate Events | Kids Parties |  
Plus Much More..



Add Your Business 







We are a team of experts in the Field of  
Digital LED Screens and  
Event management services.

Pixel Media was founded in 2010 as a manufacturer of led screens and video equipment, over the long years of implementation of installation projects, a parallel direction was the equipment rental business, we provided services for the technical support of any events around the world.

We managed to gather a team of professionals and combine them into companies to provide an impeccable service.

- |                 |                           |
|-----------------|---------------------------|
| Sound engineers | Visualizer Designers      |
| Light engineers | Engineer constructor      |
| Video engineer  | Assemblers installers     |
| Project manager | Simultaneous interpreters |

Having the ability to constantly improve and add the equipment park, maintain a staff of high-level specialists, we can provide very loyal prices to ensure the highest quality of technical support for your event.

- |                    |                      |
|--------------------|----------------------|
| LED Screens        | Stage & Truss        |
| Professional Sound | Special Effects      |
| Show Light         | Video Equipment      |
| Studio Light       | Instruments Backline |

#### Equipment integrator:

Pixel Media Company is a professional integrator of lighting, sound and video equipment. We install, program and renovate equipment in entertainment establishments (restaurants, nightclubs, concert venues) and we also offer ongoing maintenance and repair services for your equipment

YOU ARE WELCOME IN OUR OFFICE OR SHOWROOM IN UAE:

- Office: Al Amal St - Business Bay – Dubai  
The Opus by OMNIYAT - Designed by Zaha Hadid  
A1104-021 Al Amal St - يب - يراجت لا جيل خا
- Showroom: Zedklyn Compound - Dip 2  
- Dubai

- +971 58 512-48-42
- [info@pixel-media.ae](mailto:info@pixel-media.ae)
- [www.pixel-event.com](http://www.pixel-event.com)



PIXEL\_MEDIA\_ME



## ATRAVEL

### Meet Atravel — Inspiring, organizing, delivering.

We are an international team with 20+ years of expertise in event management and travel services. While MICE is our core strength, our capabilities extend far beyond. Atravel is your trusted DMC partner across the Middle East — UAE, Qatar, Saudi Arabia, Oman, and more.

We organize conferences, exhibitions, gala dinners, and VIP events; design tailor-made incentive and corporate programs; provide top accommodation options and full ground logistics from transfers to on-trip support. We also create customized sightseeing and entertainment programs and manage every detail from invitations to catering. Atravel is more than a DMC — it's a team crafting unforgettable journeys. From corporate events to exclusive VIP tours, we bring ideas to life for MICE, Leisure, and VIP travelers worldwide. We reveal hidden gems, immerse guests in local culture, and build personalized itineraries that make every trip truly memorable.

+ 971(50)468-07-87 [@atravelpro](https://www.atravelpro.com)



## AIRJOY ENTERTAINMENT

### AirJoy Entertainment – Where Emotions Come to Life

For more than a decade, AirJoy Entertainment has been transforming events across the UAE into unforgettable stories filled with color, laughter, and emotion. From giant mascots and walking animatronics to Neon characters, parades, and themed shows — we bring magic to hotels, malls, festivals, and private celebrations.

Each AirJoy character is a living emotion: the mischievous Grinch, the one-of-a-kind BearBrick hand-painted by an artist in Dubai style, the majestic Lion, the cheerful Christmas gnomes, and dozens more.

We design and produce our own costumes — creating unique, tailor-made concepts for clients and bringing to life what others simply cannot.

+971(54) 525-77-76

[@airjoyentertainment](https://www.airjoyentertainment.com)







Gauri Chadha - Creative director of "The Big Night" Award Winning Film Writer & Director, Actress

## Notebook LLM

Based on TED style talks  
at EventMania Festival

**EventMag (EM):** Gauri, thank you for speaking with us. Your presentation emphasized that we are all "natural-born storytellers". How does this philosophy translate into creating a successful event, especially in the luxury space?

**Gauri Chadha (GC):** At The Big Night, storytelling is what we do. Concepts are what truly transform an experience. We are all humans with real emotions, and that's what makes storytelling so special—every event has something different to offer. Sometimes we receive event briefs that look mundane on paper, and the challenge is bringing that to life and taking it a step further.

**EM:** When you receive a brief—whether for a corporate function, a social gathering, or a wedding—where do you begin the creative journey?

**GC:** You have to find the purpose. What are we really trying to achieve? Do we want people to feel hopeful, or connected to a brand? Then, because I come from a screenwriting background, I write a backstory. Every event has characters and a very long backstory. I need to dive into the world of bringing that characteristic to life before I even start creating the design. You need to step back, go a bit deeper, and ask yourself, "How do I build the world around it?"

**EM:** In the world of high-end events,

uniqueness is key. How do you ensure that your work has that unique "WOW effect" and isn't just a repetition of previous concepts?

**GC:** What we do at The Big Night, we do once, and we never ever do it again. Why? Because a story can only be told once exactly the same way. Ultimately, I have to find my own truth in what I am creating before I can ever expect anyone else to feel it. If you find your own truth and you follow that truth, I promise you it will protect you, and people will connect. Event briefs are beyond just words written on a page; they are the stories that are inside you.

**EM:** You shared several fascinating case studies. Can you tell us about



*"The Mirage Effect" and how you realized the client's emotional desire?*

**GC:** "The Mirage Effect" was a 50th birthday. The dynamic woman who was the client told me, "I just want to relax, I want to let my hair down, I want to feel beautiful". I was inspired by the Greek goddess of beauty, Aphrodit, who emerged from the sea foam.

My vision was to create an event that was the meeting point between the ocean and earth. We wanted guests to feel that connection. We created a floating staircase that appeared to be floating in midair, and curated handpicked entertainment

We used a bold color and customized costumes. One unique act started simply with characters eating at a table, watched by the audience. They suddenly broke out into a dance, which ended with one character taking a big, fat, juicy bite of a red apple in the middle of the dance floor. The audience roared because it was truthful and relatable.

**EM:** *You mentioned the difficulty of corporate briefs, citing the "Into the Void" event, where you were only given the company name, Cipher Capital, and the idea that they were "limitless". How did you break through that creative block?*

finally execute it.

**EM:** *Based on your experience, what is the most critical piece of advice you can offer to event creators looking to maximize their creative impact?*

**GC:** Don't let anyone ever dim your light. We often feel afraid that our idea is bad, or maybe people have done it already, or it's not unique enough. But if you find your own truth and follow that truth, your arts will always have your back. Please unleash your stories; they will guide you to creating real storytelling events.

# Unlocking the WOW Effect Through Storytelling

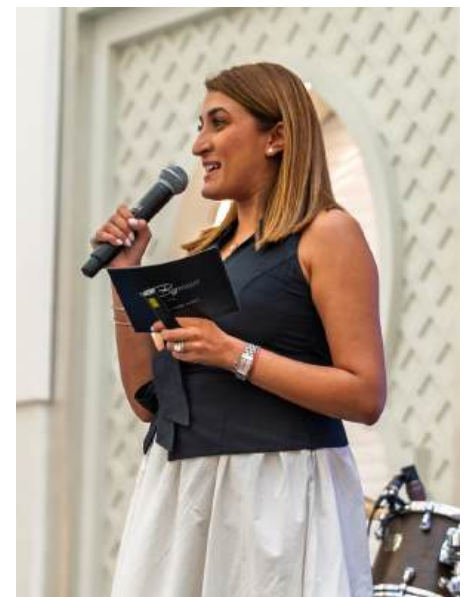
where the characters felt like they had walked completely out of the water.

**EM:** *You also discussed "Served," an event centered around the color red. It demonstrated how deep storytelling can emerge from a very simple initial request.*

**GC:** Yes, the client came to us with just one request: "I love red". I started diving in deeper—what does red mean? For me, it evoked a feeling of fury and a little bit of a rebellious rebel energy. This 50th birthday event became about breaking down the wall of societal restraint and allowing people to unapologetically be who they are.

**GC:** I struggled for two weeks; I thought I had reached the end of my creativity. I kept going back to the venue, panicking, thinking about the saying, "The sky is the limit". I realized we needed to break that idea.

I ran home and told my husband: "We're going to take skydivers and put them at 6,000 feet in wingsuits." Right when the CEO was speaking, we had them jump out of the plane with 20-meter-long fireworks coming from their legs, flying right over. It sounded crazy, but we had to make it happen, and we did. It shows the kind of emotion it takes to first have the idea, then believe in it, then convince everyone, and



**SCAN NOW!**

To see TED style talks by Gauri Chadha at EventMania Festival



## STUDIO 502

### Where Video Becomes Story

In a world where attention lasts only seconds, Studio502 creates films that captivate both the eye and the emotion. We tell the stories of companies, brands, and people, turning every project into a visual experience. From documentaries about business transformation to powerful event films and short branded series, our work blends aesthetics, meaning, and strategy. For over 20 years, the Studio502 team has produced content that strengthens brand trust and reputation. We reveal not just the final result but the journey behind it — the energy, the teamwork, the authentic moments. We film in Dubai and worldwide for those who want their story to be seen, felt, and remembered. + 971 (58) 804-81-47 [@studio502ru](https://www.studio502.ae) [studio502.ae](https://www.studio502.ae)



## NELLY'S CAKES

Founded in the Netherlands in 2004 and now based in Dubai, Nelly's Cakes is a premium cake design studio renowned for transforming events into extraordinary experiences. With over 17,500 bespoke creations delivered worldwide, the brand is celebrated for its artistry, precision, and

commitment to excellence. Specializing in luxury cakes for weddings, corporate functions, brand activations, and private celebrations, each creation is crafted through tailored consultations, from flavour profiling to design concept and seamless delivery. Partnering with Dubai's

leading venues, planners, and luxury brands, Nelly's Cakes blends culinary artistry with flawless execution, creating edible masterpieces that elevate every celebration.

+971 (58) 575-50-45

[@nellyscakestudio\\_ae](https://www.nellyscakestudio.ae)





BEOND  
FLY ABOVE



17

## BUSINESS, *redefined*

All-lie-flat seats. Gourmet three-course dining. Private jet-inspired service.

Experience the world's first premium leisure airline, crafted exclusively for luxury travel. Now flying routes connecting Dubai, Riyadh, Maldives, Milan, Munich, The Red Sea, and Zurich.



[flybeond.com](https://flybeond.com)



@flybeond



# Automating Your Events Business

## Notebook LLM

Based on TED style talks  
at EventMania Festival

**EventMag (EM):** *Patrick, welcome. Your background in the event industry goes back decades. Can you tell us what inspired you to shift your focus to technology and automation?*

**Patrick Narracott (PN):** Thank you! It's great to be here. My experience started way back in the late 1990s, working in my dad's business on high-end events in London. That experience truly inspired me to get involved in the event industry. I set up the first online marketplace in the UK in the late 1990s. Since then,

I've focused on helping businesses leverage technology to improve the customer experience and boost their overall sales.

**EM:** *You started your presentation by asking the audience how many channels they use to acquire customers—WhatsApp, Instagram, email—and many raised their hands for "all of those". Why is managing these multiple channels such a headache for event professionals?*

**PN:** The fragmentation leads to chaos and anxiety. When you're constantly bouncing between Excel, WhatsApp, Instagram, and email, it's easy to lose a lead or forget to

follow up. My main takeaway for everyone is learning how to implement a simple tool to free up your time and take away all the admin.

**EM:** *You highlight three key features we need to focus on today: CRM, AI/Chatbots, and Automation. Let's start with the CRM. How does this "brain in a box" revolutionize operations?*

**PN:** A CRM, or Customer Relationship Management system, is exactly that—a brain in a box. It's about working smarter, not harder. It allows you to keep everything in one place. With a CRM, you can connect it to all your acquisition channels—your



Patrick Narracott - Founder of "The party Platform", IT Entrepreneur





email, WhatsApp, and Instagram—so that all inquiries come into one single inbox. This eliminates the need to manage many different apps. At any time, you can see at a glance where every lead is, where every customer is, and where they are in the life cycle, whether they are a new sale, pending payment, or booked.

**EM:** *You demonstrated how helpful segmentation is within the CRM.*

**PN:** Absolutely. Once a customer is in your CRM, it's useful to segment them using tags. You might tag a customer who needs attention as "VIP," or differentiate between "business" and "private" customers. This keeps everything organized. Crucially, you can communicate back and forth via email, WhatsApp, or Instagram directly from the CRM tool, keeping all contact details, notes from phone calls, and documents in one place.

**EM:** *Moving on to AI. How can a small or mid-sized events business effectively utilize chatbots?*

**PN:** Think of an AI chatbot as a virtual team member who never sleeps, working at a fraction of the cost. If you're constantly answering the same questions across WhatsApp, email, and Instagram, the chatbot can handle this for you. They can be very well trained with the information you provide.

Beyond answering FAQs, they can look at your calendar, check availability, and schedule appointments with customers. They also have huge potential for capturing and replying to customer feedback. Deploying an AI chatbot on your website will show instant results. If the chatbot can't answer a query, it can defer it to one of your human team members.

**EM:** *Finally, you called automation "your superpower". How do we use*

*automation to improve the booking process?*

**PN:** Automation is where you set the rules and let the technology run, ensuring every customer is followed up on time. For example, if you send an invoice for a deposit and the customer hasn't paid, automation will track that and follow up repeatedly until they pay.

It's also crucial for post-event processes. As soon as an event is complete, automation can trigger a request for the customer to leave a review on your Google profile, which is important for your Google ranking. Automation, combined with a CRM and AI, frees up your time to allow you to concentrate on what you do best and potentially make more money.

**EM:** *What is the main takeaway you want event planners to focus on today regarding technology?*

**PN:** This is all about turning conversations into bookings. When you correctly implement AI and chatbots on your website, that website becomes a money-making machine. It's the start of a funnel: you attract the right traffic through Google or Meta advertising, the traffic enters your chatbot, moves into your CRM, and then you let the technology do the rest of the work.

**Patrick Narracott**

[Patrick@thepartyplatform.com](mailto:Patrick@thepartyplatform.com)



**SCAN NOW!**

To see TED style talks by Patrick Narracott at EventMania Festival



## DMITRY PADERIN



Worldwide host, moderator, interviewer, and a copy-and-paste of Jason Statham with a Russian accent. Worked at events in 12 countries. Based in Dubai

### Experience:

More than 12 years.  
Events for audiences from 4 to 20.000 people

### Languages:

Russian (native)  
English (fluent)  
Arabic (beginner)

### Event formats:

- Corporate events, conferences, presentations and business openings
- Weddings, outdoor

ceremonies and gender reveals

- Birthday parties
- Festivals

### Contacts:

[dmitrypaderin.com](https://dmitrypaderin.com)

+971 (54) 770-10-15

+7 913 481 6666

[@dima\\_paderin](https://www.instagram.com/dima_paderin)



## NADIA ADAMENKO

I'm Nadia Adamenko — a licensed freelance artist, crystallizer, and decorator. Under my brand Nadia Art, I design and handcraft unique art pieces: mechanical wings, wings for performances, frame-based wings, LED wings, as well as corsets, cloaks, mirror costumes, props, and themed accessories such as fans and headpieces.

I also create bespoke crystal portraits on glass, fabric, and other surfaces, and transform everyday items — from phone cases and microphones to helmets, instruments, glasses, and clothing — into sparkling works of art.

Beyond my creations, I host engaging art workshops for both children and adults. I thrive on challenges, love exploring new ideas, and welcome collaborations that bring creativity to life.

I would be delighted to discuss how my work can add a unique and memorable touch to your future projects.

+971(56)982-15-19

[@nadia\\_art\\_uae](https://www.instagram.com/nadia_art_uae)





## ANNA MANAF ZADE

I'm a wedding photographer, specializing in various styles of photography — from classic to lively and dynamic portraits, reportage, and creative use of lighting effects with both studio and natural light.

This versatility comes from working with clients of diverse ethnic cultures, whose preferences often differ dramatically: from strict classic balance and harmony to spontaneous chaos, emotion, and movement. But above all, I value capturing meaning — whether it's love or a historic moment. Regardless of the style, I strive for my photographs to be not just staged compositions, but natural reflections of life, love, and relationships through the prism of my lens. My goal is to make every image truly valuable and timeless for my clients.

If I were to describe my style in three words: storytelling, romanticism, and expressiveness.

The number of weddings, events, and various projects I've photographed: over 400.

+971 (55) 509-90-38

[@anna.manafzade.photo](mailto:@anna.manafzade.photo)

## ART FOR ART

At ArtForArt Dubai, we create bold statements through design. Our clients come to us not for decoration, but for experiences that inspire, engage, and leave a lasting mark. We craft immersive photo zones, sculptural objects, and large-scale installations that transform any event or space. Every project is developed with precision — from the first sketch to final installation — combining creativity with flawless execution.

Our strength lies in originality: each piece is designed exclusively for the client, reflecting their vision while elevating it to something unforgettable. Whether it's a wedding, festival, or corporate showcase, we deliver concepts that capture attention and spark emotion.

For those who demand more than ordinary solutions, ArtForArt Dubai is the partner that turns ideas into iconic realities.

+971 (54) 303-38-38 [@art\\_for\\_art\\_dubai](mailto:@art_for_art_dubai)





**Kateryna Khristi** - Founder of international event agency **OBRANICrew**



# Selling Results, Not Just Events

## Notebook LLM

Based on TED style talks  
at EventMania Festival

**EventMag (EM):** Welcome, Kateryna. As the Owner and CEO of your event agency, you've clearly seen significant growth in the market. Could you start by giving us a brief overview of your agency's scope and focus?

**Kateryna Khristi (KK):** Thank you. I started working as an event manager in an event agency company about ten years ago, and then I opened my own agency. Six years ago, we were handling only about six projects per month. Today, our business is predominantly corporate, making up 80% of our clientele, while private clients account for the remaining 20%. We handle

a wide variety of events, including corporate events, private parties, after-parties, and exhibition stands, depending entirely on the client's request.

**EM:** You emphasize the importance of preparation before even meeting a client. In the age of digital communication, why do you advise against just sending out a standard briefing form?

**KK:** In my experience, it is much better to prioritize an online or offline meeting rather than sending forms or tables to clients. The most crucial step is to study your client before the first meeting. This preparation should cover the company's history, the events they have held previously, and details about their future

customers and how many employees they have.

**EM:** What is the practical output of this deep pre-meeting research?

**KK:** This preparation results in two main internal documents. The first is a client report, which includes all the main information about the future customer. The second is a database, where we include all relevant links for that future client. When you have this information before the first meeting, you can spend more time discussing the future project rather than asking basic questions like, "Please tell me about your company or history?"

**EM:** Moving to commercial proposals, how do you ensure your pitch



*stands out? What role does visualization play?*

**KK:** We use two main documents within our commercial proposal. For an event proposal, we believe you must include a wow effect. In our agency, we achieve this by adding visualization. For example, we show the client an empty location and then overlay the visualization of how the proposed event will look in that space. We find this approach to be a very effective wow factor for increasing future sales. We also create a big presentation for each future client, which can include up to 100 slides per one commercial offer. If you are proposing specific detailed elements, such as a photo zone or stage, it is best to send only a few options, rather than only one.

**EM:** *A key piece of advice you gave was: "Don't sell the event, sell the result." Can you explain what event organizers should be focusing on instead of just the logistical details?*

**KK:** Clients do not need the event itself; they need what the event will achieve. You should sell the result

for your client. For instance, if a client wants to hold a conference, you should explain to them that the result will be about generating new leads. If the event is a gala dinner for their company or future brand, you must explain that the result is about brand awareness, media content, sharing, and posting.

**EM:** *That focus on results sounds complex, especially in the corporate world. What kind of timelines are standard for closing a deal with a corporate client?*

**KK:** In the event market, we generally don't have direct sales numbers; we pay attention to the closed deal. For service agreements with corporate clients, we spend anywhere from two to twelve months working on the deal. This requires building a long sales strategy. Furthermore, the work needed to create the commercial offer is extensive; our team spends more than 40 hours on each proposal for a corporation.

**EM:** *Finally, you touched upon personal branding. For event professionals, what is the right balance*

*between showcasing one's personal life versus the business itself on social media?*

**KK:** If you are building a personal brand, you should use your social media to tell people about yourself—your hobby, your passion, your family, and your emotion—not primarily about your business. This is because people follow people, they do not follow corporate brands. Conversely, when you create a corporate page, that is the appropriate place to share more cases about your successful events.

**EM:** *Kateryna, thank you for sharing your insights.*

**KK:** You're welcome! And for anyone interested in collaboration, we do offer an agency commission structure if you recommend clients who need event services, with commissions starting from 5,000 dirhams.



#### SCAN NOW!

To see TED style talks by Kateryna Khristi at EventMania Festival





## RASUL SAIFULLIN

I am the best kids' entertainer in Dubai. I will globally transform the children's events industry within the next 5–10 years. I already have my own team, a full base of costumes, and equipment for all popular show programs, as well as unique signature show performances!

For all kids' parties — contact me. And if you want to become part of my team, write to me about what you do and how you can contribute. I have a large-scale project that needs strong, interesting, versatile, and charismatic people with flexible thinking and the ability to adapt to anything! On the same level, I value devout, kind, and positive people with whom I share life values and principles. +971(50)871-03-46 [@rasul.saifullin](https://www.instagram.com/rasul.saifullin)



## DISPLAY SOLUTIONS HUB



Display Solutions Hub is a UAE-based company specializing in innovative advertising and branding materials for events, retail, and corporate spaces. We supply a wide range of high-quality products, including lightboxes, roll-ups, snap frames, flagpoles, A-boards, and customized display stands. Our mission is to help brands stand out with modern, durable, and visually striking display solutions. Whether it's an exhibition, mall activation, or outdoor promotion, DSH provides professional support from design to delivery, ensuring that every client's visual presence makes a lasting impact.

+ 971 (50) 379-09-40

[@display\\_solutions\\_hub](https://www.instagram.com/display_solutions_hub)



## CITYSOUND.AE

Citysound.ae provides full technical support for your events.

We are a team of professionals ready to make your occasion unforgettable. We offer everything needed for high-quality technical production of events of any format or scale, including:

- sound,
- lighting,
- LED screens,
- staging,
- multimedia equipment,
- special effects,
- mobile karaoke,
- and much more.

We are happy to collaborate with all event industry professionals who value quality and a professional ap-

proach. We are open to new partnerships, offer flexible and competitive pricing, and provide fast budget estimates.

+971 (58) 262-19-32 (Dmitry)

[@dxbcitysound](https://www.dxbcitysound.ae)

[Citysound.ae](https://www.citysound.ae) — your reliable partner for event technical production!



## FAIRMONT THE PALM



Fairmont The Palm is where contemporary luxury meets Arabian charm on Dubai's iconic Palm Jumeirah. With exceptional dining, a private beach, eight pools, a state-of-the-art gym, and the serene Art of Well-Being Spa, the resort offers everything needed for an unforgettable celebration. Our wedding packages start from AED 320 per person (minimum 80 guests) and include a range of premium benefits tailored to your vision. Choose the elegant Crescent venue for up to 120 guests, featuring terraces with Arabian Gulf views, or the grand Palm Ballroom for up to 400 seated guests with natural daylight and a spacious pre-function area.

Fairmont The Palm is also committed to sustainable, eco-friendly events that reflect your values without compromising luxury.

Your dream celebration begins here—crafted with style, care, and a greener future in mind.

+971(52)446-13-61 [Tatyana Berezovskaya](https://www.fairmontthepalm.com)



# Balancing the budget and Beautiful



Den Panchenko - founder and CEO of Celebration Station UAE

## Notebook LLM

Based on TED style talks at EventMania Festival

**EventMag (EM):** Denis, thank you for joining us. You are the founder of Celebration Station UAE, among other ventures like UAE balloons and Koda products. Could you share what inspired you to open your own decor company in Dubai almost two years ago?

**Denis Panchenko (DP):** Thank you for having me. I have been living in Dubai for more than 12 years. Almost two years ago, I decided to

open my own company dedicated to decor. My inspiration was simple yet powerful: to create magic and turn client dreams into reality. We don't just sell decor; we sell feelings, joyful moments, smiles for a kid, or happy moments for couples at big weddings. This was, and remains, my main goal.

**EM:** When a client approaches you with a massive imagination or dream, how does Celebration Station UAE simplify that process into a deliverable reality?

**DP:** Our work is very simple, but at the same time very powerful. When a client comes to us, they arrive with the imagination and the dream. Our process starts with an idea, which then leads to designs. The design moves into production, and eventually, it becomes the reality. Crucially, the production phase is very seamless for the customers, and they never see how it happens backstage. They come to us for our production and services, and they only need to see the perfection and the end result. We take care of all the behind-the-scenes magic, including manpower setup, safety, checkout, and quality checking.

**EM:** Your EventMania topic was focused on production and budgeting. How do you approach budgets—do you see them as necessary restrictions on creativity?

**DP:** Absolutely not. For us, budgets never have restrictions. We view the budget, first and foremost, as a powerful framework. We don't limit our customers with their budgeting, but at the same time, every design has its own price. We use the framework to prioritize what matters most and maximize the impact for every dirham they pay. Whether we are working on a small birthday costing 7,000 dirham, a beautiful helium balloon set for 790 dirham, or a luxury wedding costing 480,000 dirham, the end goal is always the same: making the magic and making the feelings. The number doesn't matter; the feeling at the end of the day is what matters.

**EM:** That's a great philosophy. Speaking of production, how do you





ensure efficiency and cost-savings without sacrificing that high level of quality?

**DP:** Smart production efficiency actually doubles creativity. Sometimes people think efficiency reduces creativity, but we have found the opposite to be true. We employ several smart techniques: we use mixed artificial flowers, we reuse products and modular decor in order to recreate some projects, and we do this



to help save our customers' budget. We also depend on our own logistics and transportation. Furthermore, we work with the best suppliers and partners in the market to create a seamless experience.

**EM:** *To conclude, what is the single most important element you strive to deliver to every single client, regardless of the size or scale of their event?*

**DP:** When I opened the company,



I insisted that I didn't want to sell only the decor. I want to sell feelings. We are here to deliver joyful moments and happy experiences. We try to ensure that whatever we do for the clients, they never feel that they are outstanced; they only need to see the perfection when they receive our services.



**SCAN NOW!**

To see TED style talks by Denis Panchenko at EventMania Festival

**KODA PRODUCTS AND ACCESSORIES**

**Celebration Station UAE is proud to offer premium-quality Koda products of German origin, renowned for their superior craftsmanship and innovative design.**

**Perfect for professional event decorators and enthusiasts, Koda products simplify balloon treatments while delivering exceptional results.**

☎ **+971 52 433 41 31 / +971 56 366 28 75**  
✉ **CELEBRATE@CBN-STATION.COM**

  
**CELEBRATION STATION**  
Design. Flowers. Balloons







## NATALIA BADRAN

Create a scent that exists only for you!

Join our masterclass to craft your own perfume from 30 single essential oils — in a group or individually.

Pick the notes that touch your soul, and I'll blend them into your unique personal fragrance

This is more than perfume — it's your energy, individuality, and sensuality in every drop.

A unique experience, inspiration, and an atmosphere you'll never forget.

Price: 5 ml — 150 AED | 10 ml — 250 AED

Limited spots available!

Book now and gift yourself a perfume that will be entirely yours!

+ 971(58)595-20-11 [@nata.badran](https://www.instagram.com/nata.badran)

## BEST FRIEND SHOW

Best Friends Show is a team that knows how to amaze both kids and adults. For over 20 years, we've been creating events that leave unforgettable memories: from children's birthdays to corporate parties, weddings, and festivals. Our programs always deliver a wow effect. Tesla Show with real lightning, Cryo Show with the magic of liquid nitrogen, Paper Show that turns the hall into a storm of fun, laser tag that can be played even in the desert, giant mascots and superheroes coming to life before your eyes. We never use ready-made templates — each show is adapted to the venue and the guests. Safety, emotions, and a unique atmosphere are our top priorities. We believe that a celebration is not just a date on the calendar, but an experience that unites and inspires. If you want an event where your guests forget about their phones and live in the moment, send us a DM. **Best Friends Show — where true happiness begins.**

+ 971 (50) 309-37-09 [@bestfriends.show](https://www.instagram.com/bestfriends.show)





Since 2016, I've been hosting events across the UAE, Kazakhstan, Russia, Montenegro, and Armenia. My experience covers weddings, corporate functions, yacht parties, and large projects such as the BRICS Investment Forum and Sales Boot Camp in Dubai. I've successfully managed themed



**ARTUR BABAEV**  
occasions including Italian-style weddings, mafia parties, and national celebrations, while working with clients and representatives from countries like Ireland, Egypt, the UK, Saudi Arabia, Turkey, Germany, and many more. What makes me stand out is a strong cultural awareness, the



ability to mimic languages and accents to connect with people, and a unique mix of reliability, calmness, humor, and improvisation that ensures every event is engaging, professional, and unforgettable.  
+ 971(55)518-83-92

[@arthur\\_dubaeu](https://www.instagram.com/arthur_dubaeu)



## ISSA KHALOUF

Issa Khalouf Professional bouzouki and oud player And leader of the Bayat Music Band I present music from all over the world to suit all tastes I have a wonderful mix of these musical styles that reflects my own unique musical identity I am a member of the Syrian Artists Syndicate and a member of the Emirati Musicians Association I have given numerous solo concerts and with my band, playing the bouzouki and oud, and they are always crowned with success and leave a wonderful impression on all those who attend, + 971(54)503-55-37 [@issakhalouf](https://www.instagram.com/issakhalouf)





# Turning Moments into Assets

## Notebook LLM

Based on TED style talks at EventMania Festival

**EventMag (EM):** *Mikhail, Studio 502 has deep experience in video production. What defines your approach to event content, particularly now that you are based in the dynamic business environment of Dubai?*

**Mikhail Ovchinnikov (MO):** Our goal is always to create videos that make events unforgettable. We know how to turn an event into a long-term asset. We have over 20 years of experience filming everything from concerts and exhibitions to global conferences. For the last three years, I've been based here in Dubai, the heart of the Middle East's creative scene. We recognize that here, visual identity is not a

luxury; it's a language. Our team of over 15 professionals—including directors, cinematographers, and marketers—produces a wide range of content, including brand films, commercials, interviews, and event visuals, crafted fully from concept to delivery, before, during, and after a show.

**EM:** *Your personal background is quite remarkable, involving a great deal of documentary work in extreme environments. How does that expertise inform your current work in event videography?*

**MO:** My focus back in Russia was documentary filmmaking. I specialized in difficult industrial and expeditionary filming for TV channels. For example, I've parachuted to the North Pole to film a documentary about an ice base and lived in a tent on the ice for two weeks. Now, I see my work with events as an intersection of documentary and events. While we film almost everything in Dubai—corporate videos, YouTube content, and events—my documentary background allows me to pull out a single, useful idea to share. I also try to show respect to Arab culture by wearing kura and hra, which I find comfortable and free, even while filming.

**EM:** *The core idea you shared at EventMania was about leveraging content to transform an event into a long-term asset. Could you elaborate on this key concept?*



Mikhail Ovchinnikov - Partner of Video Production Studio502, Director & Filmmaker





**MO:** The central idea is simple, and anybody can use it: you can film your clients, or even the clients of your clients, to increase their loyalty. Traditionally, event video is just something small, perhaps a two-minute reel released after the show. We learned that by applying a documentary approach, you can elevate your clients to be “stars on the screen”. This deep form of recognition generates incredible loyalty.

**EM:** *Your presentation included a fantastic case study involving Kärcher. What exactly did they do, and what were the results of that documentary event?*

**MO:** Kärcher, which produces and sells cleaning equipment, hired a TV production company (with me involved) after the pandemic to film a documentary about their clients—cleaning companies. The idea was

to showcase how these companies worked and fought the virus during the pandemic in places like hospitals, metros, and hotels. Later, Kärcher rented a movie theater and invited all their clients to a premiere of the film, which was titled, *The fight with pandemia: “The clear truth”*.

It was a powerful experience. Cleaning companies don’t usually attend film premieres, and for most of them, this was their first time at such an event. They were shocked to see themselves on the big screen. They were invited on stage for speeches and received presents. They described it as one of the most wonderful events in their lives. Importantly, the film is now on Kärcher Russia’s YouTube channel and has 140,000 views, demonstrating its value as a long-term content asset.

**EM:** *That’s a powerful testament to*

*the value of client recognition. Are you applying this documentary approach to any current projects in the event space?*

**MO:** Yes, Studio 502 is applying this model right now. We are currently making a documentary for the next EventMania about the best events in Dubai and how they are created. We have about half of the film completed, but we are looking for a couple more companies to join. It is a chance for companies to show themselves on the big screen, and it’s absolutely free for them to join, offering us a chance to open the door to future projects. Join us to open new opportunities!



**SCAN NOW!**

To see TED style talks by Mihalis Ovchinnikov at EventMania Festival



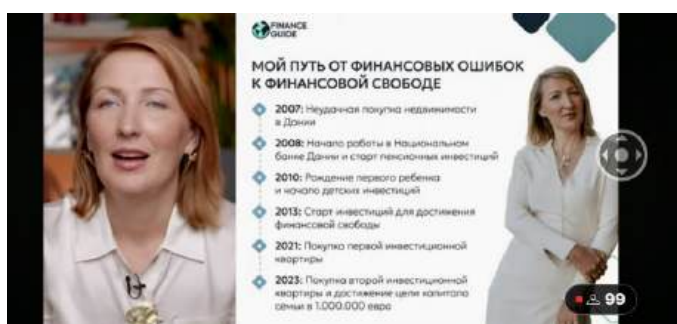


## MBP STUDIO

Hosting webinars and live streams can be stressful, which is why our studio takes full responsibility for all technical aspects. We rehearse in advance, prepare backups in case of equipment failure, and ensure the broadcast starts exactly on time. Clients can focus solely on their content while we create a comfortable atmosphere, original visual solutions, and beautiful shots.

Our experience and consistent practice allow us to minimize risks and stress. So if you want to run an online broadcast or a high-converting webinar with maximum impact, we will organize it in our studio or at any location convenient for you.

+971 (56) 602-98-68 [@mbpodcast\\_studio](https://mbpodcast.studio)



## PALETTE 33



**Palette 33 isn't just catering** — it's emotion, storytelling, and unforgettable experience design. Guided by the principle "Emotion first. Flavor follows," Palette 33 transforms dining into a powerful journey that sparks connection and leaves a lasting impression. Whether it's private dining, large-scale celebrations, experiential events, brand activations, or exclusive pop-ups, every menu is crafted to reflect your vision, culture, and desired emotional impact. With a process built on deep consultation, tailored design, and flawless execution, Palette 33 delivers more than taste — it creates moments guests will talk about for months. Luxury brands, creators, and private clients choose Palette 33 for immersive events, elevated brand presence, and memories that linger long after the last bite.

Your event deserves more than food.

It deserves emotion. **It deserves Palette 33.**

+971(50)352-13-26 [@palette33.ae](https://palette33.ae)



## NIKITA MENSHOV

Nikita Menshov — actor, host, and public speaking coach, founder of his own acting school in Dubai. For more than 12 years, he has been performing on stage and hosting events, creating an atmosphere of ease, engagement, and true celebration.

As a host, Nikita has a unique talent for reading the audience, bringing people together, and turning any occasion into a lively and memorable show. His style combines improvisation, energy, and the ability to make everyone feel involved.

Alongside his work on stage, Nikita develops DramaQueen School, where he trains people in public speaking and acting. His mission is to help individuals unlock confidence, courage, and charisma — the qualities that turn every performance into unforgettable. + 971(58)570-75-07 [@menshoff](https://www.instagram.com/menshoff)



## PALMIST ANDREY

Chiromancer–Numerologist–Psychologist. I can see the course of events in your career, destiny, and relationships (marriage, divorce, compatibility) and help adjust them. I identify strengths, talents, and abilities in both children and adults that support self-realization and professional growth.

Consultations last up to 5 hours depending on the complexity of the questions, offered online or in person.

My work is based on a combination of sciences:

- Dermatoglyphics (fingerprint patterns)
- Chirolgy (hand shape, structure, lines and markings on the palms)
- Birth date numerology
- Psychological analysis

+971(50)954-99-53

[@andrei\\_maltsev\\_dubai](https://www.instagram.com/andrei_maltsev_dubai)







Nikita Menshov — actor, host, public speaking coach, founder of his own acting school in Dubai

# Mastering Audience Psychology

## Notebook LLM

Based on TED style talks  
at EventMania Festival

**EventMag (EM):** Nikita, thank you for joining us. You highlighted that the industry is changing and the audience is evolving. Why do event professionals need to focus on implementing "new mechanisms" right now to influence audience presence?

**Nikita Menshov (NM):** Thank you. That's absolutely right. The audience is evolving, and therefore we need some new mechanisms to be able to influence their presence. If you look around, sometimes the

energy is just very low. My presentation was dedicated to helping people understand how they can elevate that energy, whether they are running a conference, a big event, or a small event.

**EM:** You started your talk by having the audience estimate their current energy level on a scale of 1 to 10. What is the importance of first assessing, and then actively raising, the energy in a room?

**NM:** When I started, judging by what the audience was doing, I believed the energy was very low. Assessing

the energy (where 1 is wanting to sleep and 10 is wanting to jump and dance) provides a starting point. The goal is to see if we can elevate that energy up.

I teach tricks on how you can elevate the energy of your audience. For example, the exercise we did involving counting up to three, then taking away numbers and replacing them with actions—like clapping instead of 'one,' standing up instead of 'three,' and making a noise instead of 'two'—is a simple, yet highly effective way to achieve this.

**EM:** These exercises involve a lot of physical and mental engagement. What is the psychological theory behind why these "stupid" activities build trust and connection?

**NM:** That's the magic! Many people try to make the audience jump, but the audience often thinks, "Why am I doing this?" and that's not really engaging. What we did was more than just focusing the audience;



they became more energized. The reason trust and connection increase is because we did something together. There was a shared experience. When you clap or jump or make a noise with me, and I participate at the same level as you, we share that experience. Psychologically, you become more connected to me than you were before.

**EM:** *Your background is in improvisation. How does your experience with improv inform your approach to audience psychology and engagement?*

**NM:** My background is improvisation. Improv is something that truly brings people together. Because they have this shared experience, people tend to open up more, be more focused, more connected, and more "live". Even if an audience seems diverse and not everybody is engaged, I can still manage to take the focus I need and make it work.

**EM:** *For event organizers who might lose connection with their audience mid-event, what two concrete things do you recommend they do to reconnect and maintain confidence?*

**NM:** I recommend two things. First: If you feel you have disconnected from the audience, it is okay to ask them. It is okay to make eye contact and play a little game—like the counting game, or asking those initial rapid-fire questions about names or favorite colors—to make them understand that you are here for them. If that works, you immediately feel more connected psychologically.

Second: Take an improv class or an acting class. Give it a go. Every time you are in a situation where you are not aware of how to react or what to respond, or you feel you lost the connection, this training helps you feel calm inside, confident inside, and connected with the audience.

**EM:** *Beyond your work as an MC and actor, you are the frontman of your own acting school in Dubai. What is the focus of your teaching experience today?*

**NM:** My teaching experience is mostly focused on English for corporate works and for huge companies. I also run courses for Russian-speaking people. My core philosophy is about helping people get the different images and characters they have inside out, so they can be more connected with the audience they are speaking to. Staying connected is key.



**SCAN NOW!**

To see TED style talks by Nikita Menshoff at EventMania Festival

## PHOTOGRAPHER LEO SKRYABIN



**+971 (55) 539-64-56**





## TUFTING TIME

With four branches across Dubai (two locations), Sharjah, and Abu Dhabi, we offer a unique, fun, creative, and therapeutic experience for all ages and genders. Learn to tuft vibrant rugs and wall hangings in our cozy workshops. We cater to birthday parties for kids and adults, family gatherings, team building, corporate events, summer camps, outdoor events, and special occasions or more. Master the tufting gun to weave yarn into unique designs, guided by our expert instructors. No experience is needed—we provide all materials, allowing you to create a take-home rug or wall piece tailored to your style. We can't wait to see you unleash your creativity with us! Call 800-TUFTING (8838464) or visit our website ([www.tuftingtime.com](http://www.tuftingtime.com)) for upcoming dates, pricing, and group discounts, or contact us to book at one of our branches in Dubai, Sharjah, or Abu Dhabi.

## PAVEL BACH

Over 20 years of professional experience in magic and illusion. Performed at more than 1,000 private and corporate events across Europe, the Middle East, and Asia. Focus on guest entertainment and comedy-driven magic. European tour with a full-length concert show in major cities.

Collaborations with international brands including Dior, Coca-Cola, Refiriesen Bank, and America's Got Talent. Regularly invited to luxury weddings, high-end galas, and international festivals. Shows adapted for bilingual and international audiences (English, Russian).

Worked with leading event agencies in Spain, Italy, France, Monaco, Cyprus, and Dubai.

Open for collaborations with Dubai-based agencies.  
+34627084012

[More about me](#)  
[@pavelbach\\_magician](#)





## WALK ON WATER EVENTS L.L.C.



Innovations that transform every event into an unforgettable experience. WOW Platform – a transparent, modular installation that creates the surreal illusion of walking on water. Perfect for weddings, luxury events, and media activations, it becomes the visual centerpiece of any show. CUSHII Water Lounges – illuminated, water-filled lounge beds with integrated cooling and LED glow, designed in Dubai for beaches, resorts, and VIP events. They bring relaxation, wellness, and style to any setting.

Water Pillows – playful, soft islands for children and adults alike, turning waterfronts and festivals into joyful, interactive zones. Each concept merges art, technology, and comfort, redefining leisure and visual storytelling in the UAE

+971(58)153-78-00

[www.walkonwater.ae](http://www.walkonwater.ae)

## THE PARTY PLATFORM



The PartyPlatform is the UAE's all-in-one event planning marketplace that makes organizing any occasion simple and fast. It connects users with verified vendors and venues for kids' parties, weddings, engagements, anniversaries, yacht events, corporate gatherings, and more.

The platform brings everything under one roof—cakes, catering, décor, entertainment, planners, photographers, yachts, limousines, bartenders, makeup artists. Users can browse photos, videos, reviews, and send instant WhatsApp quote requests. All vendors are vetted, with clear service details and pricing ranges.

The built-in "Ask Sara" AI Assistant helps find the right services based on event type, budget, and preferences. Vendors get marketing tools, analytics, verified badges, and subscription tiers to boost visibility. With hundreds of vendors and thousands of monthly visitors, The PartyPlatform is becoming the go-to destination for booking event services across the UAE. + 971(58)506-31-55

<https://www.thepartyplatform.com/>



# Why Lighting Is the Ultimate

Anna Manaf-Zade - Dubai based Photographer with 400+ weddings experience



## Notebook LLM

Based on TED style talks  
at EventMania Festival

**EventMag(EM):** Welcome, Anna. As the founder of AMZ Photographers Production and a veteran of the wedding industry, you have a unique perspective on event design. Can you share a brief overview of your background?

**Anna Manaf-Zade (AMZ):** Thank you. My name is Anna Manaf-Zade, and I am a wedding photographer. I have been in the wedding industry for nine years and have been living in Dubai for 12 years. Today, I am here to discuss the power of light and how it elevates your event to the top.

**EM:** Your presentation focused on a critical debate: the importance of light versus décor. What did you find when discussing this with clients and event pros?

**AMZ:** It's a simple but very important subject. If you ask most clients—I believe about 90%—they will say that décor is more important than the light. However, in a

conversation I had with an event planner, she stated the importance was 50/50. She felt that the lights were extremely important, not even 1% less important than the décor.

**EM:** And where do you, as a professional photographer, stand on this debate?

**AMZ:** If you ask me as a photographer, I will tell you that light is more important than the décor. The reasoning is straightforward: you, the decorators and event planners, can create the whole event just using light, resulting in a lighting décor without needing to add a single flower. This can be very beautiful. But if you create an elaborate décor and do not use light, nobody will simply see it. If you have the most luxurious décor in the whole world but lack light, it will never be seen or appreciated by the guests.

**EM:** That is a powerful assertion. Why is light so central to a photographer's work?



**AMZ:** We photographers work exclusively with the light; it is our raw material. It is, in fact, the language we speak. Every time we shoot a décor setup, we can immediately tell if the lighting is elevating the décor or destroying it. This knowledge is critical and can help event planners, decorators, and the lighting team level up their projects.

**EM:** *Can you provide a concrete example of how beautiful décor can be ruined by poor lighting choices?*

**AMZ:** I have seen situations where there was beautiful décor, but because there was no light, nobody—not the cameras, not the guests—could enjoy the beautiful details and flowers that the florist made. The money invested by the client was lost. Another critical technical problem I see again and again is the use of mixed white color shades. White lights have different shades, such as warm white light or cool white light. If you use at least two colors that are far apart in the range, the decor will look “dirty” in photos and videos. Consequently, all those carefully selected shades of fabrics, flowers, and textures will be lost; they will not look the same as planned.

**EM:** *You also gave an example concerning specific installations, like a catwalk or structure. What is the key lesson there?*

**AMZ:** If you are planning structures or flower arrangements, you always have to plan the light together with these arrangements. For example, if there is a catwalk with special flower arrangements on both sides,



but the light is only on the stage, the flowers on the catwalk will be in complete darkness. The guests will not appreciate them because they simply will not see them. If you don't plan the light above the flowers, you could actually save the budget on those flowers because they will be invisible anyway.

**EM:** *Budget is often the challenging part. When clients ask to compromise, arguing that lighting is too expensive, how can planners convince them that light is the last place to make a cut?*

**AMZ:** This is the most interesting part, as the clients often feel they have paid for the food, the hotel, the flowers, and the structures, and thus “don't need a light”. The explanation should bring their imagination to the theater. Theater does not exist without the light. When you put a light on people, it becomes a performance. As an event planner, every time you create an event, you create a theater, and you are sup-

posed to follow those rules. Think of the big shows of major stars like Michael Jackson or Jennifer Lopez. If they didn't have those huge lighting shows, they would not be big stars—it would just be a radio performance. The show truly starts when the light comes in.

**EM:** *That analogy certainly frames the necessity clearly. What is your final message to the event industry professionals reading this?*

**AMZ:** My purpose is to encourage you to never compromise on professional lighting. Understanding light, mastering it, and teaching its importance to our clients can truly transform the entire event industry. May our entire event industry grow and shine because of your vision and your dedication.



#### SCAN NOW!

To see TED style talks by Anna Manaf-Zade at EventMania Festival



## GOOSE & GOURMET

All dishes are prepared directly on-site and served fresh and hot. We arrive at your location and create a fine-dining experience right where you are.

We bring a full gastronomic celebration to your event — complete with equipment, ingredients, atmosphere, and emotion.

- 20+ menu options with signature dishes
  - Professional service
  - Chef with 15+ years of experience
  - We travel to all Emirates across the UAE
  - Aesthetic presentation of creative cuisine
  - Customized menus tailored to your request
- We set up a luxury restaurant at your location — impressive, refined, and delicious. We create culinary masterpieces to suit any event format, from appetizers to main courses.

Full gastronomic support: we arrive, cook, and serve! + 971 (50) 707-85-77 [@goosecatering](https://www.goosecatering.com)

## RICH BAND

The ultimate live music experience!

- ✓ Over 2,000 unforgettable events
- ✓ Toured 15+ countries worldwide
- ✓ Private performances for presidents and heads of state
- ✓ 500+ hits in 11 languages (English, Arabic, Russian, Spanish, French, Italian, etc.)
- ✓ Musicians who've worked with global stars: Sergey Zhukov (Ruki Vverh!), Alexander Revva, Aleksey Chumakov and more
- ✓ From elegant duo to explosive 15-piece live

show with dancers & light

Weddings that feel like movie scenes. Corporate parties where CEOs dance on tables. Yacht sunsets that never want to end.

One band. Any vibe. Zero compromises.

RICH BAND DUBAI – the only live act that gets standing ovations from billionaires and sheikhs alike.

Book the best or regret forever.

+7(985)369-16-69 [@kaver\\_gruppa\\_richband](https://www.kavergruppa.com)





CallGear is a B2B SaaS company offering an omni-channel communication platform powered by AI.

*With CallGear, businesses can:*

Integrate seamlessly with their CRM or digital tools  
Collect structured communication and marketing data

+971(4) 597-37-27

Track your employees' performance in **real-time** with Supervisor's Workplace

colgear

colgear | Daily monitoring

Active employees: 12, 9, 18, 12.5

Revenue: 4, 15, 15

colgear | Dashboard: Monthly Team

colgear | Monthly revenue: 26,12,99

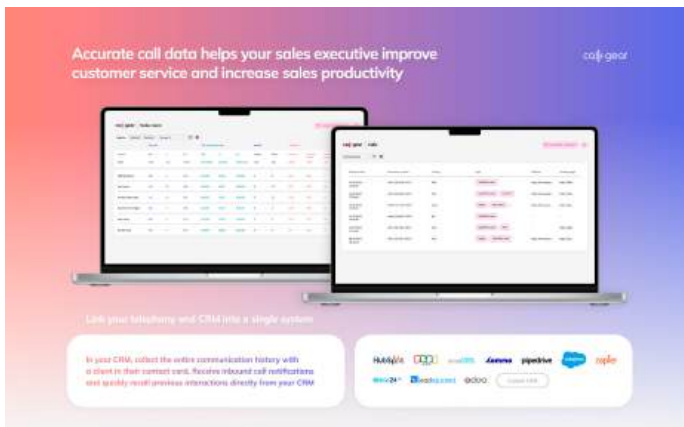
colgear | Total revenue: 4,183

colgear | Total revenue: 1,451

colgear | Total revenue: 235

colgear | Total revenue: 235

colgear | Total revenue: 235



## A professional studio portrait of a woman with long, dark, wavy hair. She is wearing a black blazer over a white t-shirt and a delicate gold necklace. Her arms are crossed, and she has a slight smile. The background is a dark, neutral gradient.

I help people decode their unique life map, overcome uncertainty, and align with the opportunities that are truly meant for them. My readings combine deep astrological analysis with practical guidance, giving you a clear vision of where you are, what's coming next, and how to make the most of your strengths and talents.

+971 (55) 552-62-00 [@xeniashammas](#)

You can also read **my forecast on page 42-43**



# Astrological Forecast

## What the Stars Reveal Years Ahead

### Where are the major planets right now?

**Jupiter in Gemini** — until June 2026  
Jupiter expands our intellect, communication, and learning. The world of knowledge, information, and technology is growing rapidly! For example, the explosive development of artificial intelligence AI. People are learning faster, and transportation and mobility systems are improving. By June 2026, new forms of transport and delivery may emerge.

**Jupiter in Cancer** — June 2026 to June 2027  
During this period, Jupiter enhances everything related to our emotional needs and security. Comfort and peace of mind will improve. New laws may support families, providing more stability and protection. This period will bring us closer to our roots & traditions. Buying land in rural areas may increase. Home, family, and heritage become more important. The real estate market may stabilize, making



ast 2026:

## Reveal About the

prices more affordable for families to buy houses.

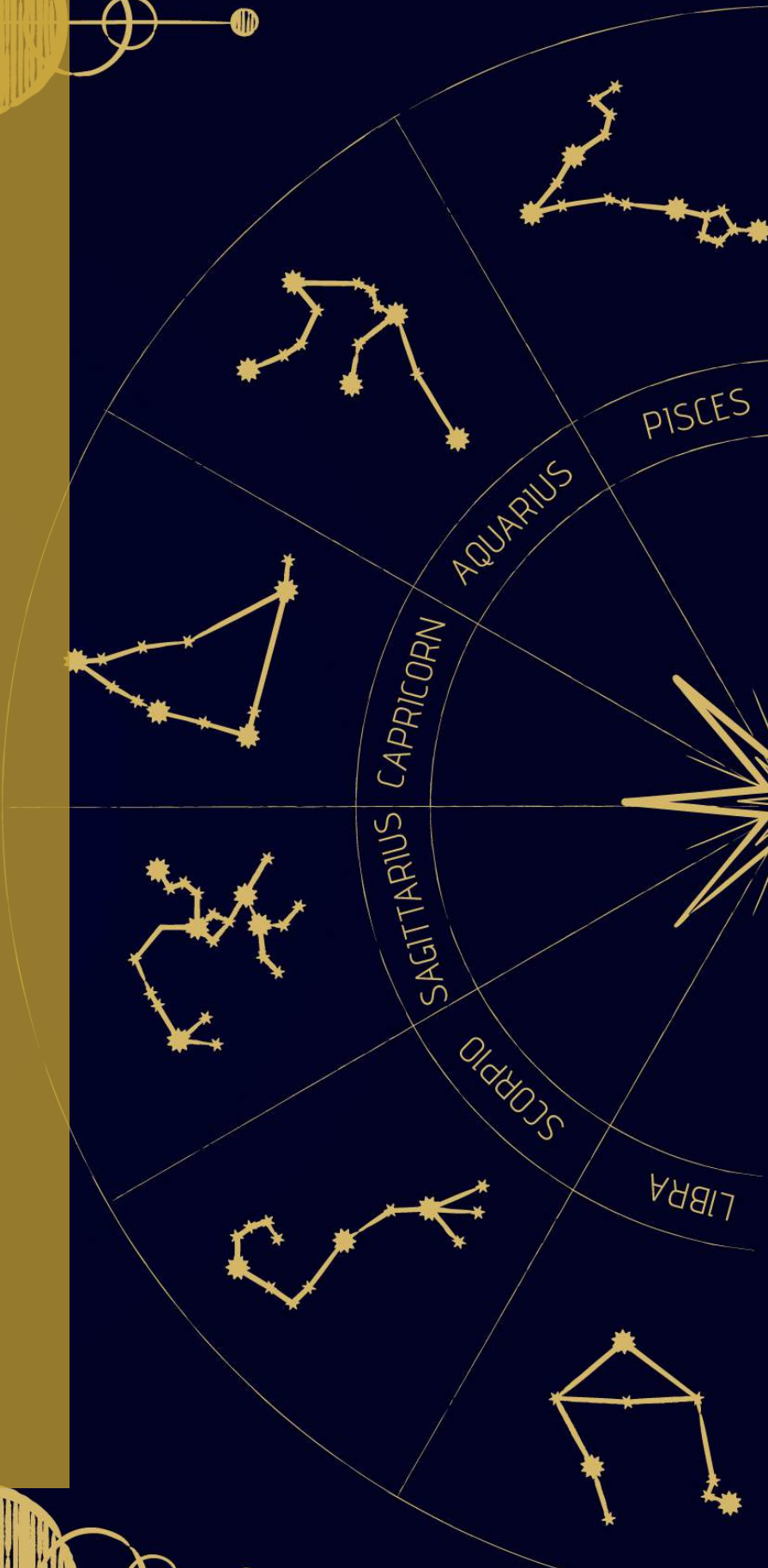
**Rahu in Aquarius** — until 5 December 2026

Rahu entered Aquarius in May 2025 and will remain there for another year. This signals a wave of new inventions, technologies, and innovative ideas. It awakens creativity, originality, eccentricity, and breaking boundaries through unique concepts.

**Saturn in Pisces** — until 3 June 2027

During this period, Saturn urges us to work more deeply on our imagination, subconscious mind, and spirituality. We need to embrace creativity and learn how to master our thoughts. Reading, writing, meditation, and learning new languages can be especially beneficial. Those who neglect their inner work may face challenges such as anxiety, dependency, or vulnerability to escapism, including drugs or alcohol.

*Author - Xenia Shammass*



# Your Ultimate Event Permit Guide



**Organizing events in Dubai requires an official permit from the Dubai Department of Economy and Tourism (DET), formerly known as the Department of Economic Development (DED). The permit application process depends on the event type, scale, and venue. Below is a detailed guide based on official sources and information from specialized agencies.**

## 1. Determining the Event Type and Requirements

Before applying, identify the event category: private, corporate, public, concert, or exhibition. The event type affects the required documents and approval stages. For large public events, additional permits from entities like Dubai Police or the municipality may be needed.

Key considerations:

- Venue (open space, indoor, hotel, public area)
- Expected number of attendees.
- Presence of ticket sales, alcohol, pyrotechnics, or other elements requiring special permits.

## 2. Preparing Required Documents

Submit the following basic documents via the DET portal or specialized agencies:

- Permit application: Completed through the DET portal

or services like Platinumlist or Fast Approvals.

- Organizer's passport details: Copies of passports for all responsible persons, including organizers and partners.
- Event description: Detailed plan including date, time, venue, format, and target audience.
- Company license: Valid commercial license in the UAE if organized by a legal entity.
- Safety plan: For public events—crowd management, fire safety, and evacuation plans.
- Additional permits (if needed): From Dubai Municipality, Dubai Police, or Dubai Civil Defence for special requirements (alcohol, pyrotechnics, street activities).
- Passport-sized photos:

For all key participants listed in the application.

For events in special zones like DIFC,

- a No Objection Certificate (NOC) from DIFC administration may be required.



### 3. Submitting the Application

Applications can be submitted via:

- DET official portal: Use the DET client portal for on-line submission, requiring registration and document uploads.
- Third-party agencies: Companies like Platinumlist, Fast Approvals, Evolution Dubai, Scream Dubai, or Xenial Events offer permit services, simplifying the process (with additional fees).
- Direct DET consultation: Recommended for large events to clarify requirements.

### 4. Coordination with Other Authorities

Depending on the event, additional approvals may be needed:

- Dubai Police: For events with large crowds or in public spaces.
- Dubai Municipality: For outdoor events or use of public spaces.
- Dubai Civil Defence: For fire safety and pyrotechnics.
- RTA (Roads and Transport Authority): For events affecting traffic. These are typically coordinated through DET but may require extra documents or on-site inspections.

### 5. Payment and Timelines

Permit cost: Varies by event type and attendance. Small private events may cost from 500 AED, while large public events may cost thousands. Check exact fees on the DET portal or with agencies.

Processing time: 3 to 14 working days, depending on complexity. Some agencies offer expedited services for a fee.

### 6. Receiving the Permit and Hosting the Event

Upon approval, DET issues an official permit to be carried during the event. Organizers must:

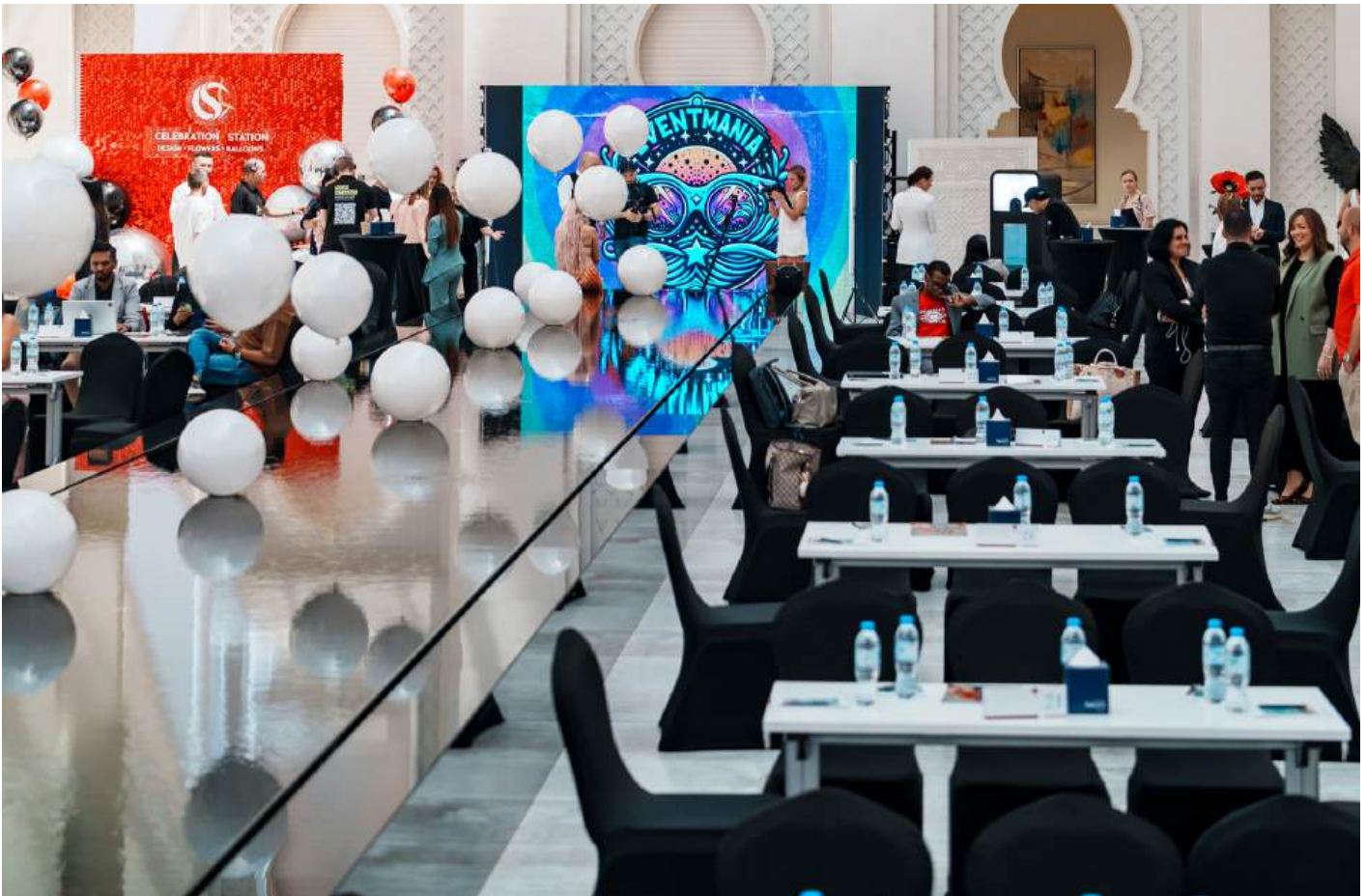
- Comply with all permit conditions (e.g., time limits, noise restrictions).
- Ensure a responsible person is available for inspections.
- Adhere to UAE cultural norms, avoiding offensive gestures, symbols, or behavior.

#### **Useful Tips**

**Hire local partners or agencies familiar with Dubai's event market to avoid cultural or bureaucratic pitfalls.**

**Consider local traditions and restrictions, such as content bans or menu approvals for food events.**

**Allow extra time for approvals and payments, as processes may be slower than in other countries.**







**SEE YOU**  
<https://www.eventmania.pro/>  
**IN 2026!**